

Unica Deliver V12.1.7 System Schema and Tables Guide



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Chapter 1 Tables in the Unica Deliver Schema

Unica Deliver schema includes the following types of tables:

- Tracking tables
- Recipient List tables
- Internal tables
- Report Staging tables

Table: Types of tables

Tracking tables	<p>Tracking Tables contain data that Unica Deliver collects to monitor mailing execution, recipient responses, and email bounces. Several tables contain information that identify individual email messages, links, and message recipients.</p> <p>The standard Unica Deliver reports use the data available in the tracking tables. You can also use data in the tracking tables with other reporting tools and in other processes.</p> <p>For more information, see the list of Tracking tables.</p>
Recipient List tables	<p>Recipient List tables contain data that describes the list of email recipients for each mailing. The data stored in these tables describes how the list was created, content and structure of the list, and the current status of the list. The recipient list for each mailing exists as a separate Output List Table (OLT) that is uploaded to Unica Hosted Services for use during mailing configuration and execution.</p> <p>For more information, see the list of Recipient List tables.</p>
Internal tables	<p>Internal tables contain data that Unica Deliver uses for system management. For more information, see the list of Internal tables.</p>
Report Staging tables	<p>The Reports Staging tables are used in connection with Unica Deliver reports. These tables act as staging tables to hold recent data for mailing contacts and recipient responses. These tables are described in Appendix A.</p>

Table Descriptions

The descriptions of each of the tables used in the Unica Deliver schema include the following characteristics for each column in the table.

Table: Column types

Primary Key	Indicates that the column is part of a primary key for the table.
Column Name	Name of the column as it appears in the database.
Note	Brief description of the type of data stored in the column.
Required field	Indicates that the column must contain a value.
System Generated	Indicates if the value in the column is generated by the system.
System Generated Overridable	Indicates if users can change the generated column value.
User Entered	Indicates if the column is used to store information entered by application users.
Valid Values	Describes the types of data that the column may contain.
Stored-Create	Indicates whether the column is populated when it is created.
Stored-Save	Indicates whether data in the column can edited and saved after initial object creation.
Stored-execute	Indicates whether the column is populated when users run a flowchart.
Configuration	Indicates whether the values in the column are affected by changes in configuration properties.

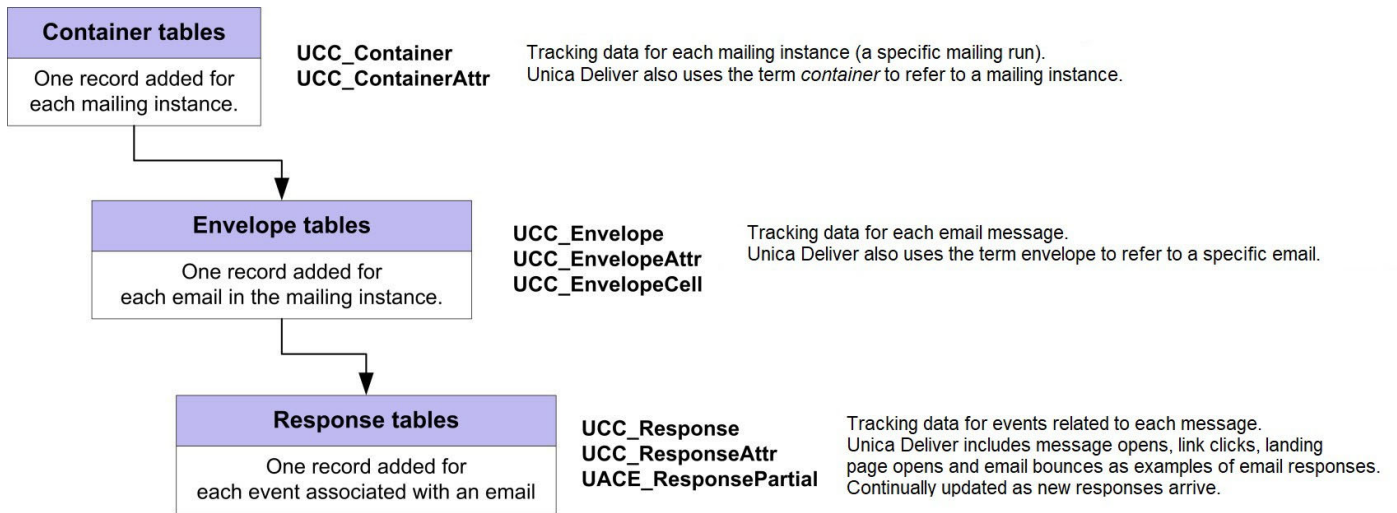


Some tables allow you to specify additional attributes. The attribute descriptions appear separately in the table description.

Chapter 2 Unica Deliver Tracking Tables

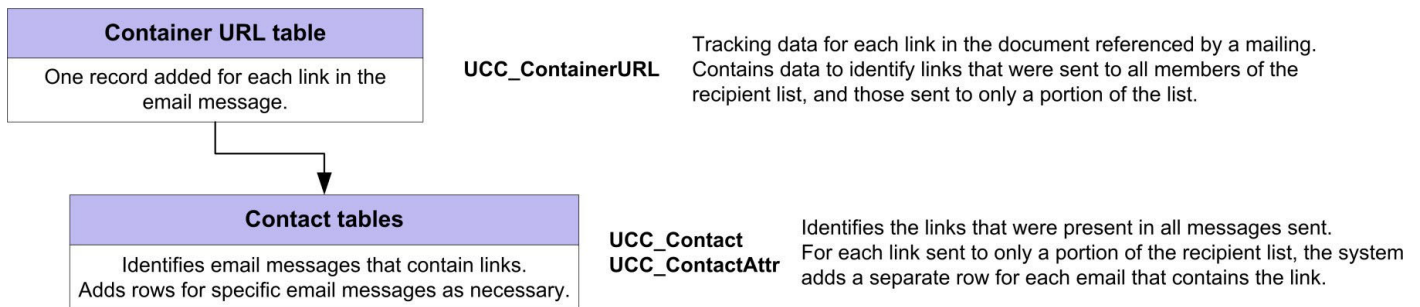
The Unica Deliver tracking tables contain data for email responses and responses to tracked links.

For tracking email responses, Deliver adds and organizes email tracking data hierarchically, according to Mailing (container) > Email message (envelope) > Event (response), as illustrated below.



Link Tracking

For tracking responses to tracked links, Deliver stores link tracking records in the `UCC_ContainerURL` table. For every link that appears in only a portion of all messages sent in a mailing, the system adds a separate row in the `UCC_Contact` table to identify each email that contains the link.



UACE_ContainerType

Stores date to identify the type of mailing. Use to distinguish between mailings sent as A/B tests or as standard or scheduled mailings.

Table: UACE_ContainerType

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
Y	ContainerTypeID	Indicates whether the mailing is a standard mailing or a mailing sent as an A/B test.	Y	Y			Number 1. Standard mailing with no variations. 2. Mailing sent as an A/B test.				
	Description		Y	Y			Text. Up to 256 characters.				

UACE_ContChannelType

A lookup table for identifying the type of message.

Table: UACE_ContainerType

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
	ContChannelTypeID	Identifies the type of message.					1. Email message 2. SMS message				
	Description	Describes the messaging channel.					Text (256 characters)				

UACE_ExecHistory

Stores downloaded data about mailings that have completed. This table is populated only if Execution History Download is enabled for your hosted messaging account.

To view the data after you enable Execution History Download, update the Deliver configuration for your Unica installation. In the Deliver configuration, path Affinium|Deliver|partitions|partition1|responseContactTrack, set enableExecutionHistoryDataTracking to True.

By default, the Deliver configuration does not display the enableExecutionHistoryDataTracking parameter. You can display this configuration parameter in your local Unica Deliver installation by running the switch_config_visibility.bat script, located in the Deliver\tools directory.

Information about mailings that you have sent before your hosted email account is enabled for Execution History Download is not stored in the system tables.

For more information about accessing additional mailing execution history, see *Unica Deliver Startup and Administrator's Guide*.

Table: UACE_ExecHistory

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
Y	ExecutionHistoryID	Identifies a particular set of execution data.	Y	Y			Number			Y	
	MailingInstID	Identifies a particular execution of a mailing. Equivalent to ContainerID in the UCC_Containertable.	Y	Y			Number			Y	
	StartDate	The date and time the mailing was started.		Y			Date/time			Y	
	FinishDate	The date and time the mailing was completed, failed, or was aborted.		Y			Date/time			Y	
	NoMailsAccepted	The number of emails that passed successfully to the MTAs during the mailing.	Y	Y			Number			Y	
	DocumentName	Name of the document used for the mailing.	Y			Y	Any valid document name			Y	
	DocumentSourceRef	For internal use by Unica.	Y	Y			Text			Y	
	MailingTypeEnum	Indicates if the mailing was executed as a standard mailing or transactional mailing. NOTE: When the mailing contains a Forward to a Friend link, the table includes a separate row that specifies a new mailing instance and defines the mailing type as Type 2. The system uses the mailing instance indicated in this row to process message forwarding requests.	Y	Y			Number. 1. Standard mailing 2. Transactional mailing			Y	
	MailingInstanceTypeEnum	Distinguishes between test and production runs.	Y	Y			Number. 700 → Production run 701 → Test run			Y	
	ExecutedBy	Login name of the platform user who executed the mailing.	Y			Y	Text. Any valid Platform username.			Y	
	CampaignName	Name of the campaign in which the mailing was created.	Y			Y	Text. Any valid Campaign name.			Y	
	CampaignCode	Code of the campaign in which the mailing was created.	Y	Y	Y	Y	Text. Any valid Campaign code.			Y	
	MailingID	For internal use.	Y				Number			Y	
	StatusEnum	Value used to indicate the final state of the mailing when the mailing ended.	Y				Number. 4 → Mailing failed at the very beginning; no messages sent 12 → Mailing completed successfully 13 → Mailing was aborted by user			Y	

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
	MailingCode	The code for the mailing.	Y	Y	Y	Y	Text. Any valid mailing code.			Y	
	ProductionCount	Total number of messages that the mailing was configured to send.	Y	Y			Number			Y	
	MailingName	The name of the mailing.	Y	Y	Y	Y	Text. Any valid mailing name.			Y	
	WasPaused	Value used to indicate if the mailing was paused.	Y				Number. 0. Mailing ran continuously from start to end 1. Mailing was paused at some point during the mailing run			Y	
	OLTName	Name of the output list table (OLT) used in the mailing.	Y	Y	Y	Y	Text. Any valid OLT name.			Y	
	OutboundRateLimit	Maximum number of messages per hour that the mailing was allowed to send.	Y	Y			Number 0. If no such limit was applied			Y	
	TrackLinksDuration	Number of days after the mailing for which link tracking data will be kept.	Y	Y			Number			Y	
	LogHistLevel	The level of tracking that was configured for the mailing.	Y			Y	Number. 1. No logging 2. Log at message level 3. Log at message and link level			Y	
	NumFailed	Number of messages that were not successfully handed off to the MTAs.	Y	Y			Number			Y	
	Throughput	The mailing's throughput (performance).	Y	Y			Number (messages per hour)			Y	
	CampaignID	ID of the campaign in which the mailing was created.	Y	Y			Number			Y	
	PVIQheader	For internal use by Unica.		Y			Text			Y	
	PVIQreportGroupID	For internal use by Unica.	Y	Y			Number			Y	
	ContainerID	Identifies a particular execution of a mailing (a mailing instance).					Number				
	VariationNumber	The number that identifies variations used in an A/B test. Each variation is unique within the mailing identified by the ContainerID. Use ContainerID and VariationNumber to find related rows in other tables that provide tracking information.					Number				

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
	DocumentSubject	The published Subject line in the email messages sent in the mailing. If the Subject is conditional, this field contains the conditional tag.				Y	Text (1024 char)			Y	
	DocumentMailedFrom	The From: address contained in the email messages sent by the mailing. This field contains personalization field tags <UAEp.f> if they are present in the address.				Y	Text (1024 char)			Y	
	MailingUpdatedBy	Username of the user that most recently updated the mailing configuration.		Y			Text (64 char)			Y	
	DocumentDescription	Text entered as a description in the email communication properties in the Document Composer.				Y	Text (1024 char)			Y	
	MailingUpdateDate	The date and time when the mailing was saved most recently.		Y			Date/time			Y	

UACE_MRHTrac

Stores data about mail responses that could not be tracked to the UCC_Response table due to missing container/envelopeID information.

