Unica Optimize V12.1.3 System Tables

Contents

Chapter 1. Unica Optimize system tables overview

The Unica Optimize system tables document is intended to help your company understand the Unica Optimize data model for integration purposes.

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

Definitions of additional attributes in system table records

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

Table 1. Additional attributes in system table records

Addition- al Attributes	Definition
Is Primary Key?	Whether the field is the primary key.
Is Foreign Key?	Whether the field is a foreign key.
Required Field?	Whether the field is required in the table for a valid row entry.
System Generated?	Whether the field has a system-generated default value on object creation.
System Generated Override?	If a system-generated value is provided, whether the user can change the default value.

Table 1. Additional attributes in system table records (continued)

Addition- al Attributes	Definition
User Entered?	Whether the field is entered by the user through the Campaign user interface.
Stored Create?	Whether this field is populated when it is initially created.
Stored Save?	Whether this field value can be edited later and changed (on save) after initial object creation.
Stored Run?	Whether this field is populated during a flowchart run.
Configuration?	Whether this field is affected by a configuration parameter.

Chapter 2. Unica Optimize system tables reference

The system table reference provides details on each of the Unica Optimize system tables. The data types that are indicated in the following tables are generic types that may be different in your Campaign installation, depending on the database that is used for the system tables. The Unica Optimize system tables are stored in a database that was created before the Campaign installation. The database can have any name. The ODBC or native connection provides a connection to the database.

UA_OptimizeProcess

An entry in this table represents a single Optimize process box as seen in Unica Campaign flowcharts.

Table 2. UA_OptimizeProcess field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
OptimizeID	BIGINT	NOT NULL	This is an internal identifier for the Optimize process box that uniquely identifies it within a campaign. **Valid Values:** Globally unique positive integer within the **internalIDLowerLimit** and **internalIDUpperLimit** configuration parameter values for generated values.	19	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** No

Table 2. UA_OptimizeProcess field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Create? Yes **Stored Save?** No **Stored Run?** No **Configuration?** No
TempFlag	INTEGER	NOT NULL	The temporary state of this box. **Valid Values:** 0 = not temporary 1 = temporary	10	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Run?** No **Configuration?** No

Table 2. UA_OptimizeProcess field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
FlowchartID	INTEGER	NOT NULL	Unique identifier of the flow-chart that contains the Optimize process box. This ID is assigned by the system when a flowchart is created. **Valid Values:** Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.	10	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Run?** No **Configuration?** No
CampaignID	BIGINT	NOT NULL	Unique identifier of the campaign containing the flow-chart containing the Optimize process box. This ID is assigned by Unica Campaign when a campaign is created. It uses the next available val-	19	**Is Primary Key?** No **Is Foreign Key?** Yes **Required Field?** Yes

Table 2. UA_OptimizeProcess field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			ue (assumed unique) from the UA_IDSByType table for campaigns. **Valid Values:** Globally unique positive integer within the **internalIDLowerLimit** and **internalIDUpperLimit** configuration parameter values for generated values.		**System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Run?** No **Configuration?** No
ACOSession-ID	BIGINT	NOT NULL	The unique identifier for each Unica Optimize session. **Valid Values:** Globally unique positive integer within the **internalIDLowerLimit** and **internalIDUpperLimit** configuration parameter values for generated values.	19	**Is Primary Key?** No **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No

Table 2. UA_OptimizeProcess field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Create? Yes **Stored Save?** No **Stored Run?** No **Configuration?** No
ProcessName	VARCHAR	NOT NULL	The name that is given by the user for this process box (in the **General** tab of the process box, inside the flowchart). **Valid Values:** Any text characters, minus standard disallowed special name characters.	255	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Run?** No **Configuration?** No

Table 2. UA_OptimizeProcess field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
Status	VARCHAR	NULL	The status of this Optimize process box. **Valid Values:** 'Free' or 'Busy'	16	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Run?** Yes **Configuration?** No
RunBy	INTEGER	NULL	The ID of the user that last ran this process box. **Valid Values:** Valid ASM User ID	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes

Table 2. UA_OptimizeProcess field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated? Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Run?** Yes **Configuration?** No
LastRunDate	TIMES-TAMP	NULL	Date and time the Optimize process box was last run (any flowchart, branch, process run). This value is NULL if never run. Test runs do not update this value. **Valid Values:** Valid datetime.	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No

Table 2. UA_OptimizeProcess field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Create? Yes **Stored Save?** Yes **Stored Run?** Yes **Configuration?** Yes
RunResult	VARCHAR	NULL	The results of the last run. This is an XML field that contains metadata about the results of the run. **Valid Values:** Well-formatted XML string containing Optimize process run results.	2048	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Run?** Yes **Configuration?** No

Table 2. UA_OptimizeProcess field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
CreateDate	TIMES-TAMP	NULL	The date this process box was created. **Valid Values:** Valid datetime.	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Run?** No **Configuration?** Yes
CreateBy	INTEGER	NULL	The ID of the user that created this box. **Valid Values:** Valid ASM User ID	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes

Table 2. UA_OptimizeProcess field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? No
					Stored Run? No
					Configuration? No
UpdateDate	TIMES-TAMP	NULL	The last date or time this process box was changed. **Valid Values:** Valid datetime.	23,3	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? Yes
					System Generated Override? No
					User Entered? No

Table 2. UA_OptimizeProcess field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Create? No **Stored Save?** Yes **Stored Run?** No **Configuration?** Yes
UpdateBy	INTEGER	NULL	The user that last updated this process box. **Valid Values:** Valid ASM User ID	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** Yes **Stored Run?** No **Configuration?** No

Table 2. UA_OptimizeProcess field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
IncludedInRun	int	NO	It's value can be either 1 or 0. If the value is 1 it means the entry will be considered in Optimize Session Run, if 0 it won't be considered in Optimize Session Run. Default value for this column is 1.		**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** Yes **Stored Run?** No **Configuration?** No

Table 3. UA_OptimizeProcess parent tables

Table name	Description
UACO_OptSession	An entry in this table represents a single Unica Optimize session with all of its metadata.
UA_Campaign	

UACO_OCTBase

This table contains all of the columns that are used to create an optimized contacts table (OCT) for a session.

