IBM Unica Interact
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System Tables Data Dictionary

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Design Time System Tables

UACI_Constraint

Contains definition of constraints.

Column Name:	Column Comment:	Required Field:	System Generated:	Sys-Gen Overridable:	User Entered:	Valid Values:	Stored-Create:	Stored-Save:	Stored-Execute:	Configuration:
ConstraintID	unique id of constraint	Y	Y	N	N	Globally unique positive integer within the internalI+J70DLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
OfferFamilyIndicator	indicates whether or not the offers for this constraint are coming from an offerList or an offer folder	Y	N	N	Y	1 by folder, 2 by offer list	Y	Y	N	N
OfferFolderID	ID of offer folder if the offerFamilyIndicator is set as by folder	N	N	N	Y	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	N	Y	N	N
OfferListID	id of offer List if the offerfamilyindicator is set as by offer list	N	N	N	Y	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	N	Y	N	N
icID	id of ic that contains this constraints	Y	N	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	Y	N	N
isEnabled	flag that determines if this constraint is active. Only enabled constraints are deployed to the IC	Y	N	N	Y	0, 1	Y	Y	N	N
name	Name of Constraint object	N	N	N	Y	Any text characters, minus standard disallowed special name characters	N	Y	N	N
description	description of constraint object	N	N	N	Y	Any text characters, minus standard disallowed special name characters	N	Y	N	N
maxOffers	maximum number of times that offers associated to this constraint shall be	N	N	N	Y	1 and higher	N	Y	N	N

	served									
startTime	the time at which the constraint shall take effect - offers are constrainted until the start time has been reached.	N	N	N	Y	Valid date time	N	Y	N	N
endTime	time at which the constraint shall stop serving offers	N	N	N	Y	Valid date time	N	Y	N	N
distInterval	indicates the interval period for which the system will enforce a sub max - ie. distribute no more than 100 offers per HOUR, o r per DAY, or Per 7 DAYS, etc	N	N	N	Y	1 by hour, 1 by day, 1 by 7 days, 1 by 30 days, 1 by month	N	Y	N	N
maxPerInterval	the max number of offers to serve per distInterval	N	N	N	Y	1 and higher	N	Y	N	N
allocationSize	Currently this field is not utilized. System relies on a configuration setting for this. The purpose of the field was to indicate how many offers the interact runtime instance would allocate - this way the runtime instance doesn't have to always go back to the database for every distribution of the offer. the smaller the allocation, the more db hits.	N	N	N	N	Not used	N	N/A	N	N
createDate	date that the constraint object was created	N	N	N	N	Valid date time	Y	N	N	N
createBy	user id that created the constraint object	N	N	N	N	Valid userId in Manager db.	Y	N	N	N
updateDate	last update time of the constraint object	N	N	N	N	Valid date time	N	Y	N	N
updateBy	user id of user who last updated the constraint object	N	N	N	N	Valid userId in Manager db.	N	Y	N	N

UACI_OfferFamily

Table that enumerates the offerFamily field of the UACI_Constraint table - indicating how we allocate the family of offers associated to a constraint - either by folder or by offer list.

Column Name:	Column Comment:	Required Field:	System Generated:	Sys-Gen Overridable:	User Entered:	Valid Values:	Stored-Create:	Stored-Save:	Stored-Execute:	Configuration:
OfferFamilyIndicator	pk, unique id of offerFamily type	Y	Y	N	N	1,2	Y	N	N	N
Description	description	N	N	N	N	"By Folder", "By Offer List"	Y	N	N	N

UACI_DistInterval

Table that enumerates the distInterval field of the UACI_Constraint table - indicating at what level to enforce a sub max: by hour, by day, by 7 days, by 30 days, by month.

Column Name:	Column Comment:	Required Field:	System Generated:	Sys-Gen Overridable:	User Entered:	Valid Values:	Stored-Create:	Stored-Save:	Stored-Execute:	Configuration:
DistInterval	pk, uniq id of distribution interval	Y	Y	N	N	[1,2,3,4,5]	Y	N	N	N
Description	description	N	N	N	N	"by hour","by day", "by 7 day", "by 30 days", "by month"	Y	N	N	N

UACI_LearningModel

Contains the learning model object.

Column Name:	Column Comment:	Required Field:	System Generated:	Sys-Gen Overridable:	User Entered:	Valid Values:	Stored-Create:	Stored-Save:	Stored-Execute:	Configuration:
LearningModelID	pk, unique id of learning model	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
Name	name	N	N	N	Y	Any text characters, minus standard disallowed special name characters	Y	Y	N	N
Description	description	N	N	N	Y	Any text characters, minus standard disallowed special name characters	N	Y	N	N
icID	id of ic that contains the learning model	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
isEnabled	flag that indicates whether or not learning model is active.	Y	N	N	Y	0,1	N	Y	N	N
createDate	creation date of this learning model	N	Y	N	N	Valid date time	Y	N	N	N
createBy	user id that created the learning model object	N	Y	N	N	Valid userId in Manager db.	Y	N	N	N
updateDate	last update time of the learning model object	N	N	N	N	Valid date time	N	Y	N	N
updateBy	user id that last updated the learning model object	N	N	N	N	Valid userId in Manager db.	N	Y	N	N

UACI_LModelAttr

Contains the attributes for each learning model object.

Column Name:	Column Comment:	Required Field:	System Generated:	Sys-Gen Overridable:	User Entered:	Valid Values:	Stored-Create:	Stored-Save:	Stored-Execute:	Configuration:
LearningModelAttrID	pk, unique id of learningmodel attribute	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
LearningModelID	id of learning model that contains this attribute	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
Name	name of attribute which this record represents.	Y	N	N	Y	Any text characters, minus standard disallowed special name characters	Y	Y	N	N

UACI_LearningMode

Table that enumerates the learningMode:
1.   learningmode not set
2.   use marketer score
3.   use learning score

Column Name:	Column Comment:	Required Field:	System Generated:	Sys-Gen Overridable:	User Entered:	Valid Values:	Stored-Create:	Stored-Save:	Stored-Execute:	Configuration:
LearningMode	indicates whether engine should use the learning score or the marketer score in ranking offers	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
Description	description	N	N	N	N	Any text characters, minus standard disallowed special name characters	Y	N	N	N

UACI_RGResolution

Ttable that enumerates the options for resolving rulegroup conflicts with regards to learning.

Column Name:	Column Comment:	Required Field:	System Generated:	Sys-Gen Overridable:	User Entered:	Valid Values:	Stored-Create:	Stored-Save:	Stored-Execute:	Configuration:
RuleGroupResolutionType	indicates how to resolve ranking offers across rule groups of conflicting learning mode	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N

| Description | description | N | N | N | N | Any text characters, minus standard disallowed special name characters | Y | N | N | N |

UACI_OfferTblType

Table that enumerates the type of table driven features supported by the InteractList process box.