Table: UACE_MRHTrac

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
Y	TrackSeqNumber	Identifies a particular tracked response.	Y	Y			Number	Y			
	MailingInstanceID	Identifies a particular execution of a mailing.		Y			Number	Y			
	MessageNumber	Identifies a particular email within a mailing. The number must be unique within a mailing instance.		Y			Number	Y			
	MsgAddrTo	The To address on the incoming email.		Y			Email address	Y			
	MsgRcvdFrom	The From address on the incoming email.		Y			Email address	Y			
	MailboxName	Reserved for possible future use. The description contains a value entered as a placeholder.	Y	Y			Text	Y			
	RuleName	Reserved for possible future use. The description contains a value entered as a placeholder.	Y	Y			Text	Y			
	ReceivedTime	The date and time the response was received.		Y			Date/time	Y			
	Remarks	Additional diagnostic information about the response. The format varies with the type of response.		Y			Text	Y			
	ProcessTime	The date and time this response was recorded at the customer site.		Y			Date/time	Y			

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
	CorrelationID	Used by the Response and Contact Tracker (RCT) for recovery when the RCT terminates unexpectedly.	Y	Y			Number	Y			
	MailRespType	ID of the row in the UACE_ResponseType table that matches this type of mail response.		Y			Number	Y			
	MailRespSubType	Additional information about the response. The format of the information comes from the incoming mail and may vary with the type of response.		Y			Text	Y			
	OrigDestAddress	The destination address of the email to which this email is responding.		Y			Email address	Y			
	OrigFromAddress	The From address of the email to which this email is responding.		Y			Email address	Y			
	TestID	For internal system use by Unica.		Y			Number	Y			

UACE_RespPartial

This table holds internet response data that cannot be tracked to the UCC_Response table because only partial information about the internet response is available.

Table: UACE_RespPartial

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
Y	TrackSeqNumber	Identifies a particular tracked response.	Y	Y			Number			Y	
	MailingInstanceID	Identifies a particular execution of a mailing.	Y	Y			Number			Y	
	MessageNumber	Identifies a particular email within a mailing. The number must be unique within a mailing instance.	Y	Y			Number			Y	
	LinkID	Identifies a particular link within an email. The number must be unique within a mailing instance/message number pair.	Y	Y			Number			Y	
	ClickTime	The date and time the response was received.	Y	Y			Date/time			Y	
	ResponseTypeID	Indicates the type of internet response that was received. This is a Foreign Key . It references UACE_ResponseType.	Y	Y			Number			Y	
	CorrelationID	Used by the Response and Contact Tracker (RCT) for recovery when the RCT terminates unexpectedly.	Y	Y			Number			Y	

UACE_ResponseType

Lookup table that contains valid response types for the UCC_Response table. The primary key is referenced by UACE_RespPartial.

Table: UACE_ResponseType

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
Y	ResponseTypeID	Indicates the type of internet response that Deliver received.	Y	Y			Number				
	Description	Description of the response type.	Y	Y			Text				

Response code descriptions

The following are the response codes and their description:

Table: Email Response codes and descriptions

Response Code	Communication Type
0	Unknown
1	Link Click
2	Mail Open
3	Send Failure
4	Mail Deprecated
5	Inbound Email (currently not used)
6	Hard Bounce
7	Soft Bounce
8	ISP Feedback
9	Out Of Office
10	Email – Unsubscribe
11	Technical Issue
12	Challenge Response
13	Address Change
14	Landing Page

Table: SMS Response codes and descriptions

Response Code	Communication Type
15	Aggregator Rejected
16	Carrier Failed to Deliver
17	Delivered (carrier accepted)
18	Reply Message

UACE_SendFailCodes

Reserved for possible future use.

Table: UACE_SendFailCodes

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
	SendFailCode										
	Description										

UACE_Variation

Stores data to identify variations related to a mailing. A variation refers to content that is sent to a specified set of recipients within the larger list of recipients referenced by a mailing. For example, a test split used in an A/B test is a variation.

Table: UACE_Variation

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
Y	ContainerID	Identifies a particular execution of a mailing (a mailing instance).					Number				
Y	VariationNumber	The number that identifies variations used in an A/B test. Each variation is unique within the mailing identified by the ContainerID. Use ContainerID and VariationNumber to find related rows in other tables that provide tracking information.					Number				
	VariationTypeID	Identifies the type of variation.					Number. -1 → No variation 1 → An A/B test split variation 2 → A/B winning variation				
	DisplayName	Text description given to the variation when the variation is configured. This description appears in standard reports.					Text				
	CustomerStatus	For use by marketing users and their system administrators. Unica applications do not populate or use this column. Marketers can use this column to store values related to downstream processing. For example, to mark a record as processed after you have completed ETL processing on it.					Number				
	CorrelationID	Used by the Response and Contact Tracker (RCT) for recovery when the RCT terminates unexpectedly.	Y	Y			Number			Y	

UACE_VariationAttr

Additional attributes for variations.

Table: UACE_VariationAttr

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
	ContainerID	Identifies a particular execution of a mailing (a mailing instance). For mailings sent as an A/B test, the containerID provides a way to identify the collection of variations.									
	VariationNumber	The number that identifies variations used in an A/B test. Each variation is unique within the mailing identified by the ContainerID. Use ContainerID and VariationNumber to find related rows in other tables that provide tracking information.					Number				
	AttributeName	Name of the attribute.					Text				
	AttributeTypeID	Distinguishes multiple attributes associated with an object. Used where an object may have more than one type of data represented as attributes. For example, audience id values and additional tracking fields.					Number				
	StringValue	Used if the attribute value is text. Otherwise, NULL.	Y	Y			Text			Y	
	NumberValue	Used if the attribute value is numeric. Otherwise, NULL.	Y	Y			Number			Y	
	DatetimeValue	Used if the attribute value is a date or time. Otherwise, NULL.	Y	Y			Date/time			Y	

Variation attributes

Table: Variation attributes

Attribute Type	Attribute Name	Data Type	Comments
12 – A/B Test Attributes	Criteria	String	Additional information about the criteria used to determine the winner of the A/B test. 1. The winner is determined by Maximum unique clicks . 2. The winner is determined by Maximum unique views . 3. The winner is determined by Minimum unique complaints .
	documentName	String	Name of the document associated with each variation in the A/B test.
	startDate	Date/time	The start date and time for each variation in the A/B test.

UACE_VariationType

Stores data to identify the possible types of variations.

Table: UACE_VariationType

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
	VariationTypeID	Identifies the type of variation.	Y	Y			Number. -1 → No variation. 1 → An A?B test split variation. 2 → A/B winning variation.				
	Description		Y	Y			Text				

UCC_AttributeType

A lookup table that stores valid values for `AttributeTypeID` in the attribute tables (identified with the suffix `Attr`) in the Unica Deliver schema. Attribute types allow you to distinguish between identically named attributes.

Table: UCC_AttributeType

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
	AttributeTypeID	Distinguishes multiple attributes associated with an object. Used where an object may have more than one type of data represented as attributes. For example, Audience ID values and additional tracking fields.	Y	Y			Number				
	Description	Text description of the attribute type.	Y	Y			Text				

Attribute Types

Table: Attribute Types

AttributeTypeID	Name	Description
0	Unspecified	This identifier is used differently in various tables. See each table description for details.
1	Audience Identifier	Used if the audience level in the OLT has multiple columns.
6	Mailing Attributes	Identifies details related to the mailing, including campaign code, campaign name, document name, and mailing code.
9	Suppression	Indicates that an email address has been added to the global email suppression list.
10	Landing Page Attribute	A custom attribute of a landing page that a marketer has defined in the user interface.
11	Landing Page Name	A built-in attribute of a landing page configured as an online form. The attribute can specify the page name or page ID.
12	A/B Test Attributes	Identifies which metric is used to determine the winning email variation.
13	SMS	Identifies details related to SMS messages.

UCC_Container

This table stores information that identifies individual runs of Unica Deliver mailing. Unica Deliver adds a row to this table for each mailing run.



The UCC_ContainerAttr table specifies additional container attributes.

The primary key is referenced by UCC_ContainerURL and UCC_ContainerAttr.

Table: UCC_Container

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
Y	ContainerID	Identifies a particular execution of a mailing (a mailing instance).	Y	Y			Number			Y	
	ParentID	Not currently used. The value for this field is always NULL.	Y	Y			Number			Y	
	ContainerName	Name of the mailing.	Y	Y			Any valid mailing name			Y	
	AudienceLevel	Name of the audience level used by the Deliver process that created the OLT for this mailing.	Y	Y			Any valid audience level name			Y	
	CampaignID	ID of the campaign in which the mailing was created.	Y	Y			Number			Y	
	Created	The date and time the mailing was started.	Y	Y			Date/time			Y	
	ContainerTypeID	Indicates whether the mailing is a standard mailing or a mailing sent as an A/B test.					Number. 1. Standard mailing with no variations. 2. Mailing sent as an A/B test.				
	ContChannelTypeID	Identifies the type of message.					Number Default is 1 (email). See UACE_ContChannelType.				

UCC_ContainerAttr

This table stores additional information about mailing runs.

Table: UCC_ContainerAttr

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
Y	ContainerID	Identifies a particular execution of a mailing (a mailing instance). This is a Foreign Key . It references UCC_Container.	Y	Y			Number			Y	
	AttributeName	Name of this attribute.	Y	Y			Any valid attribute name			Y	

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
	AttributeTypeID	Distinguishes multiple attributes associated with an object. Used where an object may have more than one type of data represented as attributes. For example, audience ID values and additional tracking fields.	Y	Y			Number. See Container Attributes.			Y	
	StringValue	Used if the attribute value is text. Otherwise, NULL.	Y	Y			Text			Y	
	NumberValue	Used if the attribute value is numeric. Otherwise, NULL.	Y	Y			Number			Y	
	DatetimeValue	Used if the attribute value is a date or time. Otherwise, NULL.	Y	Y			Date/time			Y	

Container Attributes

Table: Container Attributes

Attribute Type	Attribute Name	Data Type	Comments
6 – Mailing Attributes	CampaignCode	String	Code from the campaign in which the mailing was created.
	CampaignName	String	Name of the campaign in which the mailing was created.
	DocumentName	String	Name of the document used in the mailing.
	MailingCode	String	Code specified in the mailing configuration.
	Version	String	For internal system use by Unica.
	ShortCodeOrLongCode	String	The values for the short code or long code used to send the SMS message.