Table 4. UACO_OCTBase field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
ContactID	BIGINT	NOT NULL	A unique identifier of a potential contact that is originated from a particular flowchart. This number is unique across a flowchart. An entry in this table means that the contact was optimized and accepted by Unica Optimize. This field appears in the OCT. **Valid Values:** Any numeric value.	19	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Run?** Yes **Configuration?** No
OptimizeID	BIGINT	NOT NULL	The unique identifier for the Optimize process box that generated this particular	19	**Is Primary Key?** Yes

Table 4. UACO_OCTBase field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			transaction. This field appears in the OCT. **Valid Values:** Globally unique positive integer within the **internalIDLowerLimit** and **internalIDUpperLimit** configuration parameter values for generated values.		**Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Run?** Yes **Configuration?** Yes
OutputScore	DOUBLE	NOT NULL	The score that was used by Unica Optimize during optimization. Because the score that was passed in from Unica Campaign can be overridden by the score matrix, this score must be recorded here. This field appears in the OCT. **Valid Values:** Any numeric value.	53	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes

Table 4. UACO_OCTBase field descriptions (continued)

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

UACO_OfferSeg

This table contains the scores that are used at the intersection of an offer and segment in the score matrix.

Table 5. UACO_OfferSeg field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
ACOSession-ID	BIGINT	NOT NULL	A unique identifier for the Unica Optimize session. **Valid Values:** Any valid ACOSessionID from the `UACO_OptSession` table.	19	**Is Primary Key?** Yes **Is Foreign Key?** Yes **Required Field?** Yes

Table 5. UACO_OfferSeg field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated? Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Run?** No **Configuration?** No
SegmentID	BIGINT	NOT NULL	The unique ID for a strategic segment in the score matrix. **Valid Values:** Any SegmentID from the `UA_Segment` table.	19	**Is Primary Key?** Yes **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No

Table 5. UACO_OfferSeg field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Create? Yes
					Stored Save? Yes
					Stored Run? No
					Configuration? No
OfferID	BIGINT	NOT NULL	The unique identifier of an offer in the score matrix. **Valid Values:** Any valid Offer-ID in the `UA_Offer` table.	19	**Is Primary Key?** Yes
					Is Foreign Key? Yes
					Required Field? Yes
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Run? No
					Configuration? No

Table 5. UACO_OfferSeg field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
Score	DOUBLE	NOT NULL	This is the score that is used when the Offer ID and the Segment ID in this particular row matches the transaction's offer or segment. **Valid Values:** Any positive numeric value.	53	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Run?** No **Configuration?** No

Table 6. UACO_OfferSeg parent tables

Table name	Description
UACO_SesnSegment	This table contributes to the definition of two items: the score matrix and the "displayed segments" used in the session.

Table 6. UACO_OfferSeg parent tables (continued)

Table name	Description
UACO_SesnOffer	This table contributes to the definition of two items: the score matrix and the "displayed offers" used in the session.

UACO_OptSession

An entry in this table represents a single Unica Optimize session with all of its metadata.

Table 7. UACO_OptSession field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
ACOSessionID	BIGINT	NOT NULL	The unique identifier for each Unica Optimize session. **Valid Values:** Globally unique positive integer within the **internalIDLowerLimit** and **internalIDUpperLimit** configuration parameter values for generated values.	19	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Run?** No

Table 7. UACO_OptSession field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Configuration? No
FolderID	BIGINT	NOT NULL	The unique identifier of the folder. This ID is assigned by the system when a new folder is created. Folder IDs start at either 100 or the value of internalIDLowerLimit configuration parameter, whichever is higher. **Valid Values:** Globally unique positive integer within the **internalIDLowerLimit** and **internalIDUpperLimit** configuration parameter values for generated values.	19	**Is Primary Key?** No **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Run?** No **Configuration?** No
Name	VARCHAR	NOT NULL	Name of the Unica Optimize session. **Valid Values:** Any text characters, minus standard disal-	64	**Is Primary Key?** No **Is Foreign Key?** No

Table 7. UACO_OptSession field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			lowed special name characters.		**Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Run?** No **Configuration?** No
Objective	VARCHAR	NULL	Optional, user-entered, free-form objective of the session. **Valid Values:** Any text characters	512	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No

Table 7. UACO_OptSession field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					User Entered? Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Run?** No **Configuration?** No
Description	VARCHAR	NULL	Optional, user-entered, free-form description of the session. **Valid Values:** Any text characters	512	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes

Table 7. UACO_OptSession field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Run? No **Configuration?** No
AudienceName	VARCHAR	NOT NULL	The audience level of the session. After the session is created, the value of this should not be changed. It is with this audience level that the OCT/PCT/POA are generated. Valid values for this are stored in the configuration system. **Valid Values:** Any audience level.	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** No **Stored Run?** No **Configuration?** No
TemplateTable Name	VARCHAR	NULL	This is the name of a table that is used as a template for any user-defined fields. Each of the fields in this ta-	64	**Is Primary Key?** No **Is Foreign Key?** No

Table 7. UACO_OptSession field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			ble is added to the PCT during generation so the user can customize the PCT to include fields to be used in rules. After the session is created, the value of this column should not change. 1) This table must be part of the system tables. 2) This value can be NULL, which means that no user-defined columns are used in the session. **Valid Values:** Any table that is listed in the configuration for template table names.		**Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** No **Stored Run?** No **Configuration?** Valid values from configuration.
AgentChannel Name	VARCHAR	NULL		64	**Is Primary Key?** No
AgentInfoTemplate Table	VARCHAR	NULL	Each table contains the unique identification values (IDs) of agents and their capacity. These tables should be present in the Unica Campaign system database.	64	**Is Primary Key?** No

Table 7. UACO_OptSession field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
AgentCustomerRel TemplateTable	VARCHAR	NULL	The Agent Customer Relationship table contains the unique identification values (IDs) of agents and the audience ID of associated customers. This table should be present in the Unica Campaign system database. The audience level of the audience ID must be the same as the audience level of your Unica Optimize session.	64	**Is Primary Key?** No
PCTName	VARCHAR	NOT NULL	This is the name of the PCT table that is associated with this session. This table should live in the same schema as the system tables. This table contains all of the proposed contacts from participating campaigns. **Valid Values:** The format of this table name is defined in the software by using the format: `UACO_PCTXXXXXXXXXX`, where `XXXXXXXXXX` is the 10 digit 0 padded ACOSession-ID.	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes

Table 7. UACO_OptSession field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Save? No **Stored Run?** No **Configuration?** Yes
OCTName	VARCHAR	NOT NULL	This is the name of the OCT table for this session. The OCT contains all of the transactions that Unica Optimize accepted out of the PCT. This field cannot be NULL. **Valid Values:** The format of this table name is defined in the software by using the format: `UACO_OCTXXXXXXXXXX`, where `XXXXXXXXXX` is the 10 digit 0 padded ACOSessionID.	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Run?** No **Configuration?** Yes
POAName	VARCHAR	NOT NULL	This is the proposed offer attribute table for this session. It contains the value of the	64	**Is Primary Key?** No