Column Name:	Column Comment:	Required Field:	System Generated:	Sys-Gen Overridable:	User Entered:	Valid Values:	Stored-Create:	Stored-Save:	Stored-Execute:	Configuration:
offerTblTypeID	indicates the type of table driven feature that is defined	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
name	name of the table driven feature (white list, black list, global offers, and offersBySQL)	N	N	N	N	Any text characters, minus standard disallowed special name characters	Y	N	N	N
description	description	N	N	N	N	Any text characters, minus standard disallowed special name characters	Y	N	N	N

UACI_OffersByTbl

Contains the config info for WhiteList, blacklist and global offers.

Column Name:	Column Comment:	Required Field:	System Generated:	Sys-Gen Overridable:	User Entered:	Valid Values:	Stored-Create:	Stored-Save:	Stored-Execute:	Configuration:
icID	IC that will have access to the this table driven offer mapping feature	Y	Y	N	Y	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	Y	N
offerTblTypeID	indicates which table driven feature (white list, black list, global offers)	Y	Y	Y	Y	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	Y	N
audienceLevel	audience level that this table driven feature represents	Y	N	N	Y	Any text characters, minus standard disallowed special name characters	Y	Y	Y	N
physicalTable	name of physical table containing the offerCodes	Y	N	N	Y	Any text characters, minus standard disallowed special name characters	Y	Y	Y	N
isEnabled	indicates whether or not this offersByTbl definition is active	Y	N	N	Y	0, 1	Y	Y	Y	N
lastRunTime	indicates the last time that the campaign batch flowchart containing the InteractList process box was run	Y	N	N	N	Valid date time	Y	Y	Y	N
lastRunBy	user id of who ran the campaign	Y	N	N	N	valid user id from manager	Y	Y	Y	N

	batch flowchart containing the interactList processbox that populates this record.									
sourceFlowchartID	id of the campaign flowchart that contains the interactlist processbox that populates this record.	Y	N	n	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	Y	Y	N

UACI_OffersBySQL

Contains config info for OffersBySQL definitions.

Column Name:	Column Comment:	Required Field:	System Generated:	Sys-Gen Overridable:	User Entered:	Valid Values:	Stored-Create:	Stored-Save:	Stored-Execute:	Configuration:
icID		Y	Y	N	Y	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	Y	N
offerSQLName		Y	N	N	Y	Any text characters, minus standard disallowed special name characters	Y	Y	Y	N
offerSQLTemplate		N	N	N	Y	Any text characters, minus standard disallowed special name characters	N	Y	Y	N
physicalTable		N	N	N	Y	Any text characters, minus standard disallowed special name characters	N	Y	Y	N
isEnabled		Y	N	N	Y	0, 1	Y	Y	Y	N
isDefault		Y	N	N	Y	0, 1	Y	Y	Y	N
lastRunTime		Y	N	N	N	Valid date time	Y	Y	Y	N
lastRunBy		Y	N	N	N	Valid userId in Manager db.	Y	Y	Y	N
sourceFlowchartID		Y	N	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	Y	Y	N

UACI_DepStratTab

Contains all the deployed strategy objects. Records get added after each IC deployment. This table is important for subsequent deployments of an IC. If a user did not make changes to the strategy, the deployment action will refer to this table to deploy the same strategy that was deployed before.

Column Name:	Column Comment:	Required Field:	System Generated:	Sys-Gen Overridable:	User Entered:	Valid Values:	Stored-Create:	Stored-Save:	Stored-Execute:	Configuration:
StrategyID	fk, unique id of strategy.	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N

DeploymentID	FK, unique id of deployment.	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
StrategyName	Name of Strategy object	N	N	N	Y	Any text characters, minus standard disallowed special name characters	Y	Y	N	N
CampaignID	FK, unique id of campaign that contains the strategy.	N	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
CampaignName	Name of Campaign that contains the Strategy.	N	N	N	Y	Any text characters, minus standard disallowed special name characters	Y	Y	N	N
RequestUser	Unica ID of user who issued the deployment.	N	Y	N	N	Valid userId in Manager db.	Y	N	N	N
RequestUserName	Name of user who issued the deployment.	N	N	N	N	Any text characters, minus standard disallowed special name characters	Y	N	N	N
RequestTime	Timestamp of when the deployment took place.	N	Y	N	N	Any valid date time	Y	N	N	N
DeployTypeID	Type of deployment (eg. Add, Update, Remove)	N	Y	N	N	values (1, 'NOOP');(2, 'Add'); (3, 'Update'); (4, 'Remove');	Y	N	N	N
SerializedObject	A java serialized object of the Strategy	N	Y	N	N	Binary Representation of Strategy object	N	Y	N	N

UACI_DepFlowchart

Contains all the deployed flowchart objects. Records get added after each IC deployment. This table is important for subsequent deployments of an IC. If a user did not make changes to the flowchart, the deployment action will refer to this table to deploy the same flowchart that was deployed before.

Column Name:	Column Comment:	Required Field:	System Generated:	Sys-Gen Overridable:	User Entered:	Valid Values:	Stored-Create:	Stored-Save:	Stored-Execute:	Configuration:
DeploymentID	FK, unique id of deployment.	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
FlowchartID	FK, unique id of flowchart.	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
FlowchartName	Name of the flowchart.	N	N	N	Y	Any text characters, minus standard disallowed special name characters	Y	Y	N	N
AudienceLevel	The audience level of the flowchart.	N	N	N	Y	Any text characters, minus standard disallowed special name characters	Y	N	N	N
SessionID	FK, unique id of the Session object that contains the flowchart.	N	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
SessionName	Name of the Session object that contains the flowchart.	N	N	N	Y	Any text characters, minus standard disallowed special name characters	Y	Y	N	N
RequestUser	Unica ID of user who issued the deployment.	Y	Y	N	N	Valid userId in Manager db.	Y	N	N	N
RequestUserName	Name of user who issued the deployment.	N	N	N	Y	Valid username in manager	Y	N	N	N
RequestTime	Timestamp of when the deployment took place.	N	Y	N	N	Valid date time	Y	N	N	N
DeployTypeID	Type of deployment (eg. Add, Update, Remove)	N	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
SerializedObject	A java serialized object of the Flowchart	N	Y	N	N	Binary Representation of Strategy object	N	Y	N	N

UACI_TrmtRuleInv

Contains all the treatment rules that have been deployed. Records get added after each IC deployment.