UCC_ContainerURL

The table stores information for trackable links added to Unica Deliver mailing. Only the static portion of the link is stored in the table. Unica Deliver adds a row to this table for each trackable link added to the mailing.

Table: UCC_ContainerURL

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
Y	ContainerID	Identifies a particular execution of a mailing (a mailing instance). For mailings sent as an A/B test, the containerID provides a way to identify the collection of variations. This is a Foreign Key . It references UCC_Container.	Y	Y			Number			Y	
Y	UrlIndex	Identifies a particular link within an email. The number must be unique within a mailing instance. For A/B testing, the number is unique across all variations within a containerID.	Y	Y			Number			Y	

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
	Url	The URL of the link (static part only).	Y	Y			URL			Y	
	DisplayName	The name used to identify the link in standard Unica Deliver reports. This value can be anything that can be used to identify the link for report users. For example, the display name can be the URL for the link, name of a landing page, or display text adjacent to the link.	Y	Y			Text			Y	
	Universal	Specifies if the link is sent to every recipient on the mailing list. This value determines the amount of information that the system adds to the UCC_Contact table.	Y	Y			Number: 0 or 1 If set to 1 The link is sent to every recipient in the mailing. The system adds a single row to identify the link. If set to 0 Only specific recipients receive the link. In the UCC_Contact table, the system adds one row for each email that contains the link.			Y	
	VariationNumber	The number that identifies variations used in an A/B test. Each variation is unique within the mailing identified by the ContainerID. Use ContainerID and VariationNumber to find related rows in other tables that provide tracking information.					Number				
	CustomerStatus	For use by marketing users and their system administrators. Unica applications do not populate or use this column. Marketers can use this column to store values related to downstream processing. For example, to mark a record as processed after you have completed ETL processing on it.					Number				
	OfferHistStgID	Indicates the relationship between an offer version and a link. The Campaign ETL process uses this value to distinguish between treatments from different mailings.					Number. See the UACE_OfferHistStg table.				

UCC_Envelope

Contains information for each email message that is processed as part of the mailing.

Unica Deliver adds a row for each email that it processes, whether the email was sent successfully or failed to send.



The UCC_EnvelopeAttr table specifies additional envelope attributes.

Primary key is referenced by UCC_EnvelopeAttr, UCC_EnvelopeCell, and UCC_Contact.

Table: UCC_Envelope

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
	EnvelopeID	Identifies a particular email within a mailing. The number must be unique within a mailing instance.	Y	Y			Number			Y	
	ContainerID	Identifies a particular execution of a mailing (a mailing instance).	Y	Y			Number			Y	
	ContactType	Identifies how the contact with the message recipient was initiated.	Y	Y			Number. 1. A message sent directly as either a standard or transactionalmessage . 2. A message sent as a result of a Forward to a Friend request.			Y	
	ContactDateTime	The date and time when the email passed from the email generation infrastructure to the SMTP infrastructure.	Y	Y			Date/time			Y	
	ContactEmail	Full recipient email address of the message recipient, including the email domain. For a forwarded message, the email address and domain of the sender (initially a message recipient).	Y	Y			Email address			Y	
	ContactPhone	For SMS messaging, the mobile telephone number of the message recipient, as entered in the Output List Table (OLT).									
	Audienceld	Identifies the audience ID of the recipient. Single audience level: the value is stored in this column as text. Multiple audience levels: audience level fields are stored in envelope attributes and this column value is NULL.	Y	Y			The value in this field depends on the number of audience levels defined: <ul style="list-style-type: none"> Single audience level: Text Multiple audience level: NULL 			Y	
	CustomerStatus	For use by marketing users and their system administrators. Unica applications do not populate or use this column. Marketers can use this column to store values related to downstream processing. For example, to mark a record as processed after you have completed ETL processing on it.			Y		Number				

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
	CorrelationID	Used by the Response and Contact Tracker (RCT) for recovery when the RCT terminates unexpectedly.	Y	Y			Number			Y	
	VariationNumber	The number that identifies variations used in an A/B test. Each variation is unique within the mailing identified by the ContainerID. Use ContainerID and VariationNumber to find related rows in other tables that provide tracking information (Campaign 9.0.0 or higher).					Number				
	CHLoadStatus	Populated by the Campaign ETL process to indicate that a row has been processed.					NOT_LOADED (or unprocessed) =0; SUCCESS (or processed)=1; IGNORE=2; FAILED =3;				
	TreatmentSetStgID	Populated only when one or more offer versions are sent to only a portion of the total list of recipients. Foreign key to UACE_TreatmentSetStgID.					Number				
	TreatmentCount	Total number of treatments given to a message recipient, including detailed and regular CH treatments. This value is used by the Campaign ETL process to determine whether all treatments that are required to log to Contact History and Detailed Contact History are available.					Number				

UCC_EnvelopeAttr

Additional attributes per email processed as part of a mailing.

Table: UCC_EnvelopeAttr

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
Y	EnvelopeID	Identifies a particular email within a mailing. The number must be unique within a mailing instance. This is a Foreign Key . It references UCC_Envelope.	Y	Y			Number			Y	
Y	ContainerID	Identifies a particular execution of a mailing (a mailing instance). This is a Foreign Key . It references UCC_Envelope.	Y	Y			Number			Y	

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
Y	AttributeName	Name of this attribute.	Y	Y			Any valid attribute name			Y	
Y	AttributeTypeID	ID of a row in the UCC_AttributeType table.	Y	Y			Number. See Envelope attributes.			Y	
	StringValue	Used if the attribute value is text. Otherwise, NULL.	Y	Y			Text			Y	
	NumberValue	Used if the attribute value is numeric. Otherwise, NULL.	Y	Y			Number			Y	
	DatetimeValue	Used if the attribute value is a date or time. Otherwise, NULL.	Y	Y			Date/time			Y	

Envelope attributes

Table: Envelope attributes

Attribute Type	Attribute Name	Data Type	Comments
1 – Audience Identifier	various	String Number Date	Only used if the audience level in the OLT had multiple columns in it. Names correspond to the names of the audience fields defined in the audience level.
13 – SMS	Carrier name Country Code	String String	The value for the message recipient, as entered in the Output list Table (OLT).
17 – Email Copy URL	EmailCopyURL	String	This URL is a copy of email that you have sent to users.

UCC_EnvelopeCell

List of cells the email recipient belongs to.

Table: UCC_EnvelopeCell

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
Y	EnvelopeID	Identifies a particular email within a mailing. The number must be unique within a mailing instance. This is a Foreign Key . It references UCC_Envelope.	Y	Y			Number			Y	
Y	ContainerID	Identifies a particular execution of a mailing (a mailing instance). This is a Foreign Key . It references UCC_Envelope.	Y	Y			Number			Y	
Y	CellCode	Cell code for the recipient's cell. The cell code is configured in the Campaign flowchart that generates the OLT.	Y	Y			Any valid cell code. For email messages sent as a result of a Forward to a Friend request, the value is: ForwardToFriend.			Y	

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
	CellID	Unique identifier for the cell to which the recipient belongs. If HasDetailedHistory is 0, the system uses this value to determine which rows in UACE_TreatmentStg apply to a given envelope. Nota available for transactional mailings.					For forwarded email messages, the value is null.				

UCC_Contact

In this table, Unica Deliver stores information that identifies links in the email message sent to recipients of a mailing.

If the mailing provides a link to only some mailing recipients, the system adds individual rows to identify each recipient that received the link. However, if the mailing provides the same links to every recipient, the system does not add rows to this table.

The value of the `Universal` field in the `UCC_ContainerURL` table indicates whether the links are sent to some or all the mailing recipients.



The `UCC_ContactAttr` table specifies additional contact attributes.

Primary key is referenced by `UCC_ContactAttr`.

Table: `UCC_Contact`

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
Y	EnvelopeID	Identifies a particular email within a mailing. The number must be unique within a mailing instance. This is a Foreign Key . It references <code>UCC_Envelope</code> .	Y	Y			Number			Y	
Y	ContainerID	Identifies a particular execution of a mailing (a mailing instance). This is a Foreign Key . It references <code>UCC_Envelope</code> .	Y	Y			Number			Y	
Y	UrlIndex	Identifies a particular link within an email. The number must be unique within a ContainerID/EnvelopeID pair.	Y	Y			Number			Y	

UCC_ContactAttr

Additional attributes per link per recipient.

Table: UCC_ContactAttr

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
Y	ContainerID	Identifies a particular execution of a mailing (a mailing instance). This is a Foreign Key . It references UCC_Contact.	Y	Y			Number			Y	
Y	EnvelopeID	Identifies a particular email within a mailing. The number must be unique within a mailing instance. This is a Foreign Key . It references UCC_Contact.	Y	Y			Number			Y	
Y	UrlIndex	Identifies a particular link in an email. The number must be unique within a ContainerID/EnvelopeID pair. This is a Foreign Key . It references UCC_Contact.	Y	Y			Number			Y	
Y	AttributeName	Name of this attribute.	Y	Y			Any valid attribute name			Y	
Y	AttributeTypeID	ID of a row in the UCC_AttributeType table.	Y	Y			Number. See Contact attributes.			Y	
	StringValue	Used if the attribute value is text . Otherwise, NULL.	Y	Y			Text			Y	
	NumberValue	Used if the attribute value is numeric . Otherwise, NULL.	Y	Y			Number			Y	
	DatetimeValue	Used if the attribute value is a date or time . Otherwise, NULL.	Y	Y			Date/time			Y	

Contact attributes

Table: Contact attributes

Attribute Type	Attribute Name	Data Type	Comments
0 – Unspecified		String	URL of the personalized link. Must be explicitly enabled both at the customer site and at unicaondemand.com for a customer's account to be populated.

UCC_Response

Unica Deliver stores data about various message responses in this table.



Additional attributes that further describe responses are specified in the UCC_ResponseAttr table.

Primary key is referenced by UCC_ResponseAttr.

Table: UCC_Response

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
Y	ResponseID	Identifies a specific response.	Y	Y			Number			Y	
	RespType	Identifies the type of email response received by the system.	Y	Y			Number. See the list of response code descriptions.			Y	
	RespDateTime	The date and time the response was received.	Y	Y			Date/time			Y	
	UrlIndex	Identifies a particular link within an email. The number must be unique within a ContainerID/EnvelopeID pair.	Y	Y			Number			Y	
	EnvelopeID	Identifies a particular email within a mailing. The number must be unique within a mailing instance.	Y	Y			Number			Y	
	ContainerID	Identifies a particular execution of a mailing (a mailing instance).	Y	Y			Number			Y	
	CustomerStatus	For use by marketing users and their system administrators. Unica applications do not populate or use this column. Marketers can use this column to store values related to downstream processing. For example, to mark a record as processed after you have completed ETL processing on it.			Y		Number				
	CorrelationID	Used by the Response and Contact Tracker (RCT) for recovery when the RCT terminates unexpectedly.	Y	Y			Number			Y	
	CHLoadStatus	Populated by the Campaign ETL process to indicate that a row has been processed. Identifies the specific treatment to which a link response should be attributed.					NOT_LOADED (or unprocessed) =0; SUCCESS (or processed)=1; IGNORE=2; FAILED =3;				

Response code descriptions

The list of response codes is stored in the UACE_ResponseType table. See the UCC_ResponseAttr table for additional descriptive codes.