Table 7. UACO_OptSession field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			attributes for the offers being proposed in the PCT. **Valid Values:** The format of this table name is defined in the software by using the format: `UACO_POAXXXXXXXXXX`, where `XXXXXXXXXX` is the 10 digit 0 padded ACOSession-ID.		**Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Run?** No **Configuration?** Yes
TrxnScoreField	VARCHAR	NOT NULL	This field stores the name of the score field in the PCT associated to this session (see PCTName) that is used as the score field for the transactions in the PCT. By default, the value of this column is the "ScorePerOffer" column from the PCT.	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes

Table 7. UACO_OptSession field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			Valid Values: Any numeric column from the User Template Table or ScorePerOffer Column or a special internal value to indicate score matrix.		**System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Run?** No **Configuration?** No
ScoreAllOffer-Seg	DOUBLE	NOT NULL	This is the score from the score matrix that is used by default for any offer or segment combination that does not have a value that is assigned for it. **Valid Values:** Any positive numeric score.	53	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes

Table 7. UACO_OptSession field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Save? Yes **Stored Run?** No **Configuration?** No
SessionStatus-ID	BIGINT	NOT NULL	The status of the session. See the `UACO_SesnStatus` table for valid values for this column. **Valid Values:** See the `UACO_-SesnStatus` table for valid values for this column.	19	**Is Primary Key?** No **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Run?** Yes **Configuration?** Assigned during DDL execution.

Table 7. UACO_OptSession field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
CustomSet-tings Flag	INTEGER	NULL		10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Run?** No **Configuration?** No
CustomSet-tings XML	VARCHAR	NULL		4000	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes

Table 7. UACO_OptSession field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated? No
					System Generated Override? No
					User Entered? Yes
					Stored Create? Yes
					Stored Save? Yes
					Stored Run? No
					Configuration? No
CreateDate	TIMES-TAMP	NOT NULL	The date and time this session was created. **Valid Values:** Valid datetime.	23,3	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? Yes
					System Generated Override? No
					User Entered? No

Table 7. UACO_OptSession field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Create? Yes
					Stored Save? No
					Stored Run? No
					Configuration? Yes
CreateBy	INTEGER	NOT NULL	The ASM user ID of the user who created the session. **Valid Values:** Valid ASM User ID	10	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? No
					Stored Run? No
					Configuration? No

Table 7. UACO_OptSession field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
UpdateDate	TIMES-TAMP	NOT NULL	The last server date and time the object was updated (edited and saved). **Valid Values:** Valid datetime.	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Run?** No **Configuration?** Yes
UpdateBy	INTEGER	NOT NULL	The ASM user ID for the user who last updated the object; same as CreateBy for initial object creation. **Valid Values:** Valid ASM UserID	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes

Table 7. UACO_OptSession field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Run? No
					Configuration? No
PolicyID	INTEGER	NOT NULL	The identifier of the security policy that this current session belongs to. **Valid Values:** Any valid PolicyID from the `usm_policy` table in Unica Platform.	10	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? Yes
					System Generated Override? Yes
					User Entered? No

Table 7. UACO_OptSession field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Create? Yes
					Stored Save? Yes
					Stored Run? No
					Configuration? No
ACLID	INTEGER	NOT NULL	For future use.	10	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Run? No
					Configuration? No

Table 7. UACO_OptSession field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
LastRunType	VARCHAR	NOT NULL	These values indicate the run type of the last Unica Optimize session that was run. **Valid Values:** Test Run, Production Run, Never Run.	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Run?** Yes **Configuration?** No

Table 8. UACO_OptSession parent tables

Table name	Description
UACO_SesnStatus	This table contains a look up of valid values for the status of a Unica Optimize session. The contents of this table are

Table 8. UACO_OptSession parent tables (continued)

Table name	Description
	fixed with the expected values for any particular release of Unica Optimize.
UA_Folder	

Table 9. UACO_OptSession child tables

Table name	Description
UA_OptimizeProcess	An entry in this table represents a single Optimize process box as seen in Unica Campaign flowcharts.
UACO_Rule	This table contains the basic description of the rule that is used in a Unica Optimize session.
UACO_SesnOffer	This table contributes to the definition of two items: the score matrix and the "displayed offers" used in the session.
UACO_SesnRunHist	This table contains the history of session runs that were run. It references the report files that were generated by the specific runs.
UACO_SesnSegment	This table contributes to the definition of two items: the score matrix and the "displayed segments" used in the session.

UACO_PCTBase

This is the base table that is used to generate the PCT. All columns in this table automatically appear in the PCT.

Table 10. UACO_PCTBase field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
ContactID	BIGINT	NOT NULL	A unique identifier of a potential contact (assigned by Unica Optimize) that is originated from a particular flow chart. This number is unique across a flowchart. This field appears in the PCT. **Valid Values:** Incrementing positive number unique to the Optimize ID.	19	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Run?** Yes **Configuration?** No
OptimizeID	BIGINT	NOT NULL	The process box ID for the Optimize process that generated this transaction. This field appears in the PCT. **Valid Values:** Globally unique positive integer within the **internalIDLowerLimit** and **inter-**	19	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes

Table 10. UACO_PCTBase field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			nalIDUpperLimit configuration parameter values for generated values.		**System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Run?** Yes **Configuration?** No
ScorePerOffer	DOUBLE	NOT NULL	This field contains the score for a particular transaction as provided by Unica Campaign. This field appears in the PCT. **Valid Values:** Any non-negative number.	53	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** Yes

Table 10. UACO_PCTBase field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Create? Yes
					Stored Save? No
					Stored Run? Yes
					Configuration? No
CostPerOffer	DOUBLE	NOT NULL	This field contains the cost for a particular transaction as provided by Unica Campaign. This field appears in the PCT. **Valid Values:** Any non-negative number.	53	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? No
					System Generated Override? No
					User Entered? Yes
					Stored Create? Yes
					Stored Save? No
					Stored Run? Yes
					Configuration? No

Table 10. UACO_PCTBase field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
OfferID	BIGINT	NOT NULL	The ID of the offer proposed. This field appears in the PCT. **Valid Values:** Globally unique positive integer within the **internalIDLowerLimit** and **internalIDUpperLimit** configuration parameter values for generated values.	19	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** No **Stored Run?** Yes **Configuration?** No
ContactDate-Time	TIMES-TAMP	NOT NULL	The date and time that this transaction is scheduled to reach the recipient. This field appears in the PCT. **Valid Values:** Valid datetime.	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes

Table 10. UACO_PCTBase field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated? Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** No **Stored Run?** Yes **Configuration?** Yes
Channel	VARCHAR	NOT NULL	The channel that this offer is delivered by. (Even though channel is an offer attribute, it is denormalized into this table as it is required by Unica Optimize to optimize transactions because rules can be built based on the channel.) This field appears in the PCT. **Valid Values:** Any text characters.	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** Yes

Table 10. UACO_PCTBase field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Create? Yes **Stored Save?** No **Stored Run?** Yes **Configuration?** No
OfferCRC	BIGINT	NOT NULL	This is a CRC that is generated on the offer and all of its attributes. It is a quick way to identify the difference between one offer version and another. This is only used for reporting. **Valid Values:** Any numeric value.	19	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Run?** Yes **Configuration?** No

Table 10. UACO_PCTBase field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
CellCode	VARCHAR	NOT NULL	The cell code that is assigned in Unica Campaign for this recipient. **Valid Values:** Any string satisfying the cell code format that is specified by the server system codes CellCodeFormat configuration parameter.	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** No **Stored Run?** Yes **Configuration?** Yes
TempOffer-HistID	BIGINT	NOT NULL	This ID is used to correlate a unique set of offer attributes as many offers may end up having the same offer history ID. **Valid Values:** Any numeric value.	19	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes

Table 10. UACO_PCTBase field descriptions (continued)

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

UACO_POABase

This table contains all of the columns that are used to create the Parameterized Offer Attributes (POA) table for a session.

Table 11. UACO_POABase field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
TempOffer-HistID	BIGINT	NOT NULL	A unique identifier of a potential contact that is originated from a particular flowchart. This number is unique across a flowchart. This field	19	**Is Primary Key?** Yes **Is Foreign Key?** No

Table 11. UACO_POABase field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			appears in the POA for a particular session. **Valid Values:** Any numerical value.		**Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Run?** Yes **Configuration?** No
OptimizeID	BIGINT	NOT NULL	This is the same as the OptimizeID in the PCTBase, but it is denormalized into this table for faster delete operations.	19	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No

Table 11. UACO_POABase field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					User Entered? No **Stored Create?** Yes **Stored Save?** Yes **Stored Run?** Yes **Configuration?** No
AttributeID	BIGINT	NOT NULL	The ID of the offer attribute. Every offer in the PCT has 0 or more attributes in this table. Every attribute of every offer that is in the PCT has a unique value in this table. This field appears in the POA for a particular session.	19	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Run?** Yes

Table 11. UACO_POABase field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Configuration? No
StringValue	VARCHAR	NULL	Only one of these three fields, StringValue, NumberValue, or DatetimeValue, is populated for any row. The populated field is based on the **UA_AttributeDef.AttributeType** field for this AttributeID. Currency is populated in NumberValue. This field appears in the POA for a particular session. **Valid Values:** Any text characters.	512	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Run?** Yes **Configuration?** No
NumberValue	DOUBLE	NULL	Only one of these three fields, StringValue, NumberValue, or DatetimeValue, is populated for any row. The populated field is based on the **UA_At-**	53	**Is Primary Key?** No **Is Foreign Key?** No

Table 11. UACO_POABase field descriptions (continued)

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

Table 11. UACO_POABase field descriptions (continued)

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

UACO_RConstraint

This table contains the set of generic rule constraints types with their values for each rule as associated to their specific subsections.

Table 12. UACO_RConstraint field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
RuleID	BIGINT	NOT NULL	The system-generated unique ID used to identify an instance of a rule. **Valid Values:** Globally unique positive integer within the **internalIDLowerLimit** and **internalIDUpperLimit** configuration parameter values for generated values.	19	**Is Primary Key?** Yes **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes

Table 12. UACO_RConstraint field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated Override? No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Run?** No **Configuration?** No
RCTypeID	BIGINT	NOT NULL	The type of the rule constraint. **Valid Values:** 1 = MinCost (float >=0) 2 = MaxCost (float >=0) 3 = MinCount (number >= 0) 4= MaxCount (number >=0) 5=Number of days (0 = this optimization period) 6 = Filter subquery (XML) 7 = Channel filter subquery (XML) 8 = sensitivity enabled? (1 = enable, 0 = disable)	19	**Is Primary Key?** Yes **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No

Table 12. UACO_RConstraint field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Run? No **Configuration?** Created during DDL execution time.
RuleSubsec-tionID	BIGINT	NOT NULL	An ID that identifies which part of a rule the particular constraint is part of. For instance, a rule constraint that has only one part always has its constraints part of the Section A, whereas a rule that has multiple parts (A/B rules) has constraints on both A and B. **Valid Values:** 1= Section A 2 = Section B	19	**Is Primary Key?** Yes **Is Foreign Key?** Yes **Required Field?** Yes **System Generat-ed?** Yes **System Generat-ed Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Run?** No **Configuration?** Created during DDL execution time.

Table 12. UACO_RConstraint field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
StringValue	VARCHAR	NOT NULL	Every constraint type has its own valid set of values. Some constraints store XML in this field, while others store numbers in this field. For example, a MinCost constraint may have a value of `10.12`, so the column will contain a string that says `10.12`. **Valid Values:** Varies based on the rule constraint type (for details, see the RCTypeID valid values).	2048	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Run?** No **Configuration?** No

Table 13. UACO_RConstraint parent tables

Table name	Description
UACO_Rule	This table contains the basic description of the rule that is used in a Unica Optimize session.

Table 13. UACO_RConstraint parent tables (continued)

Table name	Description
UACO_RCType	This table contains a look up of valid values for the rule constraints. The contents of this table are fixed with the expected values for any particular release of Unica Optimize.
UACO_RSubsection	This table contains a look up of valid subsection values. The contents of this table are fixed with the expected values for any particular release of Unica Optimize.

UACO_RCType

This table contains a look up of valid values for the rule constraints. The contents of this table are fixed with the expected values for any particular release of Unica Optimize.

Table 14. UACO_RCType field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
RCTypeID	BIGINT	NOT NULL	The type of rule constraint. **Valid Values:** 1 = MinCost (float >=0) 2 = MaxCost (float >=0) 3 = MinCount (number >= 0) 4= MaxCount (number >=0) 5=Number of days (0 = this optimization period) 6 = Filter subquery (XML) 7 = Channel filter subquery (XML) 8 = sensitivity enabled? (1 = enable, 0 = disable)	19	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** No

Table 14. UACO_RCType field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Create? No
					Stored Save? No
					Stored Run? No
					Configuration? Created during DDL execution time.
Description	VARCHAR	NULL	The description of the rule constraint type. **Valid Values:** Any text characters.	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Run? No

Table 14. UACO_RCType field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Configuration? Created during DDL execution time.