Column	Description					Notes				
TreatmentRuleID	PK, unique id of TreatmentRule	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
DeploymentID	FK, unique id of deployment.	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
ICID	fk, unique id of Interact Channel	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
ICName	Name of Interact Channel	Y	N	N	Y	Any text characters, minus standard disallowed special name characters	Y	Y	N	N
CellID	FK, unique id of cell	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
CellName	name of cell	Y	N	N	Y	Any text characters, minus standard disallowed special name characters	Y	Y	N	N
ZoneID	FK, unique id of Zone	N	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
ZoneName	name of Zone	N	N	N	Y	Any text characters, minus standard disallowed special name characters	Y	Y	N	N
StrategyID	fk, unique id of strategy.	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
StrategyName	Name of Strategy object	Y	N	N	Y	Any text characters, minus standard disallowed special name characters	Y	Y	N	N
OfferID	fk, unique id of Offer	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
OfferName	name of offer	Y	N	N	Y	Any text characters, minus standard disallowed special name characters	Y	Y	N	N
CampaignID	FK, unique id of campaign that contains the strategy.	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N

CampaignName	Name of Campaign that contains the Strategy.	Y	N	N	Y	Any text characters, minus standard disallowed special name characters	Y	Y	N	N
CampaignCode	Code of Campaign that contains the Strategy.	N	Y	Y	Y	Any text characters, minus standard disallowed special name characters	Y	Y	N	N
SegmentID	fk, unique id of segment.	N	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
SegmentName	name of segment	N	N	N	Y	Any text characters, minus standard disallowed special name characters	Y	Y	N	N
MarketWeight	Slider value	Y	N	N	Y	1 TO 100	Y	Y	N	N
LastUpdate	timestamp of when the deployment occurred	N	Y	N	N	Valid date time	Y	Y	N	N
Predicate	Predicate expression, if any, for the rule.	N	N	N	Y	Any text characters, minus standard disallowed special name characters	Y	Y	N	N
EnableStateID	Advanced Rule options mode.	N	Y	N	N	values (1, 'This is disabled'); (2, 'Use Expression as a column only'); (3, 'Use Predicate only');	Y	N	N	N

UACI_Deployment

Contains the deployment information including the status of each deployment.

Column Name:	Column Comment:	Required Field:	System Generated:	Sys-Gen Overridable:	User Entered:	Valid Values:	Stored-Create:	Stored-Save:	Stored-Execute:	Configuration:
DeploymentID	PK, unique id of deployment.	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
ICID	fk, unique id of Interact Channel	N	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
DeploymentStatusID	State of the deployment	N	Y	N	N	values (1, 'Initialized'); (2, 'Started'); (3, 'Successful'); (4, 'Failed');	Y	Y	N	N
StatusDetail	A status that is XML based. The xml contains a status code a list of error codes and their respective parameters.	N	Y	N	N	Valid XML String	Y	Y	N	N
DeployTypeID	Specifie the type of deployment (eg. Add, update, undeploy)	N	Y	N	N	values (1, 'NOOP');(2, 'Add'); (3, 'Update'); (4, 'Remove');	Y	N	N	N
StartTime	timestamp of when the deployment began	N	Y	N	N	Valid date time	Y	N	N	N
EndTime	timestamp of when the deployment ended.	N	Y	N	N	Valid date time	Y	Y	N	N
IsProduction	Flag indicating if this deployment was targed to a production servergroup	N	N	N	Y	0,1	Y	Y	N	N

ServerGroupName	name of the server group for which this deployment was sent to.	N	N	N	Y	Any text characters, minus standard disallowed special name characters	Y	Y	N	N
RequestUser	Unica ID of user who issued the deployment.	N	Y	N	N	Valid userId in Manager db.	Y	N	N	N
RequestUserName	Name of user who issued the deployment.	N	N	N	Y	Valid username in manager	Y	N	N	N
Description	Deployment description entered in the UI during deploy/undeploy/redeploy/global deploy operations	N	N	N	Y	Anything user can enter in the text area	Y	N	N	N
DepVersionID			Y	N	N	This is the FK to the UACI_DepVersion.DepVersionID	Y	N	N	N

UACI_DeployOpType

A type table that contains each enumeration of a deployment operation.

Column Name:	Column Comment:	Required Field:	System Generated:	Sys-Gen Overridable:	User Entered:	Valid Values:	Stored-Create:	Stored-Save:	Stored-Execute:	Configuration:
DeployOpTypeID	PK, unique id of deployment state	Y	Y	N	N	values (1, 'Deploy global settings only'); (2, 'Deploy interactive channel only'); (3, 'Deploy interactive channel with global settings'); (4, 'Undeploy interactive channel'); (5, 'Redeploy interactive channel only'); (6, 'Redeploy interactive channel with global settings');	Y	N	N	N
Description	description of the deployment state	N	Y	N	N	Seed data as above added through sql scripts	Y	N	N	N

UACI_DepVersion

Table that stores versioned deployment object automatically generated from deployments.

Column Name:	Column Comment:	Required Field:	System Generated:	Sys-Gen Overridable:	User Entered:	Valid Values:	Stored-Create:	Stored-Save:	Stored-Execute:	Configuration:
DepVersionID	PK, unique id of deployment versioned object	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
ICID	fk, unique id of Interact Channel	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
ICName	This is the same interactive channel name at the time of deployment	Y	Y	N	Y	This is the same interactive channel name at the time of deployment	Y	N	N	N
VersionNumber	This is a sequence number automatically generated by the system for a given IC.	Y	Y	N	N	This is a sequence number automatically generated by the system for a given IC.	Y	N	N	N
VersionName	This is the version name user enters in the UI. It is partially generated based on ICName.	Y	N	N	Y	Any text characters, minus standard disallowed special name characters	Y	N	N	N
DeploymentData	Blob that contains a java serialized version of the Deployment object	Y	N	N	N	Binary Representation of deployment object	Y	N	N	N
CreateDate	date that this event was first created	Y	Y	N	N	Valid date time	Y	N	N	N

CreateBy	Unica ID of user who created the event.	Y	Y	N	N	Valid userId in Manager db.	Y	N	N	N

UACI_DeploymentStatus

A type table that contains each enumeration of a deployment state

DeploymentStatusID	PK, unique id of deployment state	Y	Y	N	N	values (1, 'Initialized'); (2, 'Started'); (3, 'Successful'); (4, 'Failed');	Y	N	N	N
Description	description of the deployment state	N	N	N	Y	Any text characters, minus standard disallowed special name characters	Y	Y	N	N

UACI_ICToSvrGroup

Contains a mapping of what server groups are linked to the ICs

ICID	fk, unique id of Interact Channel	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
ServerGroupName	name of server group associated to IC	N	N	N	Y	Any text characters, minus standard disallowed special name characters	Y	Y	N	N
IsProduction	flag indicating whether or not this server group will server as a production server group for the corresponding IC	N	N	N	Y	0,1	Y	Y	N	N

UACI_EventAction

Contains a mapping of the Actions mapped to the Events

EventID	**fk, unique** id of Event	Y	Y	N	N	**Globally unique** positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
ActionID	fk, unique id of Action	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
ActionValue	A flag that indicates whether or not the action has been enabled for the corresponding event. A non-zero and non-null value indicates enabled.	Y	N	N	Y	0,1	Y	Y	N	N

UACI_Event

Contains the Event information

EventID	pk, unique id of event.	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
Name	name of event.	Y	N	N	Y	Any text characters, minus standard disallowed special name characters	Y	Y	N	N
Description	description of the event.	N	N	N	Y	Any text characters, minus standard disallowed special name characters	Y	Y	N	N
CategoryID	fk, unique id of category, which is similar to a folder.	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
EventTypeID	fk, unique id of eventType; tells which system event this or if it's a userdefined event.	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
CreateDate	date that this event was first created	N	Y	N	N	Valid date time	Y	N	N	N
CreateBy	Unica ID of user who created the event.	N	Y	N	N	Valid userId in Manager db.	Y	N	N	N
UpdateDate	date that this event was last modified	N	Y	N	N	Valid date time	Y	Y	N	N
UpdateBy	unica id of user who last modified this event	N	Y	N	N	Valid userId in Manager db.	Y	Y	N	N