Table: Response code descriptions

Value	Response type	Description	Possible Next steps (Contact Email Account Services at deliver@unica.com for specific guidance)
0	Unknown	Unica cannot interpret the response, or the response does not correlate with any of the expected response types.	Investigate the issue to determine the likely cause. Contact Email Account Services to review the situation.
1	Link Click	An email recipient opened a link in an email message or hosted landing page. The click represents a possible indication of interest in the message content. For email clients with images turned off, a link click might be considered as a mail open response.	Note the possible interest of the message recipient and consider for possible retargeting.
2	Mail Open	An email recipient opened an email message (HTML email only). Unica Deliver adds an image beacon to messages to detect mail opens. Recipients that turn off images in their email client do not appear in these open counts. In these cases, a link click can indicate a mail "open" and possible interest in the message.	Note the possible interest of the recipient and consider for possible retargeting.
3	Send Failure	Unica did not send the email message because the email address has a bad syntax or appears on the global email suppression list.	Remove the email address from future mailings.
4	Mail Bounce	DEPRECATED. See the UCC_ResponseAttr table for more information about email bounce subtypes.	None
5	Inbound Email	Not currently used.	None
6	Hard Bounce	Unica cannot deliver the email due to a permanent problem with the receiving mailbox. For example, the destination mailbox does not exist.	See the Response attributes section in the UCC_ResponseAttr table for additional detail for response subtypes. Use the response subtypes to define bounce processing rules that determine which addresses to suppress in future mailings and how many bounces are acceptable.
7	Soft Bounce	Unica cannot deliver the email due to a temporary problem with the receiving mailbox. The message might reach the intended recipient if you send it again. For example, the recipient's mailbox is full.	See the Response attributes section in the UCC_ResponseAttr table for additional detail for response subtypes. Use the response subtypes to define bounce processing rules that determine which addresses to suppress in future mailings and how many bounces are acceptable.
8	ISP Feedback	Unica successfully delivered the email message, but the recipient's Internet Service Provider (ISP) sent notification that the recipient has reported the email message as unwanted email (spam). This response is represented in the Detailed Bounce report as an abuse complaint.	Immediately remove the email address from future mailings unless and until the recipient explicitly resubscribes to your mailing list.

Value	Response type	Description	Possible Next steps (Contact Email Account Services at deliver@unica.com for specific guidance)
9	Out of office	<p>Unica Deliver delivered the email but received an Out-of-Office response for the destination mailbox. This response does not count towards addition to the suppression list, future deliveries to the recipient will be attempted.</p> <p>If you send marketing email more than once per week, drop this address from mailing lists for at least one week to avoid overloading the inbox. Multiple messages in the recipient's Inbox might trigger a negative reaction from the recipient that can adversely affect your deliverability scores.</p>	Consider sending the message later. Avoid adding multiple messages to the recipient inbox.
10	Unsubscribe	<p>Indicates that an unsubscribe request was received through either of the following methods:</p> <ul style="list-style-type: none"> The email recipient has opened the message in an email client that supports List-Unsubscribe headers and clicked the unsubscribe link presented by the client. The recipient clicked the Reply button in the email client and included the word unsubscribe in the subject line of the email. <p>Upon receipt of an unsubscribe request, Unica adds the email address to a global list of email addresses that are suppressed in outbound mailings. However, you are responsible for removing the email address from future mailings until the individual explicitly requests to be added again.</p>	Immediately remove the address from future mailings until the recipient explicitly re-subscribes to your mailing list.
11	Technical Issue	<p>Unica cannot deliver the email due to a problem with the email infrastructure used to transmit and deliver the message to the recipient's mailbox.</p> <p>Responses of this type are different than problems related to the receiving mailbox. For example, Unica receives this response during a network interruption or when the receiving email servers are not operating, not when the recipient's mailbox is full.</p>	<p>Investigate the possible cause of the message delivery problem.</p> <p>You can ignore the response or resend the message later.</p> <p>See the Response attributes section in the UCC_ResponseAttr table for additional detail for response subtypes.</p>
12	Challenge/Response	<p>Unica cannot deliver the email message because the ISP that received the email processed the message through a challenge/response SPAM filter. Challenge/response filters require human interaction to allow email delivery. Typically, this scenario occurs when message recipients have not added the sending domain to their safe sender lists.</p>	<p>Contact the recipient to request addition to a safe sender list.</p> <p>If the sending domain cannot be added to a safe sender list, remove the address from future mailings to avoid prompting a negative response from the recipient that could affect your deliverability scores.</p>
13	Address change	<p>The recipient's ISP indicates that the recipient's email address has changed from the one used as the To: address in the mailing.</p> <p>If the ISP response <i>includes</i> the <code>envelopid</code> and <code>containerid</code> for the original email, Unica Deliver logs the new address as the value for the <code>diagnosticCode</code> attribute in the <code>UCC_ResponseAttr</code> table.</p> <p>If the ISP response <i>does not include</i> the <code>envelopid</code> and <code>containerid</code> for the original email, Unica Deliver stores the new address received from the ISP in the Remarks column in the <code>UACE_MRHTrack</code> table.</p>	Update your mailing lists using the information provided in the <code>UCC_ResponseAttr</code> table or in the <code>UACE_MRHTrack</code> table.
14	Landing Page	<p>Indicates a response from a landing page hosted by Unica. Additional landing page attributes are defined in the <code>UCC_ResponseAttr</code> table.</p>	To improve the effectiveness of future mailings, note which landing page link in your marketing message prompted the message recipient to respond.
15	sms aggregator rejected	The SMS aggregator did not process the message.	
16	sms carrier failed to deliver	The SMS aggregator processed and forwarded the message, but the telecommunications carrier was not able to deliver the message to the number that is specified.	

Value	Response type	Description	Possible Next steps (Contact Email Account Services at deliver@unica.com for specific guidance)
17	sms delivered (carrier accepted)	The telecommunications carrier was able to deliver the message.	
18	sms reply message	Response was received from the message recipient.	

UCC_ResponseAttr

This table stores additional attributes per response. The additional attributes further describe response data that is stored in the UCC_Response table. **Important:** Deliver mailing does not capture formName in the UCC_ResponseAttr table.

Table: UCC_ResponseAttr

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
Y	ResponseID	ID of the row to which this attribute belongs. This is a Foreign Key. It references UCC_Response.	Y	Y			Number			Y	
Y	AttributeName	Name of this attribute.	Y	Y			Valid attribute name. See the list of response attributes that appears after this table.			Y	
Y	AttributeTypeID	Name of this attribute. The type distinguishes multiple attributes associated with an object. Used where an object may have more than one type of data represented as attributes (for example, audience id values and additional tracking fields)	Y	Y			Number. See the list of response attributes that appears after this table.			Y	
	StringValue	Used if the attribute value is text. Otherwise, NULL.	Y	Y			Text			Y	
	NumberValue	Used if the attribute value is numeric. Otherwise, NULL.	Y	Y			Number			Y	
	DatetimeValue	Used if the attribute value is date or time. Otherwise, NULL.	Y	Y			Date/time			Y	

Response attributes

The format of the response information is determined by the responding system. It can vary based on the type of response. Additional attributes provide more detail about the response, if available.

Table: Response attributes

Attribute Name	Attribute Type	Data Type	Comments						
responseSubType	0 – Unspecified	String	<p>Responses that represent send failures:</p> <p>100. MTA rejected email address.</p> <p>101. The Unica Deliver internal email address validation rejected the address. Additional attributes describe which email address failed validation and provide the address that failed.</p> <table border="0"> <tr> <td><u>Additional attribute</u></td> <td><u>Value</u></td> </tr> <tr> <td>badEmailAddressFormat</td> <td>The email address as received.</td> </tr> <tr> <td>emailAddresstype</td> <td>to from bcc reply to</td> </tr> </table> <p>102. Failure to successfully evaluate conditional text in the email message.</p> <p>105. Failure related to problems when processing advanced scripting for email.</p> <p>106. Failure caused by excessive delay in processing advanced scripts.</p> <p>107. The email address has been previously added to the global email suppression list</p> <p>Internet responses (clicks and opens): responseSubType is not populated.</p> <p>Link click:</p> <ol style="list-style-type: none"> Source of the link click is an email message Source of the link click is a landing page hosted by Unica. <p>Responses for email bounces: See the section, <i>Email bounce subtypes</i>, for more information regarding hard bounces, soft bounces, and bounces due to various technical issues.</p>	<u>Additional attribute</u>	<u>Value</u>	badEmailAddressFormat	The email address as received.	emailAddresstype	to from bcc reply to
<u>Additional attribute</u>	<u>Value</u>								
badEmailAddressFormat	The email address as received.								
emailAddresstype	to from bcc reply to								
suppressionCode	9 - suppression attribute	Number	<p>Values:</p> <ol style="list-style-type: none"> Known bad domain CAN_SPAM wireless domain Complaint Unsubscribe Too many hard bounces 						
(customer defined in UI)	10 - landing page custom attribute	String	Values are customer defined.						
landingPageName	11 - landing page built in attributes	String	Name of the landing page for a submitted form.						
landingPageId	11 - landing page built in attributes	Number	ID of the landing page for a submitted form.						
formName	11 - landing page built in attributes	String	Reserved for possible future use.						
diagnostic Code	13 - address change	String	<p>The value for diagnosticCode varies, depending on the type of attribute.</p> <p>When the Attribute Type is 13, the value for diagnostic Code is an email address.</p>						
rejected	15 - sms	String	CarrierName Diagnostic code MessageID						
CarrierFailedToDeliver	16 - sms	String	CarrierName Diagnostic Code MessageID						
SucessfullyDelivered	17 - sms	String	CarrierName MessageID						

Email bounce subtypes

The following table lists additional descriptive codes regarding email messages that were not delivered successfully.