Table 15. UACO_RCType child tables

Table name	Description
UACO_RConstraint	This table contains the set of generic rule constraints types with their values for each rule as associated to their specific subsections.

UACO_RException

This table is used to store list of exceptions rules added by the user.

Table 16. UACO_RException field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
RuleExID	BIGINT	NOT NULL	Exception Rule ID. **Valid Values:** Positive Integer	19	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No

Table 16. UACO_RException field descriptions (continued)

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

Table 16. UACO_RException field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Run? No **Configuration?** No
RuleExName	VARCHAR	NULL	Name of the exception rule. **Valid Values:** Text	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** No **Stored Save?** Yes **Stored Run?** No **Configuration?** No

Table 17. UACO_RException parent tables

Table name	Description
UACO_Rule	This table contains the basic description of the rule that is used in a Unica Optimize session.

Table 18. UACO_RException child tables

Table name	Description
UACO_RExConstraint	This table is used to store list of exception constraints and its values.

UACO_RExConstraint

This table is used to store list of exception constraints and its values.

Table 19. UACO_RExConstraint field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
RuleExID	BIGINT	NULL	The exception rule ID. **Valid Values:** Positive Integer	19	**Is Primary Key?** Yes **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** No **System Generated Override?** Yes **User Entered?** Yes

Table 19. UACO_RExConstraint field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Create? No
					Stored Save? Yes
					Stored Run? No
					Configuration? No
RExTypeID	BIGINT	NULL	The exception constraint type ID. **Valid Values:** Positive Integer	19	**Is Primary Key?** Yes
					Is Foreign Key? Yes
					Required Field? Yes
					System Generated? No
					System Generated Override? Yes
					User Entered? Yes
					Stored Create? No
					Stored Save? Yes
					Stored Run? No
					Configuration? No

Table 19. UACO_RExConstraint field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
StringValue	VARCHAR	NOT NULL	The value of the exception constraint. **Valid Values:** Text	1024	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** No **Stored Save?** Yes **Stored Run?** No **Configuration?** No

Table 20. UACO_RExConstraint parent tables

Table name	Description
UACO_RExType	This table is used to store list of supported exception constraint types.
UACO_RException	This table is used to store list of exceptions rules added by the user.

UACO_RExType

This table is used to store list of supported exception constraint types.

Table 21. UACO_RExType field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
RExTypeID	BIGINT	NOT NULL	The exception constraint type ID. **Valid Values:** Positive Integer	19	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Run?** No **Configuration?** No
Description	VARCHAR	NULL	The description of the exception constraint type. **Valid Values:** Text	64	**Is Primary Key?** No **Is Foreign Key?** No

Table 21. UACO_RExType field descriptions (continued)

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

Table 22. UACO_RExType child tables

Table name	Description
UACO_RExConstraint	This table is used to store list of exception constraints and its values.

UACO_ROffer

This table contains the set of offers that constraint the rule for the subsection.

Table 23. UACO_ROffer field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
RuleID	BIGINT	NOT NULL	The system-generated unique ID used to identify an instance of a rule. **Valid Values:** Any valid RuleID from the `UACO_RConstraint` table.	19	**Is Primary Key?** Yes **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Run?** No **Configuration?** No
OfferID	BIGINT	NOT NULL	The unique identifier of the offer to which this rule applies. **Valid Values:** Any valid OfferID in the `UA_Offer` table.	19	**Is Primary Key?** Yes **Is Foreign Key?** Yes **Required Field?** Yes

Table 23. UACO_ROffer field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated? No
					System Generated Override? No
					User Entered? Yes
					Stored Create? Yes
					Stored Save? Yes
					Stored Run? No
					Configuration? No
RuleSubsectionID	BIGINT	NOT NULL	An ID that identifies which part of a rule the particular constraint is part of. For instance, a rule constraint that has only one part always has its constraints part of the Section A, whereas a rule that has multiple parts (A/B rules) has constraints on both A and B. **Valid Values:** 1= Section A 2 = Section B	19	**Is Primary Key?** Yes **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No

Table 23. UACO_ROffer field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Create? No **Stored Save?** No **Stored Run?** No **Configuration?** No

Table 24. UACO_ROffer parent tables

Table name	Description
UACO_Rule	This table contains the basic description of the rule that is used in a Unica Optimize session.
UACO_RSubsection	This table contains a look up of valid subsection values. The contents of this table are fixed with the expected values for any particular release of Unica Optimize.
UA_Offer	

UACO_ROfferList

This table contains the set of offer lists that constraint the rule for the subsection.

Table 25. UACO_ROfferList field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
OfferListID	BIGINT	NOT NULL	The identifier for the offer list that is used in the scope of this rule.	19	**Is Primary Key?** Yes

Table 25. UACO_ROfferList field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			Valid Values: Any valid Offer-ListID from the `UA_OfferList` table.		**Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Run?** No **Configuration?** No
RuleID	BIGINT	NOT NULL	The system-generated unique ID used to identify an instance of a rule. **Valid Values:** Any valid RuleID from the `UACO_RConstraint` table.	19	**Is Primary Key?** Yes **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes

Table 25. UACO_ROfferList field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated Override? No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Run?** No **Configuration?** No
RuleSubsectionID	BIGINT	NOT NULL	An ID that identifies which part of a rule the particular constraint is part of. For instance, a rule constraint that has only one part always has its constraints part of the Section A, whereas a rule that has multiple parts (A/B rules) has constraints on both A and B. **Valid Values:** 1= Section A 2 = Section B	19	**Is Primary Key?** Yes **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No

Table 25. UACO_ROfferList field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Run? No **Configuration?** Created during DDL execution time.

Table 26. UACO_ROfferList parent tables

Table name	Description
UACO_Rule	This table contains the basic description of the rule that is used in a Unica Optimize session.
UA_OfferList	
UACO_RSubsection	This table contains a look up of valid subsection values. The contents of this table are fixed with the expected values for any particular release of Unica Optimize.

UACO_RSegment

This table contains the set of segments that constraint the given rule for the given subsection.