UACI_Category

Contains the Category information. A category acts like a folder or container of events

CategoryID	**pk, unique** id of category.	**Y**								
Name	Name of category	Y	N	N	Y	Any text characters, minus standard disallowed special name characters	Y	Y	N	N
Description	description of category	Y	N	N	Y	Any text characters, minus standard disallowed special name characters	Y	Y	N	N
ICID	fk, unique of interact channel	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
IsSystemDefined	indicates whether or not this category contains the system defined events.	N								
CreateDate	date that this category was first created	N	Y	N	N	Valid date time	Y	N	N	N
CreateBy	unica id of user who first created the category.	N	Y	N	N	Valid userId in Manager db.	Y	N	N	N
UpdateDate	date that this category was last modified	N	Y	N	N	Valid userId in Manager db.	Y	Y	N	N
UpdateBy	unica id of user who last modified this category.	N	Y	N	N	Valid userId in Manager db.	Y	Y	N	N

UACI_IntPoint

Contains the interaction point information

IPID	**pk unique** id of Interaction Point	Y	Y	N	N	**Globally unique** positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
Name	name of interaction point	Y	N	N	Y	Any text characters, minus standard disallowed special name characters	Y	Y	N	N
Description	description of interaction point	N	N	N	Y	Any text characters, minus standard disallowed special name characters	Y	Y	N	N
DefaultString	containts the default content string which is served to the client facing system on getOffers calls that don't yield any offers.	Y	N	N	Y	Any text characters, minus standard disallowed special name characters	Y	Y	N	N
ZoneID	fk, unique id of zone that this IP belongs to	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
CreateDate	date that this IP was first created.	N	Y	N	N	Valid date time	Y	N	N	N
CreateBy	unica id of user who first created this ip.	N	Y	N	N	Valid userId in Manager db.	Y	N	N	N
UpdateDate	date that this ip was last modified.	N	Y	N	N	Valid date time	Y	Y	N	N
UpdateBy	unica id of user who last modified this ip.	N	Y	N	N	Valid userId in Manager db.	Y	Y	N	N

UACI_Rule

Contains the Rule information.

Field	Description					Constraint				
RuleID	pk, unique id of Rule	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
RuleGroupID	fk, unique id of RuleGroup	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
MarketWeight	Value that reflects the slider setting from the strategy page.	N	N	N	Y	1 TO 100	Y	Y	N	N
Disabled	Indicates whether this rule is active or inactive.	N	N	N	Y	0,1	Y	Y	N	N
DisplayOrder	affects the display position of this rule in the strategy page.	N	Y	Y	Y	> 0	Y	Y	N	N
OfferID	fk, unique id of offer referred to by this rule.	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
ZoneID	fk, unique id of zone that this rule applies to.	N	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
CreateDate	date of when this rule was first created.	N	Y	N	N	Valid date time	Y	N	N	N
CreateBy	unica id of user who first created this rule.	N	Y	N	N	Valid userId in Manager db.	Y	N	N	N
UpdateDate	date of when this rule was last modified.	N	Y	N	N	Valid date time	Y	Y	N	N
UpdateBy	unica id of user who last modified this rule.	N	Y	N	N	Valid userId in Manager db.	Y	Y	N	N
PredicateID	fk, unique id of predicate that is associated to this rule.	N	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N

UACI_Zone

Contains the Zone information. A zone servers as a container of Interaction Points.

ZoneID	**pk, unique** id of zone.	Y	Y	N	N	**Globally unique** positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
Name	Name of zone	Y	N	N	Y	Any text characters, minus standard disallowed special name characters	Y	Y	N	N
Description	description of zone	N	N	N	Y	Any text characters, minus standard disallowed special name characters	Y	Y	N	N
ICID	fk, unique id of Interact Channel	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
CreateDate	date when this zone was first created	N	Y	N	N	Valid date time	Y	N	N	N
CreateBy	unica id of user who first created this zone	N	Y	N	N	Valid userId in Manager db.	Y	N	N	N
UpdateDate	date when this zone was last modified	N	Y	N	N	Valid date time	Y	Y	N	N
UpdateBy	unica id of user who last modified this zone	N	Y	N	N	Valid userId in Manager db.	Y	Y	N	N
percentRandom	percentage of time to simply randomize the rankings vs using the score	N	N	N	Y	0 - 100	N	Y	N	N
RuleGroupResolutionType	indicates how to resolve ranking offers across rule groups of conflicting learning mode	N	N	N	Y	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	N	Y	N	N
LearningMode	indicates the learning mode for this rule group (ie. use marketer score or learning score to rank offers)	N	N	N	Y	1,2,3	N	Y	N	N
LearningModelID	if learningmode is to use learning score, then this indicates the id of the learning model to use	N	N	N	Y	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	N	Y	N	N

UACI_RuleGroup

Contains RuleGroup information. A Rule Group is a group of rules associated to a particular segment within a Strategy

Column Name:	Column Comment:	Required Field:	System Generated:	Sys-Gen Overridable:	User Entered:	Valid Values:	Stored-Create:	Stored-Save:	Stored-Execute:	Configuration:
RuleGroupID	pk, unique id of rulegroup	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
CellID	fk, unque id of cell that this rulegroup is associated.	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
StrategyID	fk, unique id of strategy that owns this rule group.	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
SegmentID	fk, unique id of segment that this rule group is associated.	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
DisplayOrder	indicates the position in the strategy page where this rule group will be displayed.	N	Y	Y	Y	> 0	Y	Y	N	N
CreateDate	date when this rulegroup was firs created	N	Y	N	N	Valid date time	Y	N	N	N
CreateBy	unica id of user who first created this rulegroup.	N	Y	N	N	Valid userId in Manager db.	Y	N	N	N
UpdateDate	date when this rulegroup was last modified.	N	Y	N	N	Valid date time	Y	Y	N	N
UpdateBy	unica id of user who last modified this rulegroup.	N	Y	N	N	Valid userId in Manager db.	Y	Y	N	N
LearningMode	indicates the learning mode for this rule group (ie. use marketer score or learning score to rank offers)	N	N	N	Y	1,2,3	N	Y	N	N
LearningModelID	if learningmode is to use learning score, then this indicates the id of the learning model to use	N	N	N	Y	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	N	Y	N	N

UACI_DepStratQueue

This is a staging table that holds Strategy objects that are marked for deployment. When a strategy is marked for deployment, a record is inserted. When the IC is deployed, the record is removed from this table.