Table: Email bounce subtypes

Bounce Type	Additional attribute (sub type)	Value	Description	Possible Next steps (Contact Email Account Services at deliver@unica.com for specific guidance.)
6 - Hard bounce (See the RespType field in the UCC_Response table)	BAD_DOMAIN	2	The domain in the email address no longer exists or has permanently ceased accepting inbound email. Unica adds an address to the Global Suppression List after two consecutive failures of this type.	After two consecutive failures of this type, remove the email address from future mailings.
	BLOCKED	3	The Internet Service Provider (ISP) indicates that the email address is blocked for unspecified reasons.	Investigate the issue to determine the likely cause and resolve the problem. Contact Email Account Services to review the situation. After addressing the issue, request that the ISP remove the block.
	BLOCKED_BLACKLIST	4	The ISP indicates that it will not accept messages from the sending domain because it believes that the domain is sending unwanted email (spam). The domain is considered to be blacklisted.	Immediately address this issue to determine why your outbound messages are considered to be spam. Contact Email Account Services to review the situation. After addressing the issue, request that the ISP remove the block.
	DISABLED	5	The receiving email account is disabled for unknown reasons.	After three consecutive failures of this type, remove the email address from future mailings.
	INACTIVE	8	The receiving email account is inactive.	After three consecutive failures of this type, remove the email address from future mailings.
	INVALID_OR_BAD_ADDRESS	9	The receiving email address is invalid. The user no longer exists. Unica adds an address to the Global Suppression List after two consecutive failures of this type.	After two consecutive failures of this type, remove the email address from future mailings.
	USER_GENERATED_BLOCK	13	The email recipient has applied a personal block. Users at some ISPs can create a personal set of message handling rules that override the global rules of the ISP.	After three consecutive failures of this type, remove the email address from future mailings.
	BLOCKED_BAD_URL	14	The receiving ISP blocked one or more of the URLs that are contained in the email. The ISP will continue to block messages until you remove the offending URL. In some cases, the URL might be related to an email reputation problem.	Investigate the issue to identify and remove the URLs that are considered to be a problem. Contact Email Account Services to review the situation. After addressing the issue, request that the ISP remove the block.
OTHER	0	The message was not delivered for unknown reasons, or the ISP issued a permanent (5XX) failure that does not correspond to any of the other hard bounce categories.	Errors of this type are typically isolated or unusual issues. Investigate the issue to determine a possible cause for the delivery failure.	

Bounce Type	Additional attribute (sub type)	Value	Description	Possible Next steps (Contact Email Account Services at deliver@unica.com for specific guidance.)
7 - Soft bounce (See the RespType field in the UCC_Response table)	BAD_DOMAIN	2	The destination domain in the email address either does not respond or responds with transient failures. This behavior suggests that the domain is malformed, never existed, or has permanently ceased accepting email messages.	After five consecutive failures of this type, remove the email address from future mailings.
	BLOCKED	3	The ISP issued a temporary (4XX) block due to problems related to the reputation of the sending domain or because the message content is considered to be spam.	Immediately address this issue to determine why your outbound messages are considered to be spam. Contact Email Account Services to review the situation. After addressing the issue, request that the ISP remove the block.
	DNS_ISSUE	6	The receiving domain cannot resolve the DNS address. Possible causes include a bad email address or a local network malfunction in the destination network. Typically, this type of delivery problem is temporary.	Monitor the situation. Consider sending the message later. If the problem persists, contact Email Account Services to review the situation.
	GRAYLIST	7	The ISP refuses all first delivery attempts from an IP but accepts each second delivery attempt.	Send the message again. Investigate the issue to identify and resolve the cause of the delivery problem.
	OVER_QUOTA_MAILBOX_FULL	10	The recipient mailbox contains more messages than it is allowed. You can expect that the address will accept messages when the recipient removes some or all of the messages in the mailbox.	After five consecutive failures of this type, remove the email address from future mailings.
	SERVER_BUSY	11	The receiving mail servers are currently overloaded and cannot accept any additional connections. Typically, this type of delivery problem is temporary.	Monitor the situation. Send the message later.
	OTHER	0	The message was not delivered for unknown reasons, or the ISP issued a temporary (4XX) failure that does not correspond to any of the other soft bounce categories.	Errors of this type are typically isolated or unusual issues. Investigate the issue to determine a possible cause for the delivery failure.
11 - Technical issue (See the RespType field in the UCC_Response table)	AUTHENTICATION_FAILURE	1	The sending domain failed DKIM or SPF checks. Unica email operations must investigate and correct the problem.	Contact Email Account Services to resolve the problem.
	DNS_ISSUE	6	The receiving domain cannot resolve the DNS address. Possible causes include a bad email address or a local network malfunction in the destination network. Typically, this type of delivery problem is temporary.	Monitor the situation. Consider sending the message later. If the problem persists, contact Email Account Services to review the situation.

Bounce Type	Additional attribute (sub type)	Value	Description	Possible Next steps (Contact Email Account Services at deliver@unica.com for specific guidance.)
	THROTTLING	12	<p>The receiving network is experiencing resource management issues or is limiting the speed at which mail can be delivered to the network.</p> <p>In some instances, the issue might relate to reputation issues.</p> <p>Unica will continue to deliver the message for 3 days before reporting this type of delivery failure. Typically, this type of delivery problem is temporary.</p>	<p>Investigate the issue to identify the problem.</p> <p>Excessive or persistent throttling is likely related to email reputation problems.</p> <p>Contact Email Account Services to review the situation.</p>
	OTHER	0	<p>The message was not delivered for unknown reasons, or due to technical problems that do not correspond to any of the other technical issue categories.</p>	<p>Errors of this type are typically isolated or unusual issues. Investigate the issue to determine a possible cause for the delivery failure.</p> <p>Contact Email Account Services to review the situation.</p>

UCC_SMSReplyMessage

This table contains data that relates to responses to SMS messages, including the text response that was received.

Table: UCC_SMSReplyMessage

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
	ResponseID	Identifies a specific response.	Y	Y			Number			Y	
	ResponseDateTim e	The date and time that the response was received.					Date/time				
	SMSCode	The short or long code to which the response was sent.					Number				
	SMSmessage	The text of the reply. Typically, a keyword contained in the outbound SMS message.					Text				
	OriginatingNumbe r	The mobile telephone number of the message recipient who is responding.					Number				
	CarrierName	Name of the carrier used by the message recipient to respond.									
	CustomerStatus	For use by marketing users and their system administrators. Unica applications do not populate or use this column.					Number				
	CorrelationID	Used by the Response and Contact Tracker (RCT) for recovery when the RCT terminates unexpectedly.					Number				

UCC_WhatsAppReplyMessage

This table contains data that relates to responses to WhatsApp messages.

Table: UCC_WhatsAppReplyMessage

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
	ResponseID	Identifies a specific response.	Y	Y			Number			Y	
	RespDateTime	Date and time response was received.	Y	Y			Date/time			Y	
	WhatsappMessage	WhatsApp message text that is received in reply.	Y	Y			Text			Y	
	OriginatingNumber	Mobile number that sent the reply.	Y	Y			Text			Y	
	CustomerStatus	For use by marketing team and their system administrator.			Y		Number			Y	
	CorrelationID	Used by Response and Contact Tracker (RCT) for recovery when the RCT terminates unexpectedly.	Y	Y			Number			Y	
	CHLoadStatus	Populated by Campaign ETL process to indicate that a row has been processed.									

UACE_MobileEvent

This table contains data that relates to responses to Push notification messages, including both Native and In-App push notification response that were received.

Table: UACE_MobileEvent

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
Y	EventID	Identifies a specific push response event.	Y	Y			Number			Y	
	ContainerID	Identifies a particular execution of a mailing (a mailing instance). This is a Foreign Key . It references UCC_Envelope.	Y	Y			Number			Y	
	EnvelopeID	Identifies a particular message within a mailing. The number must be unique within a mailing instance.	Y	Y			Number			Y	
	EventRespType	Identifies the type of push response received by the system.	Y	Y			Number			Y	
	EventTime	The date and time the response was received.	Y	Y			Date/time			Y	
	AppKey	Identifies a particular mobile app for which this response is received.	Y	Y			Number			Y	
	XID	Identifies a particular device on which this notification was sent.	Y	Y			Text			Y	

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
	EventValue	Textual representation of EventRespType.	Y	Y			Text			Y	
	CorrelationID	Used by the Response and Contact Tracker (RCT) for recovery when the RCT terminates unexpectedly.	Y	Y			Number			Y	
	CHLoadStatus	Populated by the Campaign ETL process to indicate that a row has been processed. Identifies the specific treatment to which a link response should be attributed.					NOT_LOADED (or unprocessed) =0; SUCCESS (or processed)=1; IGNORE=2; FAILED =3;				
	CustomerStatus	For use by marketing users and their system administrators. Unica applications do not populate or use this column. Marketers can use this column to store values related to downstream processing. For example, to mark a record as processed after you have completed ETL processing on it.			Y		Number			Y	

UACE_MobileAppKeys

This table contains data that relates to mobile app keys created in mobile app keys section in Message Settings.

Table: UACE_MobileAppKeys

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
Y	AppKey	Identifies a specific mobile app key.	Y	Y			Text			Y	
	AppName	Display name of mobile app.	Y			Y	Text			Y	
	PlatformType	Identifies app platform.	Y				Number. Android = 1 iOS = 2			Y	
	KeyType	Identifies app key.	Y				Number			Y	

Chapter 3 Recipient List Tables

When a marketer defines a list of email recipients, Unica Deliver creates the list as an Output List Table (OLT). When the marketer saves the list, Deliver uploads the OLT to Unica Hosted Services. This is also referred to as "pushing" the OLT.

UACE_DTJoin

When you use Unica Deliver process to associate dimension tables with an output list table (OLT) that defines a recipient list, this table describes the relationship between the tables by describing the columns in the OLT and the dimension table that are compared in the join.

Table: UACE_DTJoin

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
Y	OutputListID	Identifies the output list table (OLT). This is a Foreign Key . It references UACE_OutputList.	Y	Y			Number	Y	Y		
Y	LogicalDT	Name of the dimension table, as displayed in the Unica Deliver process.	Y	Y			Text	Y	Y		
Y	RealTableName	Name of the table generated by the Unica Deliver process that holds the dimension data.					Any valid database table name.	Y	Y		
Y	OLTColName	Name of the OLT column that is used to join the OLT to the generated table (specified in the RealTableName field) that contains the dimension data.	Y	Y			Any valid database table name.	Y	Y		
Y	JoinColName	Name of the column in the generated table that is used to join to the OLT.	Y	Y			Any valid database table name.	Y	Y		

UACE_OfferHistAttrStg

Deliver uses this table to provide the attribute value pairs for the UACE_OfferHistStg rows.

Table: UACE_OfferHistAttrStg

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
	OfferHistStgID	The Campaign ETL process uses this value to distinguish between treatments from different mailings.					Number				
	OfferID	Unique identifier for an offer. Assigned by the system when a marketer creates the offer in Campaign.					Number				
	CRC	System-generated value used for error checking when Campaign processes offers.					Number				

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
	CHLoadStatus	Populated by the Campaign ETL process to indicate that a row has been processed.					NOT_LOADED (or unprocessed) =0; SUCCESS (or processed)=1; IGNORE=2; FAILED =3;				
	CustomerStatus	For use by marketing users and their system administrators. Unica applications do not populate or use this column. Marketers can use this column to store values related to downstream processing. For example, to mark a record as processed after you have completed ETL processing on it.					Number				

UACE_OfferHistStg

Deliver uses this table to store information about new and proposed offers that are defined.

Table: UACE_OfferHistStg

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
	OfferHistStgID	The Campaign ETL process uses this value to distinguish between treatments from different mailings.					Number				
	OfferID	Unique identifier for an offer. Assigned by the system when a marketer creates the offer in Campaign.					Number				
	CRC	System-generated value used for duplicate detection when Campaign processes offer versions.					Number				
	CHLoadStatus	Populated by the Campaign ETL process to indicate that a row has been processed.					NOT_LOADED (or unprocessed) =0; SUCCESS (or processed)=1; IGNORE=2; FAILED =3;				

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
	CustomerStatus	For use by marketing users and their system administrators. Unica applications do not populate or use this column. Marketers can use this column to store values related to downstream processing. For example, to mark a record as processed after you have completed ETL processing on it.					Number				
	CorrelationID	Used by the Response and Contact Tracker (RCT) for recovery when the RCT terminates unexpectedly.	Y	Y			Number				
	OfferHistID	The Campaign ETL process uses this value to determine if the process has created an offer version matching this row. If not null, this value is the ID of a row in the UA_OfferHist table.					Number				

UACE_OLTAudMap

This table indicates the location of audience ID fields within a given Output List Table.