Table 27. UACO_RSegment field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
SegmentID	BIGINT	NOT NULL	The identifier of a strategic segment that scopes the rule.	19	**Is Primary Key?** Yes

Table 27. UACO_RSegment field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			Valid Values: Any valid SegmentID from the `UA_Segment` table.		**Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Run?** No **Configuration?** No
RuleID	BIGINT	NOT NULL	The system-generated unique ID used to identify an instance of a rule. **Valid Values:** Globally unique positive integer within the **internalIDLowerLimit** and **internalIDUpperLimit** configuration parameter values for generated values.	19	**Is Primary Key?** Yes **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes

Table 27. UACO_RSegment field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated Override? No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Run?** No **Configuration?** No
RuleSubsectionID	BIGINT	NOT NULL	An ID that identifies which part of a rule the particular constraint is part of. For instance, a rule constraint that has only one part always has its constraints part of the Section A, whereas a rule that has multiple parts (A/B rules) has constraints on both A and B. **Valid Values:** 1= Section A 2 = Section B	19	**Is Primary Key?** Yes **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No

Table 27. UACO_RSegment field descriptions (continued)

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

Table 28. UACO_RSegment parent tables

Table name	Description
UACO_Rule	This table contains the basic description of the rule that is used in a Unica Optimize session.
UACO_RSubsection	This table contains a look up of valid subsection values. The contents of this table are fixed with the expected values for any particular release of Unica Optimize.

UACO_RSubsection

This table contains a look up of valid subsection values. The contents of this table are fixed with the expected values for any particular release of Unica Optimize.

Table 29. UACO_RSubsection field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
RuleSubsec-tionID	BIGINT	NOT NULL	An ID that identifies which part of a rule the particular constraint is part of. For instance, a rule constraint that has only one part always has its constraints part of the Section A, whereas a rule that has	19	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes

Table 29. UACO_RSubsection field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			multiple parts (A/B rules) has constraints on both A and B. **Valid Values:** 1= Section A 2 = Section B		**System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Run?** No **Configuration?** Created during DDL execution time.
Description	VARCHAR	NULL	The description of the rule subsections. **Valid Values:** Any text characters.	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No

Table 29. UACO_RSubsection field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					User Entered? No **Stored Create?** No **Stored Save?** No **Stored Run?** No **Configuration?** Created during DDL execution time.

Table 30. UACO_RSubsection child tables

Table name	Description
UACO_RConstraint	This table contains the set of generic rule constraints types with their values for each rule as associated to their specific subsections.
UACO_ROffer	This table contains the set of offers that constraint the rule for the subsection.
UACO_ROfferList	This table contains the set of offer lists that constraint the rule for the subsection.
UACO_RSegment	This table contains the set of segments that constraint the given rule for the given subsection.

UACO_Rule

This table contains the basic description of the rule that is used in a Unica Optimize session.

Table 31. UACO_Rule field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
RuleID	BIGINT	NOT NULL	The system-generated unique ID used to identify an instance of a rule. **Valid Values:** Globally unique positive integer within the **internalIDLowerLimit** and **internalIDUpperLimit** configuration parameter values for generated values.	19	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Run?** No **Configuration?** No
Name	VARCHAR	NOT NULL	The name of the rule. Rule names must be unique within the same session.	64	**Is Primary Key?** No

Table 31. UACO_Rule field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			Valid Values: Any text characters, minus standard disallowed special name characters, must be a unique name in the session.		**Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Run?** No **Configuration?** No
Description	VARCHAR	NULL	The optional description of the rule. **Valid Values:** Any text characters	512	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No

Table 31. UACO_Rule field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated Override? No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Run?** No **Configuration?** No
RuleTypeID	BIGINT	NOT NULL	The type of the rule. **Valid Values:** 1 = Customers In, Include/Exclude only 2 = Interactions Where, Include/Exclude only 3 = Min/max offers 4 = Max packages 5 = Min/max total cost 6 = Min/max offers 7 = Not used 8 = Min # unique offers 9 = Max # duplicates 10 = Never A with B 11 = Never A followed by B 12 = B only with A	19	**Is Primary Key?** No **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No

Table 31. UACO_Rule field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Run? No **Configuration?** No
RuleSubtype-ID	BIGINT	NOT NULL	An identifier to further qualify the rule type. **Valid Values:** 1 = None 2 = Include 3 - Exclude	19	**Is Primary Key?** No **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Run?** No **Configuration?** No
ACOSession-ID	BIGINT	NOT NULL	The identifier that uniquely identifies the session in which the rule belongs.	19	**Is Primary Key?** No **Is Foreign Key?** Yes

Table 31. UACO_Rule field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			Valid Values: Any valid ACOSessionID in `UACO_Opt-Session` table.		**Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Run?** No **Configuration?** No
CreateDate	TIMES-TAMP	NOT NULL	The server date and time the rule was created. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No

Table 31. UACO_Rule field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					User Entered? No **Stored Create?** Yes **Stored Save?** No **Stored Run?** No **Configuration?** Yes
CreateBy	INTEGER	NOT NULL	The ASM user ID of the user that created this rule. **Valid Values:** Valid ASM User ID	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Run?** No

Table 31. UACO_Rule field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Configuration? No
UpdateDate	TIMES-TAMP	NOT NULL	The last server date and time the rule was updated (edited and saved); same as Create-Date for initial rule creation. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Run?** No **Configuration?** Yes
UpdateBy	INTEGER	NOT NULL	The ASM user ID for the user who last updated the rule; same as CreateBy for initial rule creation.	10	**Is Primary Key?** No **Is Foreign Key?** No

Table 31. UACO_Rule field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			Valid Values: Valid ASM User ID		**Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Run?** No **Configuration?** No

Table 32. UACO_Rule parent tables

Table name	Description
UACO_RuleType	This table contains a look up of rule types that are used to enforce data-integrity for the rule that is created within a session. The contents of this table are fixed with the expected values for any particular release of Unica Optimize.
UACO_RuleSubtype	This table contains a look up of rule subtypes that are used to describe the rule. The contents of this table are fixed with the expected values for any particular release of Unica Optimize.

Table 32. UACO_Rule parent tables (continued)

Table name	Description
UACO_OptSession	An entry in this table represents a single Unica Optimize session with all of its metadata.

Table 33. UACO_Rule child tables

Table name	Description
UACO_RConstraint	This table contains the set of generic rule constraints types with their values for each rule as associated to their specific subsections.
UACO_RException	This table is used to store list of exceptions rules added by the user.
UACO_ROffer	This table contains the set of offers that constraint the rule for the subsection.
UACO_ROfferList	This table contains the set of offer lists that constraint the rule for the subsection.
UACO_RSegment	This table contains the set of segments that constraint the given rule for the given subsection.

UACO_RuleSubtype

This table contains a look up of rule subtypes that are used to describe the rule. The contents of this table are fixed with the expected values for any particular release of Unica Optimize.