StrategyID	pk, unique id of strategy	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
RequestUser	**unica id** of user who had marked this strategy for deployment.	**N**	**Y**	**N**	**N**	**valid manager** user id	**Y**	**N**	**N**	**N**
RequestTime	timestamp when this strategy was marked for deployment.	N	Y	N	N	Any valid date time	Y	N	N	N
DeployTypeID	fk, indicates the type of deployment (removal, update, add)	N	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N

UACI_Strategy

Contains the Strategy information

StrategyID	pk, unique id of strategy	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
Name	Name of Strategy object	Y	N	N	Y	Any text characters, minus standard disallowed special name characters	Y	Y	N	N
Description	description of strategy	N	N	N	Y	Any text characters, minus standard disallowed special name characters	Y	Y	N	N
CampaignID	FK, unique id of campaign that contains the strategy.	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
ICID	fk, unique id of Interact Channel	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
LastProdDepTime	last time this strategy was deployed to a production server group.	N	Y	N	N	Valid date time	Y	Y	N	N
RunEnable	indicates whether or not this strategy is currently deployed or about to be deployed. 0 is not deployed. 1 is deployed.	Y	Y	N	N	0,1	Y	Y	N	N
DeleteLock	indicates whether or not this strategy may be deleted. 0 is deletable. 1 is not deleteable.	Y	Y	N	N	0,1	Y	Y	N	N
EditLock	indicates whether or not this strategy may be edited. 0 is editable. 1 is not editable.	Y	Y	N	N	0,1	Y	Y	N	N
CreateDate	date that this strategy is first created.	N	Y	N	N	Valid date time	Y	N	N	N
CreateBy	unica id of user who first created this strategy.	N	Y	N	N	Valid userId in Manager db.	Y	N	N	N

| UpdateDate | date that this strategy was last modified. | N | Y | N | N | Valid date time | Y | Y | N | N |
| UpdateBy | unica id of user who last modified this strategy. | N | Y | N | N | Valid userId in Manager db. | Y | Y | N | N |

UACI_IntFlowchart

Contains the Interactive Flowchart information - this table is really an extension of UA_Flowchart.

FlowchartID	pk, unique id of flowchart.	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
ICID	fk, unique id of Interact Channel	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
AudienceLevel	The audience level of the flowchart.	Y	N	N	Y	Any text characters, minus standard disallowed special name characters	Y	N	N	N
LastProdDepTime	last time this flowchart was deployed to a production server group.	N	Y	N	N	Valid date time	Y	Y	N	N
RunEnable	indicates whether or not this flowchart is currently deployed or about to be deployed. 0 is not deployed. 1 is deployed.	Y	Y	N	N	0,1	Y	Y	N	N
DeleteLock	indicates whether or not this flowchart is deletable or not. 0 is deletable. 1 is not deletable.	Y	Y	N	N	0,1	Y	Y	N	N
EditLock	indicates whether or not this flowchart may be edited. 0 is editable. 1 is not editable.	Y	Y	N	N	0,1	Y	Y	N	N
FlowchartXML	the entire definition of the flowchart in XML form.	N	Y	N	N	Valid XML String	Y	Y	N	N
CreateDate	date that this flowchart was first created.	N	Y	N	N	Valid date time	Y	N	N	N
CreateBy	unica id of user who first created this flowchart.	N	Y	N	N	Valid userId in Manager db.	Y	N	N	N
UpdateDate	date that this flowchart was last modified.	N	Y	N	N	Valid date time	Y	Y	N	N
UpdateBy	unica id of user who last modified this flowchart.	N	Y	N	N	Valid userId in Manager db.	Y	Y	N	N

UACI_ProfileMap

Contains the Central Profile Map information.

ICID	fk, unique id of Interact Channel	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
AudienceLevel	audience level that this profile represents	Y	N	N	Y	Any text characters, minus standard disallowed special name characters	Y	N	N	N
PhysicalTableName	the real name of the underlying database table to be used as the base profile table.	N	N	N	Y	Any text characters, minus standard disallowed special name characters	Y	Y	N	N
LogicalTableName	virtual name of the profile table.	N	N	N	Y	Any text characters, minus standard disallowed special name characters	Y	Y	N	N
ProfileData	blob that contains the profile map definition in XML form.	N	Y	N	N	Valid XML String	Y	Y	N	N
CreateDate	date that this profilemap was first created.	N	Y	N	N	Valid date time	Y	N	N	N
CreateBy	unica id of user who first created this profile map.	N	Y	N	N	Valid userId in Manager db.	Y	N	N	N
UpdateDate	date that this profilemap was last modified.	N	Y	N	N	Valid date time	Y	Y	N	N
UpdateBy	unica id of user who last modified this profilemap.	N	Y	N	N	Valid userId in Manager db.	Y	Y	N	N

UACI_IntChannel

Contains the Interact Channel information.

Column Name:	Column Comment:	Required Field:	System Generated:	Sys-Gen Overridable:	User Entered:	Valid Values:	Stored-Create:	Stored-Save:	Stored-Execute:	Configuration:
ICID	pk, unique id of interact channel.	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
Name	name of interact channel	Y	N	N	Y	Any text characters, minus standard disallowed special name characters	Y	Y	N	N
Description	description of interact channel	N	N	N	Y	Any text characters, minus standard disallowed special name characters	Y	Y	N	N
OfferThreshold	represents the maximum number of times the same offer can be served to the client facing system within the same session.	Y	Y	Y	Y	Any value greater than zero. A value of zeroor less leads to no threshhold defined.	Y	Y	N	N
LastProdDepTime	timestamp of when this IC was deployed to a production server group.	N	Y	N	N	Valid userId in Manager db.	Y	Y	N	N
RunEnable	indicates whether or not this ic has been deployed. 0 is not deployed. 1 is deployed.	Y	Y	N	N	0,1	Y	Y	N	N
DeleteLock	indicates whether or not this ic is deletable. 0 is deletable. 1 is not deleteable.	Y	Y	N	N	0,1	Y	Y	N	N
EditLock	indicates whether or not this ic is editable. 0 is editable. 1 is not editable.	Y	Y	N	N	0,1	Y	Y	N	N
CreateDate	date that this ic was first created.	N	Y	N	N	Valid date time	Y	N	N	N
CreateBy	unica id of user who first created this ic.	N	Y	N	N	Valid userId in Manager db.	Y	N	N	N
UpdateDate	date that this ic was last modified.	N	Y	N	N	Valid date time	Y	Y	N	N
UpdateBy	unica id of user who last modified this ic.	N	Y	N	N	Valid userId in Manager db.	Y	Y	N	N
PolicyID	Security policy ID for the object, which determines which ASM users are allowed to access this object. The security policy for	N	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit	Y	N	N	N

	the object is automatically set to the security policy of the folder in which the object resides if the object is created in a folder (cannot be changed by the user). The user can change the security policy of the object by moving the object to a different folder with a different security policy (user requires "move" permissions for that object in both the source and destination security policies).					configuration parameter values for generated values				
ACLID	It is directly settable by the user only when the object is created in the top-level root folder for that object type (security policies in which the user has a role are displayed as choices).	N	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
IsActive	original intention for this column is to use it as an indicator whether or not this IC is active. Currently, this column is not used anywhere.	Y	N	N	N	N/A	N	N	N	N
percentRandom	percentage of time to simply randomize the rankings vs using the score	N	N	N	Y	0 - 100	N	Y	N	N
RuleGroupResolutionType	indicates how to resolve ranking offers across rule groups of conflicting learning mode	N	N	N	Y	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	N	Y	N	N
LearningMode	indicates the learning mode for this rule group (ie. use marketer score or learning score to rank offers)	N	N	N	Y	1,2,3	N	Y	N	N
LearningModelID	if learningmode is to use learning score, then this indicates the id of the learning model to use	N	N	N	Y	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	N	Y	N	N

UACI_Action

Contains the Action information.