Table: UACE_OLTAudMap

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
Y	OutputListID	Identifies the output list table (OLT). This is a Foreign Key. It references UACE_OutputList.	Y	Y			Number	Y	Y		
Y	AudienceFieldName	Name of the audience field as specified in the Campaign audience level definition.	Y			Y	Any valid audience level field name.	Y	Y		
	OLTColName	Name of the OLT database column that contains data for the audience field.	Y	Y			Any valid database column name.	Y	Y		

UACE_OLTCol

Reserved for possible future use.

Table: UACE_OLTCol

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
	OutputListID										
	OLTPFName										

UACE_OLTCompType

Lookup table that enumerates the possible values that indicate the type of recipient data contained in a recipient list. The recipient list exists as an Output List Table (OLT). Primary key referenced by UACE_OutputList.

Table: UACE_OLTCompType

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
Y	CompositionType	Identifies the type of recipient records in the recipient list. Recipient types include: <ul style="list-style-type: none">• Production recipients• Test recipients• Seed list	Y	Y			Number. 0. OLT is empty. 1. OLT contains only Production Records. 2. OLT contains only Test Records. 3. OLT contains Production and Test Records. 4. OLT contains only Seed Records. 5. OLT contains Production and Seed Records. 6. OLT contains Seed and Test Records. 7. OLT contains Production, Test, and Seed Records.				
	Description	Description of the type of recipients in the OLT.	Y	Y			Text				

UACE_OLTPFMapping

This table is used internally by the Deliver process box to remember personalization fields names that have been assigned to fields in the source data mart. This allows the Deliver process box to automatically suggest a personalization field name when a given data mart field is used again.

Table: UACE_OLTPFMapping

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
Y	PFMappingID	Identifies the particular set of mapping data.	Y	Y			Number	Y	Y		
	SourceField	Name of the column in the source datamart table that is mapped to the field specified in PFName.	Y	Y			Any valid database column name.	Y	Y		
	PFName	Personalization field name, as specified in the Unica Deliver process.	Y			Y	Any valid personalization field name.	Y	Y		

UACE_OLTPFUse

This table holds the mappings of personalization field (PF) names to OLT column names for each output list table.

Table: UACE_OLTPFUse

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
Y	PFUseID	Identifies the particular set of usage data.	Y	Y			Number			Y	
	OutputListID	Identifies the output list table (OLT). This is a Foreign Key. It references HUUACE_OutputList.	Y	Y			Number			Y	
	PFName	Personalization field name, as specified in the Unica Deliver process.	Y			Y	Any valid personalization field name.			Y	
	OLTColName	Name of the column in the OLT that holds the values for the personalization field.	Y	Y			Any valid database column name.			Y	

UACE_OLTPush

This table contains information that describes the status of OLT uploads.

Table: UACE_OLTPush

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
Y	OutputListID	Identifies the output list table (OLT).	Y	Y			Number			Y	
	Descriptor	XML descriptor for output list. The descriptor is used when uploading the list to Unica Hosted Services.	Y	Y			XML			Y	
	StatusID	Indicates the current status of the OLT upload to Unica Hosted Services. This is a Foreign Key. It references UACE_OLTPushStatus.	Y	Y			Number. 1. Not started 2. In progress 3. Completed 4. Cancelled 5. Failed			Y	
	IsCancelRequested	Indicates that Unica Deliver is attempting to cancel a pending upload.	Y	Y			Number. 0. No 1. Yes			Y	

UACE_OLTPushStatus

Lookup table that enumerates the possible values for the StatusID column of the UACE_OLTPush table. Primary Key referenced by UACE_OLTPush.

Table: UACE_OLTPushStatus

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
Y	StatusID	Indicates the current status of the OLT upload to Unica Hosted Services.	Y	Y			Number. 1. Not started 2. In progress 3. Completed 4. Cancelled 5. Failed				
	Description	Description of the various status types.	Y	Y			Text				

UACE_OLTStatus

Lookup table that enumerates the possible values that indicate the current status of the output list table (OLT). Primary key referenced by UACE_OutputList.

Table: UACE_OLTStatus

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
Y	Status	Indicates the current status of the OLT. The OLT status displays on the mailing tab interface.	Y	Y			Number 0. OLT has been configured, but no Unica Deliver process has ever run against it (Inactive). 1. A Unica Deliver process is in the process of writing to the OLT. 2. A Unica Deliver process writing to the OLT has been placed in a paused state. 3. A Unica Deliver process has successfully written to the OLT. 4. A problem occurred while the Unica Deliver process was trying to populate the OLT.				
	Description	Description of the various status types.	Y	Y			Text				

UACE_OutputList

Each row in this table contains metadata describing a single output list table (OLT). Primary Key referenced by: UACE_OLTAudMap, UACE_OLTCol, UACE_DTJoin, UACE_OLTPFUse, UACE_OLTPush, and UACE_PhysicalDTMap.

Table: UACE_OutputList

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
	OutputListID	Identifies the output list table (OLT). The table defines the mailing's recipient list. It contains the list of recipients and associated metadata for the mailing.	Y	Y			Number	Y			
	CampaignID	Identifies the campaign in which the output list was created.	Y	Y			Number	Y			
	Name	Name of output list, as specified by the user that created the list.	Y			Y	Text. Any text characters except standard disallowed special name characters.	Y	Y		
	PhysicalTable	Name of the database table that is the OLT.	Y	Y			Any valid database table name.	Y			
	Description	Not currently used.						Y			
	AudienceLevel	Name of the audience level in use by the Unica Deliver process that created the OLT. The column value is Null until the flowchart containing the process runs.	Y	Y			Any valid audience level name.	Y	Y		
	OutputType	Indicates how the Unica Deliver process adds recipient data to the recipient list. This is a Foreign Key. It references UACE_OutputType.	Y	Y		Y	Number. NOTE: Only type 0 is supported. 0 - The Unica Deliver process starts a fresh list of data for every run. MaxSeqNo is reset to 0 for each run (Batch). 1 - The Unica Deliver process appends the output list table (Interactive).	Y	Y		
	PBRunType	Indicates the type of run executed by the Unica Deliver process to create the recipient list. This is a Foreign Key. It references UACE_PBRunType.	Y	Y			Number. 1. The Unica Deliver process has never run. 2. Last run was a Production Run. 3. Last run was a Test Run	Y		Y	

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
	CompositionType	Indicates the type of recipient records the recipient list contains. This is a Foreign Key. It references UACE_OLTCompType.	Y	Y			Number. 0. OLT is empty. 1. OLT contains only Production. 2. OLT contains only Test records. 3. OLT contains Production and Test Records. 4. OLT contains only Seed Records. 5. OLT contains Production and Seed Records. 6. OLT contains Seed and Test Records. 7. OLT contains Production, Test and Seed Records.	Y		Y	
	MaxSeqNo	The highest sequence number used in the OLT.	Y	Y			Number. Any text characters except standard disallowed special name characters.	Y		Y	
	SeedType	Indicates how seed list entries (if present) are distributed through the OLT. This is a Foreign Key. It references UACE_SeedType.	Y			Y	Number. 0. Distribute individual seed list entries evenly throughout final list. 1. Distribute the entire seed list at regular intervals (user-specified in the Unica Deliver process interface) throughout the final list.	Y	Y		
	SeedInterval	Specifies the seed interval entered by the marketer in the Unica Deliver process box.	Y			Y	Number	Y	Y		
	Status	Indicates the current status of the OLT. This is a Foreign Key. It references UACE_OLTStatus.	Y	Y			Number. 0. OLT has been configured, but no Unica Deliver process has ever run against it. 1. Unica Deliver process is in the process of writing to the OLT. 2. Unica Deliver process writing to the OLT is in a paused state. 3. Unica Deliver process has successfully written to the OLT. 4. A problem occurred while the Unica Deliver process was trying to populate the OLT.	Y		Y	

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
	CreateDate	The date and time the OLT was created.	Y	Y			Date/time	Y			
	CreateBy	The ID of the marketing user who created the output list.	Y	Y			Any valid <code>userId</code> in the Unica Platform database.	Y			
	UpdateDate	The date the OLT was last modified.	Y	Y			Date/time	Y	Y	Y	
	UpdateBy	The ID of the user who last modified the OLT.	Y	Y			Any valid <code>userId</code> in the Unica Platform database.	Y	Y	Y	
	FlowchartName	Name of the flowchart that in which this OLT was created.	Y			Y	Any valid flowchart name.	Y	Y		
	ProcessName	Name of the Unica Deliver process used to create this output list.	Y			Y	Any valid process name.	Y	Y		
	RunStartDate	The date and time the most recent run of the Unica Deliver process started.	Y	Y			Date/time			Y	
	RunEndDate	The date and time the most recent run of the Unica Deliver process ended.	Y	Y			Date/time			Y	
	RunBy	The ID of the user who last ran the Unica Deliver process.		Y			Any valid <code>userId</code> in the Unica Platform database.			Y	
	RunFlowchartName	Name of the flowchart that last ran against this output list. Always the same as FlowchartName.		Y			Any valid flowchart name.			Y	
	RunProcessName	Name of the Unica Deliver process that last ran against this output list. Always the same as ProcessName.		Y			Any valid process name.			Y	
	ProductionCount	Number of production list recipients in the output list.		Y			Number			Y	
	TestCount	Number of test list recipients in the OLT.		Y			Number			Y	
	SeedCount	Number of seed list recipients in the OLT.		Y			Number			Y	
	PolicyID	Not currently used.		Y			Number				
	ACLID	Not currently used.		Y			Number				
	FlowchartID	ID of the flowchart used to generate this output list.	Y	Y			Number	Y			
	EmailAddressColumnName	Name of the column that contains the email address for the email recipient (Required for all new or updated output list tables).	Y			Y	Any valid email address.				

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
	FlowchartRunID	Generated when the OLT is created. Identifies the flowchart run that creates or updates the OLT.					Number. This value is Null for transactional mailings.				
	FlowchartProcessID	Identifies the Unica Deliver process that created or updates the OLT.					Number				

UACE_OutputType

Output types for the Unica Deliver process and Output List Table. Primary Key referenced by UACE_OutputList.

Table: UACE_OutputType

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
Y	OutputType	Indicates how the Unica Deliver process adds recipient data to the recipient list. Refreshing the OLT each time the Unica Deliver process runs is the only method supported.	Y	Y			Number. NOTE: Only type 0 is supported. 1. The Unica Deliver process will start a fresh list of data for every run. MaxSeqNo is reset to 0 for each run (Batch). 2. The Unica Deliver process will append the output list table (interactive)				
	Description	Description of the output type.	Y	Y			Text				

UACE_PBRunType

Lookup table that enumerates the possible values for the PBRunType field in UACE_OutputList. Primary key is referenced by UACE_OutputList.

Table: UACE_PBRunType

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
Y	PBRunType	Indicates the type of run executed by the Unica Deliver process to create the recipient list.	Y	Y			Number. 1. The Unica Deliver process has never run. 2. Last run was a Production Run. 3. Last run was a Test Run.				