Table 34. UACO_RuleSubtype field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
RuleSubtype-ID	BIGINT	NOT NULL	An identifier to further qualify the rule type. **Valid Values:** 1 = None 2 = Include 3 = Exclude	19	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Run?** No **Configuration?** Created during DDL execution time.
Description	VARCHAR	NOT NULL	The description of this rule subtype. **Valid Values:** Any text characters.	64	**Is Primary Key?** No **Is Foreign Key?** No

Table 34. UACO_RuleSubtype field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Required Field? Yes
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Run? No
					Configuration? Created during DDL execution time.

Table 35. UACO_RuleSubtype child tables

Table name	Description
UACO_Rule	This table contains the basic description of the rule that is used in a Unica Optimize session.

UACO_RuleType

This table contains a look up of rule types that are used to enforce data-integrity for the rule that is created within a session. The contents of this table are fixed with the expected values for any particular release of Unica Optimize.

Table 36. UACO_RuleType field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
RuleTypeID	BIGINT	NOT NULL	The ID of the rule type. **Valid Values:** 1 = Customers In, Include/Exclude only 2 = Interactions Where, Include/Exclude only 3 = Min/max offers 4 = Max packages 5 = Min/max total cost 6 = Min/max offers 7 = Not used 8 = Min # unique offers 9 = Max # duplicates 10 = Never A with B 11 = Never A followed by B 12 = B only with A	19	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Run?** No **Configuration?** Created during DDL execution Time.

Table 36. UACO_RuleType field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
Description	VARCHAR	NULL	The description of the rule type. **Valid Values:** Any character string.	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Run?** No **Configuration?** Created during DDL execution time.

Table 37. UACO_RuleType child tables

Table name	Description
UACO_Rule	This table contains the basic description of the rule that is used in a Unica Optimize session.

UACO_SesnOffer

This table contributes to the definition of two items: the score matrix and the "displayed offers" used in the session.

Table 38. UACO_SesnOffer field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
OfferID	BIGINT	NOT NULL	The unique identifier of an offer included in the optimization session. **Valid Values:** Any valid Offer-ID from the `UA_Offer` table.	19	**Is Primary Key?** Yes **Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Run?** No **Configuration?** No
ACOSession-ID	BIGINT	NOT NULL	The identifier that uniquely identifies the Unica Optimize session.	19	**Is Primary Key?** Yes

Table 38. UACO_SesnOffer field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			Valid Values: Any valid ACOSessionID from the `UACO_OptSession` table.		**Is Foreign Key?** Yes **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Run?** No **Configuration?** No
OfferOrder	INTEGER	NOT NULL	This value is used to specify the display order of offers in the reports. **Valid Values:** Unique number across all entries for this ACOSessionID. Must be a nonzero positive increasing number.	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes

Table 38. UACO_SesnOffer field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated Override? Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Run?** No **Configuration?** No
ScoreAllSegments	DOUBLE	NOT NULL	This is the score for all segments that do not have a score value in `UACO_OfferSeg` for the specified OfferID in the current row. When evaluating the score matrix, this score is used when the offer and segment combination does not yield an explicit value in the `UACO_OfferSeg` table. **Valid Values:** Any positive numeric value.	53	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes

Table 38. UACO_SesnOffer field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Run? No **Configuration?** No
Enable	INTEGER	NOT NULL	This value is used as an indicator that the value stored in the ScoreAllSegments is valid. If this value is set to 1, then the value in ScoreAllSegments is used. Otherwise, it is ignored when determining the score of the Offer and Segment intersection. **Valid Values:** 0 or 1	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Run?** No **Configuration?** No

Table 39. UACO_SesnOffer parent tables

Table name	Description
UA_Offer	

Table 39. UACO_SesnOffer parent tables (continued)

Table name	Description
UACO_OptSession	An entry in this table represents a single Unica Optimize session with all of its metadata.

Table 40. UACO_SesnOffer child tables

Table name	Description
UACO_OfferSeg	This table contains the scores that are used at the intersection of an offer and segment in the score matrix.

UACO_SesnRunHist

This table contains the history of session runs that were run. It references the report files that were generated by the specific runs.

Table 41. UACO_SesnRunHist field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
RunID	BIGINT	NOT NULL	The ID of the session run. This number is automatically incremented after each run for a particular session. **Valid Values:** Globally unique positive integer within the **internalIDLowerLimit** and **internalIDUpperLimit** configuration parameter values for generated values.	19	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No

Table 41. UACO_SesnRunHist field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					User Entered? No
					Stored Create? Yes
					Stored Save? No
					Stored Run? No
					Configuration? No
ACOSession-ID	BIGINT	NOT NULL	The identifier that uniquely identifies each session. **Valid Values:** Any valid ACOSessionID from the `UACO_OptSession` table.	19	**Is Primary Key?** Yes
					Is Foreign Key? Yes
					Required Field? Yes
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? No
					Stored Run? No

Table 41. UACO_SesnRunHist field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Configuration? No
RunBy	INTEGER	NOT NULL	The ASM user ID of the user that last ran the session. **Valid Values:** Valid ASM UserID	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Run?** No **Configuration?** No
StartTime	TIMES-TAMP	NOT NULL	The date and time that the session run was started. **Valid Values:** Valid datetime	23,3	**Is Primary Key?** No **Is Foreign Key?** No

Table 41. UACO_SesnRunHist field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Required Field? Yes
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? No
					Stored Run? No
					Configuration? Yes
EndTime	TIMES-TAMP	NULL	The date and time that the session run completed. **Valid Values:** Valid datetime.	23,3	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? Yes
					System Generated? Yes
					System Generated Override? No

Table 41. UACO_SesnRunHist field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					User Entered? No **Stored Create?** No **Stored Save?** No **Stored Run?** Yes **Configuration?** Yes
FinalStatus	VARCHAR	NULL	An XML string that is the final status of the session run. **Valid Values:** XML String.	1028	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Run?** Yes

Table 41. UACO_SesnRunHist field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Configuration? No
ReportFile-Name	VARCHAR	NOT NULL	The name of the report file that was generated for this particular session run. **Valid Values:** Any valid file name that is generated by the system by using the ACOSes-sionID.	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generat-ed?** Yes **System Generat-ed Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** No **Stored Run?** No **Configuration?** No
RunTypeID	BIGINT	NOT NULL	The type of run. **Valid Values:** 1 = production run 2 = test run	19	**Is Primary Key?** No **Is Foreign Key?** Yes

Table 41. UACO_SesnRunHist field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Required Field? Yes **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Run?** No **Configuration?** Generated at DDL execution Time

Table 42. UACO_SesnRunHist parent tables

Table name	Description
UACO_SesnRunType	This table contains a look up of valid run types. The contents of this table are fixed with the expected values for any particular release of Unica Optimize.
UACO_OptSession	An entry in this table represents a single Unica Optimize session with all of its metadata.