ActionID	pk, unique id of Action	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
Name	name of action	N	Y	N	N	Any text characters, minus standard disallowed special name characters	Y	N	N	N
Description	description of action	N	Y	N	N	Any text characters, minus standard disallowed special name characters	Y	N	N	N

UACI_EventType

Type table containing EventTypes. Each record is an enumeration of the type of events understood by the system. (eg. StartSession, GetOffers, UserDefined)

EventTypeID	pk, unique id of eventType	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
Name	name of eventType	Y	Y	N	N	values (1, 'Other', 0);(EventTypeID, Name, IsSystemDefined)(2, 'Retrieve Offer', 1);(3, 'Start Session', 1);(4, 'End Session', 1);(5, 'Set Audience', 1);(6, 'Get Profile', 1);(7, 'Set Debug', 1);	Y	N	N	N
IsSystemDefined	indicates whether or not this eventtype is system defined (if 1) or user defined (if 0)	Y	Y	N	N	1,0	Y	N	N	N

UACI_DepFlowQueue

This is a staging table that holds Interactive Flowchart objects that are marked for deployment. When a flowchart is marked for deployment, a record is inserted. When the IC is deployed, the record is removed from this table.

FlowchartID	pk, unique id of flowchart.	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
RequestUser	unica id of user who marked this flowchar for deployment.	N	Y	N	N	valid user id from manager	Y	N	N	N
RequestTime	timestamp when this flowchart was marked for deployment.	N	Y	N	N	Valid date time	Y	N	N	N
DeployTypeID	fk, unique id of deployType (add, update,undeploy)	N	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N

UACI_DeployType

A type table that contains each enumeration of a deployment type (e.g. add, remove, update)

DeployTypeID	pk, unique id of deployType	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
Description	description of deployType	N	Y	N	N	(1, 'NOOP');(2, 'Add');(3, 'Update');(4, 'Remove');	Y	N	N	N

UACI_Predicate

Contains the predicate information as defined on the Advanced Rules option of the Strategy page

PredicateID	pk unique id of predicate	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
Name	name of predicate	N	N	N	Y	Any text characters, minus standard disallowed special name characters	Y	Y	N	N
Description	description of predicate	N	N	N	Y	Any text characters, minus standard disallowed special name characters	Y	Y	N	N
Predicate	predicate expression	N	N	N	Y	Any text characters, minus standard disallowed special name characters	Y	Y	N	N
EnableStateID	flag indicating whether or not this predicate is disabled, acting as a boolean filter, or acting as a way to calculate marketing score.	Y	Y	N	N	(1, 'This is disabled');(2, 'Use Expression as a column only');(3, 'Use Predicate only');	Y	N	N	N
FolderID	fk, unique id of folder that contains this predicate. This is currently not utilized and was added for future use since there is no place in the gui to manage the predicates across folders.	N	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
CreateDate	date when this predicate was first created.	N	Y	N	N	Valid date time	Y	N	N	N
CreateBy	unica id of user who first created this predicate.	N	Y	N	N	Valid userId in Manager db.	Y	N	N	N
UpdateDate	date when this predicate was last modified.	N	Y	N	N	Valid date time	Y	Y	N	N
UpdateBy	unica id of user who last modified this predicate.	N	Y	N	N	Valid userId in Manager db.	Y	Y	N	N

UACI_PredState

A type table that contains each enumeration of a Predicate option. [disabled; boolean filter; marketing score calculator]

EnableStateID	pk, unique id enablestate	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
Description	description of enable state	N	Y	N	N	(1, 'This is disabled');(2, 'Use Expression as a column only');(3, 'Use Predicate only');	Y	N	N	N

UACI_SYSTAB_Ver

Contains the version information of the current Interact Design time System table installation.

VersionID	pk, unique id of version table	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
VersionNumber	full version (major, minor, point, and build)	Y	Y	N	N	STRING SHOWING MAJOR, MINOR, POINT AND BUILD INFO	Y	N	N	N
Parameters	optional parameters - this is currently not utilized and is here for future use.	N	N	N	N	ANY STRING	N	N	N	N
CreateDate	date when the interact design time system tables was installed	Y	Y	N	N	Valid date time	Y	N	N	N

UACI_ICBatchOffers

Contains a mapping of offers to ICs. The Offers for a particular IC will be added to the deployment of the IC at deploy time.

ICName	name of interact channel	Y	N	N	Y	Any text characters, minus standard disallowed special name characters	Y	Y	N	N
OfferCode1	first part of offerCode	Y	Y	Y	Y	Any text characters, minus standard disallowed special name characters	Y	Y	N	N
OfferCode2	optional second part of offerCode	N	Y	Y	Y	Any text characters, minus standard disallowed special name characters	Y	Y	N	N
OfferCode3	optional third part of offerCode	N	Y	Y	Y	Any text characters, minus standard disallowed special name characters	Y	Y	N	N
OfferCode4	optional fouth part of offerCode	N	Y	Y	Y	Any text characters, minus standard disallowed special name characters	Y	Y	N	N
OfferCode5	optional fifth part of offerCode	N	Y	Y	Y	Any text characters, minus standard disallowed special name characters	Y	Y	N	N

Runtime System Tables

UACI_TrackingType

A type table that contains each enumeration of a tracking type (ie. byTreatment, byOfferID, etc). User can add customer specific/alternate codes to this table

TrackingCodeType	pk, unique id of each tracking code type	Y	Y	N	Y	1,2 AND UP	Y	N	N	N
Name	Name of tracking code type	Y	Y	N	Y	(1, 'Treatment Code')(2, 'Offer Code')	Y	N	N	N
Description	description of tracking code type	N	Y	N	Y	(1, 'UACI Generated Treatment Code')(2,'UAC Campaign Offer Code')	Y	N	N	N

UACI_OfferCountLck

This table is used as a mutex to prevent housekeeper thread across multiple runtime instances from purging the table at the same time.

Column Name:	Column Comment:	Required Field:	System Generated:	Sys-Gen Overridable:	User Entered:	Valid Values:	Stored-Create:	Stored-Save:	Stored-Execute:	Configuration:
LogTime	Not populated. Originally meant to reflect the time of the purge. But just used as a placeholder.	Y	N	N	N	None	N	N	N	N

UACI_OfferCount

A table used to contain the number of times an offer was recommended and passed via the getOffers call. This central place will be used by the runtime instances to enforce the offer constraint rules.