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
	Description	Description of the Unica Deliver process run types.	Y	Y			Text				

UACE_PhysicalDTMap

Describes the locations of personalization fields that have been populated from dimension tables.

Table: UACE_PhysicalDTMap

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
Y	OutputListID	Identifies the output list table (OLT). This is a Foreign Key. It references UACE_OutputList.	Y	Y			Number	Y	Y		
Y	LogicalDT	Name of the dimension table, as displayed in the Unica Deliver process.	Y	Y			Text	Y	Y		
Y	LogicalDTPFName	Name of a personalization field that is populated with data from the dimension table specified in the LogicalDT field.	Y	Y			Any valid personalization field name.	Y	Y		
	RealTableName	Name of the table generated by the Unica Deliver process that holds the dimension data.	Y	Y			Any valid database table name.	Y	Y		
	RealColumnName	Name of the column in the generated table (specified in the RealTableName field) that holds the value for the personalization field.	Y	Y			Any valid database column name.	Y	Y		

UACE_SeedType

This table describes the ways in which seed lists can be distributed within an OLT. Primary key referenced by UACE_OutputList.

Table: UACE_SeedType

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
Y	SeedType	Indicates how seed list entries (if present) are distributed through the OLT. Marketers select a seed type in the Unica Deliver process interface. They can choose to distribute the list as a batch at specified intervals, or to distribute individual seed list entries evenly across the recipient list.	Y	Y			Number. 0 - Distribute individual seed list entries evenly throughout final list. 1 - Distribute the entire seed list at regular intervals (user-specified in the Unica Deliver process interface) throughout the final list.				
	Description	Description of the ways that seed list entries are distributed through the OLT.	Y	Y			Text				

UACE_TreatmentSetItemStg

This table describes each treatment within a set of treatments. It is the child table to UACE_TreatmentSetStg.

Table: UACE_TreatmentSetItemStg

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
	TreatmentSetStgID	Identifies a set of treatments. The set of treatments is described in the UACE_TreatmentSetStg table.					Number				
	MailingInstanceID	Identifies a particular execution of a mailing.					Number				
	TreatmentStgID	Identifies a specific treatment. Unique only within a specific mailing instance. The treatment is described in the UACE_TreatmentStg table.					Number				

UACE_TreatmentSetStg

This table groups treatments for optimizing contact history. The table identifies the entire set of treatments that are sent to one or more message recipients.

UACE_TreatmentSetStg is the parent table to UACE_TreatmentSetItemStg table.

Table: UACE_TreatmentSetStg

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
Y	TreatmentSetStgID	Identifies a set of treatments.					Number				
	IsShared	Indicates if the same offer version is sent to multiple recipients.					Number. 0 – False 1 – True (The entire treatment set is shared across multiple recipients in a mailing).				
	TreatmentSetID	Reserved for possible future use.									
	MailingInstanceID	Identifies a particular execution of a mailing.					Number				
	ContainerID	Identifies a particular execution of a mailing (a mailing instance).	Y	Y			Number				
	VariationNumber	The number that identifies variations used in an A/B test. Each variation is unique within the mailing identified by the ContainerID. Use ContainerID and VariationNumber to find related rows in other tables that provide tracking information.					Number				

UACE_TreatmentStg

This table groups treatments for optimizing contact history.

Table: UACE_TreatmentStg

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
	TreatmentStgID	Identifies a specific treatment. Unique only within a specific mailing instance.					Number				
	MailingInstanceID	Identifies a particular execution of a mailing.					Number				
	TreatmentCode	Globally unique, system-generated code to identify offer treatments. Used to generate the OfferID (not overridable by the user).					Number				
	OfferHistStgID	The Campaign ETL process uses this value to distinguish between treatments from different mailings.					Number				
	CellID	Unique identifier for a cell. Identifies the cell to which the recipient belongs. The information is provided by the OLT.					Number. See UCC_EnvelopeCell.				
	RunID	Identifies a flowchart run. It references UACE_OutputList. The field is null for transactional mailings.					Number. This value is NULL for transactional mailings.				
	PackagelD	Left NULL by Deliver. Updated by Campaign when it detects a new mailing instance ID.									
	CHLoadStatus	Populated by the Campaign ETL process to indicate that a row has been processed.					NOT_LOADED (or unprocessed) = 0; SUCCESS (or processed) = 1; IGNORE=2; FAILED =3;				
	CustomerStatus	For use by marketing users and their system administrators. Unica applications do not populate or use this column. Marketers can use this column to store values related to downstream processing. For example, to mark a record as processed after you have completed ETL processing on it.					Number				
	CorrelationID	Used by the Response and Contact Tracker (RCT) for recovery when the RCT terminates unexpectedly.	Y	Y			Number				

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
	TreatmentInstID	<p>Unique identifier for the treatment instance.</p> <p>This ID is assigned by the system when a treatment is created during a flowchart run.</p>					Number				
	HasDetailHistory	Indicates if the set of treatments varies between recipients in a cell.					<p>Number.</p> <p>0 – False 1 - True</p>				
	ContainerID	Identifies a particular execution of a mailing (a mailing instance).	Y	Y			Number				
	VariationNumber	<p>The number that identifies variations used in an A/B test. Each variation is unique within the mailing identified by the ContainerID.</p> <p>Use ContainerID and VariationNumber to find related rows in other tables that provide tracking information.</p>					Number				
	ProcessID	Identifies the Unica Deliver process that generated the OLT for a flowchart run.					<p>Number.</p> <p>For transactional email, the number is 0.</p>				

Chapter 4 Internal Tables

The Unica Deliver schema contains various internal tables.

UACE_AppVersion

Contains version information about the schema.

Table: UACE_AppVersion

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
Y	versioned	Unique numeric ID.	Y	Y			Number				
	versionNumber	Product schema version.	Y	Y			Version string in the format: Major.Minor.Maintenance.Build				
	schemaUpdate	Indicates whether this record refers to a schema update or an application update.	Y	Y		Y	Number Always set to 1		Y		
	firstMailingInstId	Not currently used.	Y	Y			Number Always set to 0				
	Parameters	Not currently used.	Y	Y			Always set to NULL				
	createDate	The date the record was added.	Y	Y			Date				

UACE_IDsByTpe

This table is used to allocate IDs for the primary keys of other tables in the Unica Deliver schema. One row exists for each table in the Unica Deliver schema.

Table: UACE_IDsByTpe

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
Y	TypeID	Indicates the table that this row applies to.	Y	Y			Number	Y	Y		
	NextID	Next available ID for the object.	Y	Y			Number	Y	Y		

Chapter 5 Reports Staging Tables and Views

The following tables are used in connection with report data delta refresh and processing response data for reports.

UARE_DELTA_REFRESH_LOG

This table contains information on the number of contacts and responses processed and the number of errors recorded.

Table: UARE_DELTA_REFRESH_LOG

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
	RUNID	A unique number that identifies a delta refresh run.		Y			Number				
	OBJECT	The name of the procedure that generated the error.		Y			VARCHAR2 (100)				
	MESSAGE_LINE	Message that appears in the log.		Y			VARCHAR2 (100)				
	TOTALCONTAINERS	Number of mailing instances processed.		Y			Number				
	CONTAINERID	Identifies a particular execution of a mailing (a mailing instance). Populated only if an error is returned.		Y			Number				
	INSERTTIME	The time at which the record was created.		Y			Date (timestamp)				

UARE_LP_LINK_RESPONSE

This table consolidates response data mailings and for links in hosted landing pages. The system table populates landing page responses first. It then adds the link level responses. For more information about responses, including response types, see the UCC_Response table.

Table: UARE_LP_LINK_RESPONSE

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
	CONTAINERID	Identifies a particular execution of a mailing (a mailing instance).		Y			Number				
	LPPAGE	Landing page name.		Y			VARCHAR2 (1000)				
	URLINDEX			Y			Number. Valid values are: -1: Identifies a mailing level row 0: Identifies a non-mailing level row				
	LPLINK	Landing page link name.		Y			VARCHAR2 (1000)				

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
	CELLCODE	Cell code for the recipient's cell. The cell code is configured in the Campaign flowchart that generates the OLT.		Y			VARCHAR2 (1000)				
	SEND_FAILED	Deliver response type : send failure.		Y			Number				
	MAIL_BOUNCE	Deliver response type: mail bounced.		Y			Number				
	UNKNOWN	Deliver response type: unknown.		Y			Number				
	HARD_BOUNCE	Deliver response type: hard bounce.		Y			Number				
	SOFT_BOUNCE	Deliver response type: soft bounce.		Y			Number				
	ISP_FEEDBACK	Deliver response type: ISP feedback.		Y			Number				
	OUT_OF_OFFICE	Deliver response type: OOO.		Y			Number				
	TECHNICAL_ISSUE	Deliver response type : technical issue.		Y			Number				
	CHALLENGE_RESP	Deliver response type: challenge resp.		Y			Number				
	OTHER	Deliver response type: other.		Y			Number				
	TOTAL_VIEWS	Total views on mailing level and link level.		Y			Number				
	UNIQUE_VIEWS	Unique views on mailing level and link level.		Y			Number				
	TOTAL_CLICKS	Total clicks on mailing level and link level.		Y			Number				
	UNIQUE_CLICKS	Unique clicks on mailing level and link level.		Y			Number				
	INSERTTIME	The time at which the record was created.		Y			Date (timestamp)				

UARE_MAILING_BATCH_LOCK

This table records the lock that is used to ensure that the system performs only one run at a time. It also contains the start and end time for the stored batch process.

Table: UARE_MAILING_BATCH_LOCK

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
	RUNID	A unique number that identifies a delta refresh run.		Y			Number				
	ISLOCK	Indicates if the batch is locked to prevent multiple runs.		Y			CHAR (1) Y or N				
Y	BatchType	EC=Email Contact ER=Email Response MR=Mobile Response SC=SMS Contact SR=SMS Response		Y			CHAR (2)				
	STARTTIME	The time at which the batch process started.		Y			Date (timestamp)				
	ENDTIME	The time when the batch process finished.		Y			Date (timestamp)				

UARE_MAILING_LINK_CONTACT

This table consolidates contact data for mailings and for links in individual email messages. The table is populated by the stored procedure `sp_populate_mailing_contacts`.

Table: UARE_MAILING_LINK_CONTACT

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
	CONTAINERID	Identifies a particular execution of a mailing (a mailing instance).		Y			Number				
	ENVELOPES	The number of email messages sent in the mailing that is identified by the container ID.		Y			Number				
	UNIVERSAL	Specifies if the link is sent to every recipient on the mailing list.		Y			Number: 1: This link is sent to every recipient in the mailing. 0: Only specific recipients received this link. For example, a conditional link.				
	URLINDEX	Identifies a particular link within an email. The number must be unique within a mailing instance.		Y			Number: -1: Identifies a mailing level row 0: Identifies a non-mailing level row				
	URLDISPLAYNAME	The name used to identify the link in standard Unica Deliver reports. This value can be anything that can be used to identify the link for report users. For example, the display name can be the URL for the link, name of a landing page, or display text adjacent to the link.		Y			Text (1000 characters)				
	URLLINK	The URL of the link (static part only).		Y			Text (1000 characters)				
	CELLCODE	Cell code for the recipient's cell. The cell code is configured in the Campaign flowchart that generates the OLT.		Y			VARCHAR2 (100)				
	INSERTTIME	The time at which the record was created.		Y			TIMESTAMP (6)				

UARE_MAILING_LINK_RESPONSE

This table consolidates response data for mailings and for external links in individual email messages. The system table populates mailing responses first. It then adds the link level responses.