UACO_SesnRunType

This table contains a look up of valid run types. The contents of this table are fixed with the expected values for any particular release of Unica Optimize.

Table 43. UACO_SesnRunType field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
RunTypeID	BIGINT	NOT NULL	This enumerates the Unica Campaign session run types (excluding test mode). **Valid Values:** 1 = production run 2 = test run	19	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Run?** No **Configuration?** Generated at DDL execution Time

Table 43. UACO_SesnRunType field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
Description	VARCHAR	NULL	The description of the run type. **Valid Values:** Any characters.	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** No **System Generated?** No **System Generated Override?** No **User Entered?** No **Stored Create?** No **Stored Save?** No **Stored Run?** No **Configuration?** Generated at DDL execution time.

Table 44. UACO_SesnRunType child tables

Table name	Description
UACO_SesnRunHist	This table contains the history of session runs that were run. It references the report files that were generated by the specific runs.

UACO_SesnSegment

This table contributes to the definition of two items: the score matrix and the "displayed segments" used in the session.

Table 45. UACO_SesnSegment field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
SegmentID	BIGINT	NOT NULL	The identifier of the strategic segment. **Valid Values:** Any SegmentID from the `UA_Segment` table.	19	**Is Primary Key?** Yes **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes

Table 45. UACO_SesnSegment field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Run? No
					Configuration? No
ACOSession-ID	BIGINT	NOT NULL	The identifier that uniquely identifies each session. **Valid Values:** Any valid ACOSessionID from the `UACO_OptSession` table.	19	**Is Primary Key?** Yes
					Is Foreign Key? Yes
					Required Field? Yes
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? No
					Stored Run? No
					Configuration? No
Segment-Order	INTEGER	NOT NULL	The order that the segment is used to evaluate when applying the score matrix. Because the value of the score matrix	10	**Is Primary Key?** No
					Is Foreign Key? No

Table 45. UACO_SesnSegment field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			is a combination of the segment and the offer, the audience level can theoretically be in more than one segment. The SegmentOrder defines which one is checked first. The first segment that matches is used to determine the score of the transaction. This is also used as the display order for reporting purposes. **Valid Values:** Unique number across all entries for this ACOSessionID. Must be a nonzero positive increasing number.		**Required Field?** Yes **System Generated?** Yes **System Generated Override?** Yes **User Entered?** Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Run?** No **Configuration?** No
ScoreAllOffers	DOUBLE	NOT NULL	This is the score for all offers that do not have a score value in `UACO_OfferSeg` for the specified SegmentID in the current row. When evaluating the score matrix, this score is used when the offer and segment combination does not yield an explicit value in the `UACO_OfferSeg` table. **Valid Values:** Any positive numeric value.	53	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No

Table 45. UACO_SesnSegment field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					User Entered? Yes **Stored Create?** Yes **Stored Save?** Yes **Stored Run?** No **Configuration?** No
Enable	INTEGER	NOT NULL	This value is used as an indicator that the value stored in the ScoreAllOffers is valid. If this value is set to 1, then the value in ScoreAllOffers is used. Otherwise, it is ignored when determining the score of the Offer and Segment intersection. **Valid Values:** 0 or 1	10	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** Yes **System Generated Override?** No **User Entered?** No **Stored Create?** Yes **Stored Save?** Yes **Stored Run?** No

Table 45. UACO_SesnSegment field descriptions (continued)

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

Table 46. UACO_SesnSegment parent tables

Table name	Description
UACO_OptSession	An entry in this table represents a single Unica Optimize session with all of its metadata.

Table 47. UACO_SesnSegment child tables

Table name	Description
UACO_OfferSeg	This table contains the scores that are used at the intersection of an offer and segment in the score matrix.

UACO_SesnStatus

This table contains a look up of valid values for the status of a Unica Optimize session. The contents of this table are fixed with the expected values for any particular release of Unica Optimize.

Table 48. UACO_SesnStatus field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
SessionStatusID	BIGINT	NOT NULL	The status of this session. **Valid Values:** 1 = Free 2 = Locked	19	**Is Primary Key?** Yes **Is Foreign Key?** No

Table 48. UACO_SesnStatus field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Required Field? Yes
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Run? No
					Configuration? Assigned during DDL execution.
Description	VARCHAR	NULL	The description of the value of the SessionStatusID. **Valid Values:** Any text characters.	64	**Is Primary Key?** No
					Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No

Table 48. UACO_SesnStatus field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					User Entered? No **Stored Create?** No **Stored Save?** No **Stored Run?** No **Configuration?** Assigned during DDL execution.

Table 49. UACO_SesnStatus child tables

Table name	Description
UACO_OptSession	An entry in this table represents a single Unica Optimize session with all of its metadata.

UACO_UserTable

This is an example of a user table that can be specified by the user to define the appended columns to the PCT during session creation time.

Table 50. UACO_UserTable field descriptions

Field Name	Type	Null?	Description	Length	Additional Attributes
CharColumn	CHAR	NULL	An example of using a char-based column as a user-defined column. If the user selects this table to be part of	20	**Is Primary Key?** No

Table 50. UACO_UserTable field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
			creating a session, then each column in this table is part of the PCT.		**Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** No **Stored Save?** No **Stored Run?** No **Configuration?** No
RealColumn	DOUBLE	NULL	An example of using a real-based column as a user-defined column. If the user selects this table to be part of creating a session, then each column in this table is part of the PCT.	53	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No

Table 50. UACO_UserTable field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					System Generated Override? No **User Entered?** Yes **Stored Create?** No **Stored Save?** No **Stored Run?** No **Configuration?** No
IntColumn	BIGINT	NOT NULL	An example of using an int-based column as a user-defined column. If the user selects this table to be part of creating a session, then each column in this table is part of the PCT.	19	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generated?** No **System Generated Override?** No **User Entered?** Yes **Stored Create?** No **Stored Save?** No

Table 50. UACO_UserTable field descriptions (continued)

Field Name	Type	Null?	Description	Length	Additional Attributes
					Stored Run? No **Configuration?** No
VarCharCol-umn	VARCHAR	NULL	An example of using a var-char-based column as a user-defined column. If the user selects this table to be part of creating a session, then each column in this table is part of the PCT.	64	**Is Primary Key?** No **Is Foreign Key?** No **Required Field?** Yes **System Generat-ed?** No **System Generat-ed Override?** No **User Entered?** Yes **Stored Create?** No **Stored Save?** No **Stored Run?** No **Configuration?** No