Column Name:	Column Comment:	Required Field:	System Generated:	Sys-Gen Overridable:	User Entered:	Valid Values:	Stored-Create:	Stored-Save:	Stored-Execute:	Configuration:
ConstraintID	pk, uniqueid of each constraint	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
ICID	Id of IC that containts the constraint	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
CurrentOfferCount	Total number of times this offer has been "allocated" by the runtime instances for serving via the getoffers call	Y	Y	M	M	0 and up.	Y	N	N	N
LogTime										

UACI_IdsByType

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

TypeID	Unique identifier for the specific type of object.	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
NextID	Next available ID for the object.	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	Y	N	N

UACI_RTDeployment

This table will contain all the deployments ever deployed to the runtime system. The runtime system will load all active deployments from this table into memory at startup. During deployment, a record is added to this table.

Column Name:	Column Comment:	Required Field:	System Generated:	Sys-Gen Overridable:	User Entered:	Valid Values:	Stored-Create:	Stored-Save:	Stored-Execute:	Configuration:
RTDeploymentID	PK, Unique id of the deployment - this matches the deployment id in UACI_Deployment	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
ICID	fk unique id of interact channel	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
DeploymentData	Blob that contains a java serialized version of the Deployment object	N	Y	N	N	Binary Representation of deployment object	Y	N	N	N
RTDepStatusID	fk, unique id of the status of this deployment	Y	Y	N	N	(1, 'Initialized')(2, 'Started')(3, 'Successful')(4, 'Failed/Cancelled')	Y	Y	N	N
DeploymentVersion	this value represents the java serialization version of the Deployment object. This column is only useful for debugging issues where the system is not able to deserialized the deployment data object.	Y	Y	N	N	>0	Y	N	N	N
CreateDate	data when this rtdeployment record was first inserted	N	Y	N	N	Valid date time	Y	N	N	N
CreateBy	user id of user who initiated the deployment	N	Y	N	N	Valid userId in Manager db.	Y	N	N	N
UpdateDate	same as CreateDate	N	Y	N	N	Valid date time	Y	Y	N	N
UpdateBy	same as CreateBy	N	Y	N	N	Valid userId in Manager db.	Y	Y	N	N

Version	full version of the Interact runtime installation that inserted this deployment record	Y	Y	N	N	STRING SHOWING MAJOR, MINOR, POINT AND BUILD INFO	Y	N	N	N
IsActive	flag that indicates whether or not a deployment should be active or not. A deployment becomes inactive it was undeployed.	Y	Y	Y	Y	0,1	Y	Y	N	N

UACI_RTDepGlobal

This table will contain all the global deployments ever deployed to the runtime system. The runtime system will load the latest deployment from this table into memory at startup. During deployment that contains global settings, a record is added to this table.

Column Name:	Column Comment:	Required Field:	System Generated:	Sys-Gen Overridable:	User Entered:	Valid Values:	Stored-Create:	Stored-Save:	Stored-Execute:	Configuration:
RTDepGlobalID	PK, Unique id of the deployment - this matches the deployment id in UACI_Deployment	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
DeploymentData	Blob that contains a java serialized version of the Deployment object	N	Y	N	N	Binary Representation of deployment object	Y	Y	N	N
RTDepStatusID	fk, unique id of the status of this deployment	Y	Y	N	N	(1, 'Initialized')(2, 'Started')(3, 'Successful')(4, 'Failed/Cancelled')	Y	Y	N	N
CreateDate	data when this rtdeployment record was first inserted	N	Y	N	N	Valid date time	Y	N	N	N
CreateBy	user id of user who initiated the deployment	N	Y	N	N	Valid userId in Manager db.	Y	N	N	N
UpdateDate	same as CreateDate	N	Y	N	N	Valid date time	Y	Y	N	N
UpdateBy	same as CreateBy	N	Y	N	N	Valid userId in Manager db.	Y	Y	N	N

UACI_RTDepStatus

Type table containing Deployment states. Each record is an enumeration of the type of deployment status understood by the system.

Column Name:	Column Comment:	Required Field:	System Generated:	Sys-Gen Overridable:	User Entered:	Valid Values:	Stored-Create:	Stored-Save:	Stored-Execute:	Configuration:
RTDepStatusID	unique id of the deployment status.	Y	Y	N	N	(1, 'Initialized')(2, 'Started')(3, 'Successful')(4, 'Failed/Cancelled')	Y	N	N	N
Description	description of the deployment status	N	Y	N	N	(1, 'Initialized')(2, 'Started')(3, 'Successful')(4, 'Failed/Cancelled')	Y	N	N	N

UACI_DefaultedStat

This table contains summary statistics per IP of how often a visitor was not given any offers but instead served the default string of the IP. This table is consumed by the Reporting system.

SeqNum	unique id for this table,	Y	Y	N	N	>0	Y	N	N	N
TimeID	fk, reference to the time at which this defaultStat occurred.	N	Y	N	N	>0	Y	N	N	N
DateID	fk, reference to the data at which this defaultStat occurred	N	Y	N	N	>0	Y	N	N	N
SegmentID	This is left 0. Originally, the data in this table was by segment, but that was a design flaw. The counts inserted into this table are by the visit, and not by segment.	N	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
SegmentName	Left as NULL. See above.	N	N	N	Y	Any text characters, minus standard disallowed special name characters	Y	Y	N	N
IPID	fk, unique id of Interaction point.	N	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
IPName	name of Interaction point	N	N	N	Y	Any text characters, minus standard disallowed special name characters	Y	Y	N	N
Occurrences	Number of times the defaultstats was served during this time period for the associated IP	N	Y	N	N	>=0	Y	N	N	N
ICID	fk, unique id of Interact Channel	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	ICID N

UA_Calendar

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

DateID	Unique identifier for a row of this table.	Y	Y	N	N	>0	Y	N	N	N
Year	Four-digit year for the date.	Y	Y	N	N	4 DIGIT YEAR	Y	N	N	N
FiscalYear	Four-digit fiscal year for the date.	Y	Y	N	N	4 DIGIT YEAR	Y	N	N	N
Quarter	Calendar quarter in which the date falls (Q1 being Jan. 1st through March 31st).	Y	Y	N	N	(1,2,3,4)	Y	N	N	N
FiscalQuarter	Calendar quarter in which the date falls	N	Y	N	N	(1,2,3,4)	Y	N	N	N
Month	Month in which the date falls.	Y	Y	N	N	(1-12)	Y	N	N	N
WeekOfYear	Week in which the date falls.	Y	Y	N	N	(1-53)	Y	N	N	N
WeekOfMonth	Which week within a month a date falls.	Y	Y	N	N	(1-5)	Y	N	N	N
DayOfYear	Which day of the year a date falls.	Y	Y	N	N	(1-366)	Y	N	N	N
DayOfMonth	Which day of the month a date falls.	Y	Y	N	N	(1-31)	Y	N	N	N
DayOfWeek	Which day of the week a date falls.	Y	Y	N	N	(1-7)	Y	N	N	N
ActualDate	The date represented in this row.	Y	Y	N	N	Valid date time	Y	N	N	N
FirstDayOfWeek	The first day of the week in which this date falls.	Y	Y	N	N	Valid date time	Y	N	N	N
LastDayOfWeek	The last day of the week in which this date falls.	Y	Y	N	N	Valid date time	Y	N	N	N

UA_Time

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

TimeID	Unique identifier for a row of this table.	Y	Y	N	N	>0	Y	N	N	N
Hour	The hour of the specified time.	N	Y	N	N	(0-23)	Y	N	N	N
Minute	The minute of the specified time.	N	Y	N	N	(0-11)	Y	N	N	N

UACI_RHStaging

This table serves as a staging area for Response History. The Response History service will append to this table. The ETL process running from the design time environment will process the records in this table. The ETL process will also remove those records that it successfully processes.