For more information about responses, including response types, see the [UCC_Responsetable](#).

Table: UARE_MAILING_LINK_RESPONSE

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
	CONTAINERID	Identifies a particular execution of a mailing (a mailing instance).		Y			Number				
	URLINDEX	Identifies a particular link within an email. The number must be unique within a mailing instance.		Y			Number. Valid values: -1 - Identifies a mailing level row 0 - Identifies a non-mailing level row				
	URLDISPLAYNAME	The name used to identify the link in standard Unica Deliver reports. This value can be anything that can be used to identify the link for report users. For example, the display name can be the URL for the link, name of a landing page, or display text adjacent to the link.		Y			Text (1000 characters)				
	CELLCODE	Cell code for the recipient's cell. The cell code is configured in the Campaign flowchart that generates the OLT.		Y			VARCHAR2(100)				
	SEND_FAILED	Deliver response type : send failure		Y			Number				
	MAIL_BOUNCE	Deliver response type: mail bounced		Y			Number				
	UNKNOWN	Deliver response type: unknown		Y			Number				
	HARD_BOUNCE	Deliver response type: hard bounce		Y			Number				
	SOFT_BOUNCE	Deliver response type: soft bounce		Y			Number				
	ISP_FEEDBACK	Deliver response type: ISP feedback		Y			Number				
	OUT_OF_OFFICE	Deliver response type: OOO		Y			Number				
	TECHNICAL_ISSUE	Deliver response type: technical issue		Y			Number				
	CHALLENGE_RESP	Deliver response type: challenge resp		Y			Number				
	OTHER	Deliver response type: other		Y			Number				
	TOTAL_VIEWS	Total views on mailing level as well as link level.		Y			Number				
	UNIQUE_VIEWS	Unique views on mailing level and link level.		Y			Number				
	TOTAL_CLICKS	Total clicks on mailing level and link level.		Y			Number				

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
	UNIQUE_CLICKS	Unique clicks on mailing level and link level.		Y			Number				
	INSERTTIME	The time at which the record was created.		Y			Date (timestamp)				

UARE_SMS_LINK_CONTACT

This table consolidates contact data for mailings and for links in individual SMS messages. The table is populated by the stored procedure `sp_populate_sms_contacts`.

Table: UARE_SMS_LINK_CONTACT

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
	CONTAINERID	Identifies a particular execution of a mailing (a mailing instance).		Y			Number				
	ENVELOPES	The number of SMS messages sent in the mailing that is identified by the container ID.		Y			Number				
	UNIVERSAL	Specifies if the link is sent to every recipient on the mailing list.		Y			Number: 1: This link is sent to every recipient in the mailing. 0: Only specific recipients received this link. For example, a conditional link.				
	URLINDEX	Identifies a particular link within an SMS. The number must be unique within a mailing instance.		Y			Number: -1: Identifies a mailing level row 0: Identifies a non-mailing level row				
	URLDISPLAYNAME	The name used to identify the link in standard Unica Deliver reports. This value can be anything that can be used to identify the link for report users. For example, the display name can be the URL for the link, name of a landing page, or display text adjacent to the link.		Y			Text (1000 characters)				
	URLLINK	The URL of the link (static part only).		Y			Text (1000 characters)				
	CELLCODE	Cell code for the recipient's cell. The cell code is configured in the Campaign flowchart that generates the OLT.		Y			VARCHAR2 (100)				
	INSERTTIME	The time at which the record was created.		Y			TIMESTAMP (6)				

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
	VARIATIONNUMBER	The number that identifies variations used in an A/B test. Each variation is unique within the mailing identified by the ContainerID. Use ContainerID and VariationNumber to find related rows in other tables that provide tracking information					Number				

UARE_SMS_LINK_RESPONSE

This table consolidates response data for mailings and for external links in individual SMS messages. The system table populates SMS responses first. It then adds the link level responses.

For more information about responses, including response types, see the [UCC_Responsetable](#).

Table: UARE_SMS_LINK_RESPONSE

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
	CONTAINERID	Identifies a particular execution of a mailing (a mailing instance).		Y			Number				
	CARRIERNAME	Name of the carrier used by the message recipient to respond		Y			Text (1000 characters)				
	URLINDEX	Identifies a particular link within an SMS. The number must be unique within a mailing instance.		Y			Number. Valid values: -1 - Identifies a mailing level row. 0 - Identifies a non-mailing level row.				
	URLDISPLAYNAME	The name used to identify the link in standard Unica Deliver reports. This value can be anything that can be used to identify the link for report users. For example, the display name can be the URL for the link, name of a landing page, or display text adjacent to the link.		Y			Text (1000 characters)				
	CELLCODE	Cell code for the recipient's cell. The cell code is configured in the Campaign flowchart that generates the OLT.		Y			VARCHAR2(100)				
	REJECTED	Deliver response type : rejected		Y			Number				
	FAILED	Deliver response type: failed		Y			Number				
	DELIVERED	Deliver response type: delivered		Y			Number				
	RESPONSES	Shows number of responses received by SMS ContainerId.		Y			Number				

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
	INSERTTIME	The time at which the record was created.		Y			Timestamp (6)				
	VARIATIONNUMBER	The number that identifies variations used in an A/B test. Each variation is unique within the mailing identified by the ContainerID. Use ContainerID and VariationNumber to find related rows in other tables that provide tracking information.					Number				

UARE_MAXENV_CONTAINER

This table provides container IDs for processing contacts. It also provides the number of messages in the mailing.

Table: UARE_MAXENV_CONTAINER

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
	CONTAINERID	Identifies a particular execution of a mailing (a mailing instance).		Y			Number				
	ENVELOPES	The number of email messages sent in the mailing that is identified by the container ID.		Y			Number				
	Key_Type	Type of notification push that was transmitted.		Y			Number 1. Testing 2. Production				
	Messages_Sent	The number of notifications that were sent. Corresponds to event response type 20 in the UACE_ResponseType table.		Y			Number The count of the number of notifications that are acknowledged as being received. Not available for iOS.				
	Simple_Clicks	The number of clicks in response to receipt of an app push notification. Corresponds to event response type 21 in the UACE_ResponseType table.		Y			Number				
	Total_Rich_Views	The number of times that recipients opened the app inbox to view an Inbox push notification. Corresponds to event response type 22 in the UACE_ResponseType table.		Y			Number				

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
	Total_Actions	The number of supported actions taken in Inbox push notifications. Corresponds to event response type 24 in the UACE_ResponseType table.		Y			Number				
	UNIQUE_RICH_VIEWS	The number of clicks made on a specific mobile device and mobile app to open the app inbox to view an Inbox push notification. Corresponds to event response type 22 in the UACE_ResponseType table.		Y			Number				
	UNIQUE_ACTIONS	The number of clicks made on a specific mobile device and mobile app to open links within an Inbox push notification. Corresponds to event response type 24 in the UACE_ResponseType table.		Y			Number				

UARE_PROCESSED_CONTACTS

This table tracks batch jobs that have been run to collect contact data.

Table: UARE_PROCESSED_CONTACTS

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
	CONTAINERID	Identifies a particular execution of a mailing (a mailing instance).		Y			Number				
	PROCESSEDTIME	The time at which the mailing information was processed.		Y			Date (timestamp)				
	LAST_ENVID	Identifies the last mailing processed in the most recent run.		Y			Number				
	REGENFLAG	The system determines if a mailing and associated links exist that should be processed as part of the delta refresh.		Y			Character (1) Y or N <ul style="list-style-type: none"> Y if the result is Yes. If yes, the mailing and links are processed as part of the refresh. After processing the mailing data, the system updates this field to N for the run. 				
	RUNID	A unique number that identifies a delta refresh run.		Y			Number				

UARE_PROCESSED_RESPONSES

This table tracks batch jobs that have been run to collect response data.

Table: UARE_PROCESSED_RESPONSES

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
	CONTAINERID	Identifies a particular execution of a mailing (a mailing instance).		Y			Number				
	PROCESSEDTIME	The time when the system processed the mailing identified by the containerID.		Y			Date (timestamp)				
	LAST_RESPID	Identifies the last response record that the mailing received most recent batch process run.		Y			Number				
	REGENFLAG	The system determines if a mailing and associated links exist that should be processed as part of the delta refresh.		Y			Character (1) Y or N <ul style="list-style-type: none"> Y if the result is Yes. If yes, the mailing and links are processed as part of the refresh. After processing the mailing data, the system updates this field to N for the run. 				
	RUNID	A unique number that identifies a delta refresh run.		Y			Number				
	ContainerTypeID	Indicates whether the mailing is a standard mailing or a mailing sent as an A/B test.	Y	Y			Number <ol style="list-style-type: none"> Standard mailing with no variations. Mailing sent as an A/B test For push notifications, the value is always 1.				
	ContChannelTypeID	Identifies the type of message.					<ol style="list-style-type: none"> Email message SMS message 				
	DateID	Date that a response is received, recorded in numerical format.		Y			Number				

UARE_RUN_LOG

This table provides a history of batch process runs. This table is populated from UARE_MAILING_BATCH_LOCK after each run completes.

Table: UARE_RUN_LOG

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
	RUNID	A unique number that identifies a delta refresh run.		Y			Number				
	BatchType	EC=Email Contact ER=Email Response MR=Mobile Response SC=SMS Contact SR=SMS Response		Y			CHAR(2)				
	ISLOCK	Indicates if the system is locked to prevent multiple runs.		Y			CHAR(1) Y or N				
	STARTTIME	The time when the batch process started.		Y			TIMESTAMP(6)				
	ENDTIME	The time when the batch process finished.		Y			TIMESTAMP(6)				

UARE_RUNS

This table provides information to identify each batch process.

Table: UARE_RUNS

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
	RUNID (Oracle and DB2)	A unique number that identifies a delta refresh run.	Y				Number				
	ID (SQL Server)	A unique number that identifies a delta refresh run.	Y				Number				
	VAL (SQL Server)						Number: 1				

UARE_MAILING_MASTER

This view provides information to describe each mailing and identifies the campaign associated with the mailing.

Table: UARE_MAILING_MASTER

Primary Key	Column Name	Note	Required field	System Generated	System Generated Overridable	User Entered	Valid Values	Stored-Create	Stored-Save	Stored-execute	Configuration
	CAMPAIGNID	The campaign associated with the mailing identified by the containerID.		Y			Text				
	CONTAINERID	Identifies a particular execution of a mailing (a mailing instance).		Y			Number				
	CAMPAIGN_NAME	The name of the campaign associated with the mailing.		Y			Text				
	MAILING_INST	The name of the mailing.		Y			Text				
	MAILING_CREATED	The date and time when the mailing was originally created.		Y			Date (timestamp)				
	CONTAINERTYPEID	Indicates whether the mailing is a standard mailing or a mailing sent as an A/B test.					Number. 1. Standard mailing with no variations. 2. Mailing sent as an A/B test.				
	CONTCHANNELTYPEID	Identifies the type of message.					1. Email message 2. SMS Message				