Column Name:	Column Comment:	Required Field:	System Generated:	Sys-Gen Overridable:	User Entered:	Valid Values:	Stored-Create:	Stored-Save:	Stored-Execute:	Configuration:
SeqNum	Unique identifier for a row of this table.	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
TreatmentCode	Generated treatment code	N	Y	N	N	String generated based on cell id, offer id and offer parameters	Y	N	N	N
CustomerID	This field represents the audience id.	N	N	N	Y	Valid audience id	Y	N	N	N
ResponseDate	Timestamp when the response was posted	N	Y	N	N	Valid date time	Y	N	N	N
ResponseType	Type of response	N	Y	N	N	Undefined(0), Accept(1), Reject(2);	Y	N	N	N
ResponseTypeCode	a particular code of the response type	N	Y	Y	Y	SEE UA_UsrResponseType.ResponseTypeCode	Y	N	N	N
Mark	field used by the system to determine which records have been processe	Y	Y	N	N	NULL, -1, 0, 2	Y	Y	N	N

	d by the ETL								
UserDefinedFields	This field represents an arbitrary field customizable by the user.	N	N	N	Y	Any valid value of any db type except for blobs and clobs.	Y	N	N	N
RTSelectionMethod	This method indicates how the offer was selected by the learning algorithm in the original contact. This is useful for lift reports.	N	Y	N	N	NO_LEARNING_ENABLED=0;RANDOM_SELECTION=1;BUILT_IN_LEARNING=2;EXTERNAL_LEARNING=3;	Y	N	N	N
RTLearningMode	indicates whether a learning score was used or a marketer score was used in the ranking of this treatment	Y	Y	N	N	[2,3] (marketerScore, learningScore)	Y	N	N	N
RTLearningModel	If a learning score was used, this will indicate the id of the learning model	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N

	used. If 0, then the learning model used is the globally defined learning model								

UACI_CHOfferAttrib

This table serves as a staging area for the logging of Contact history Offer attributes. This table is dimensioned off of the UACI_CHStaging table. The Contact History service will append to this table. The ETL process running from the design time environment will process the records in this table. The ETL process will also remove those records that it successfully processes.

Column Name:	Column Comment:	Required Field:	System Generated:	Sys-Gen Overridable:	User Entered:	Valid Values:	Stored-Create:	Stored-Save:	Stored-Execute:	Configuration:
ContactID	FK, unique id of the contact inserted into the UACI_CHStaging table.	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
AttributeID	ID of the attribute (from UA_AttributeDef)	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
StringValue	The value of the attribute if the attribute type is a string	N	N	Y	Y	ANY STRING	Y	N	N	N
NumberValue	the value of the attribute if the attribute type is a number	N	N	Y	Y	ANY NUMERIC	Y	N	N	N
DateTimeValue	the value of the attribute if the attribute type is a datetime	N	N	Y	Y	ANY DATE TIME	Y	N	N	N

UACI_CHStaging

This table serves as a staging area for the logging of Contact history records.   The Contact History service will append to this table. The ETL process running from the design time environment will process the records in this table. The ETL process will also remove those records that it successfully processes.

Column Name:	Column Comment:	Required Field:	System Generated :	Sys-Gen Overridable:	User Entere d:	Valid Values:	Store d-Creat e:	Store d-Save:	Stored -Execu te:	Configurati on:
ContactID	Unique identifier for a row of this table.	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
TreatmentCode	Generated treatment code	N	Y	N	N	String generated based on cell id, offer id and offer parameters	Y	N	N	N
CampaignID	unique id of the campaign that contains the cell for which this contact was made	N	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
OfferID	unique id of the offer	N	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
CellID	unique id of the cell	N	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
CustomerID	This field represents the audience id	N	N	N	Y	Valid audience id	Y	N	N	N
ContactDate	The date that the contact was made.	N	Y	N	N	Valid date time	Y	N	N	N
ExpirationDateTime	Expiration date of the offer	N	Y	Y	Y	Valid date time	Y	N	N	N
EffectiveDateTime	Effective date of the offer	N	Y	Y	Y	Valid date time	Y	N	N	N
ContactType	contact that maps to the contactStatusID in UA_ContactSta tus	N	Y	Y	Y	0: UNDEFINED, 1: CONTACTED	Y	N	N	N
UserDefinedFields	This field represents an arbitrary field customizable by	N	N	N	Y	Any valid value of any db type except for blobs and clobs.	Y	N	N	N

	the user.								
Mark	field used by the system to determine which records have been processed by the ETL	Y	Y	N	N	NULL, -1, 0, 2	Y	Y	N	N
RTSelectionMethod	This method indicates how the offer was selected by the learning algorithm in the original contact. This is useful for lift reports.	N	Y	N	N	NO_LEARNING_ENABLED=0;RANDOM_SELECTION=1;BUILT_IN_ LEARNING=2;EXTERNAL_LEARNING=3;	Y	N	N	N
RTLearningMode	indicates whether a learning score was used or a marketer score was used in the ranking of this treatment	Y	Y	N	N	[2,3] (marketerScore, learningScore)	Y	N	N	N
RTLearningModel	If a learning score was used, this will indicate the id of the learning model used. If 0, then the learning model used is the globally defined learning model	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N

UACI_EligStat

This table contains summary statistics on Eligible Offers and serves as the data source for the reports that show Eligible Offer statistics. A count is kept per IP, Offer, and Cell

SeqNum	**Unique identifier** for a row of this table.	Y	Y	N	N	**Globally unique** positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
ICID	fk, unique id of Interact Channel	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
ICName	name of interact channel	Y								
OfferID	fk, unique id of offer	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
OfferName	name of offer	Y	N	N	Y	Any text characters, minus standard disallowed special name characters	Y	N	N	N
TimeID	fk, reference to the time at which this eligibleStat occurred.	N	Y	N	N	>0	Y	N	N	N
DateID	fk, reference to the data at which this eligibleStat occurred	N	Y	N	N	>0	Y	N	N	N
CellID	fk, unique id of cell	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
CellName	name of cell	Y	N	N	Y	Any text characters, minus standard disallowed special name characters	Y	N	N	N
CellCode	code of cell	Y	Y	Y	Y	Any text characters, minus standard disallowed special name characters	Y	N	N	N
IPID	id of interaction point	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N

IPName	name of interaction point	Y	N	N	Y	Any text characters, minus standard disallowed special name characters	Y	N	N	N
EligibleOpps	count of eligblie opportunities for the offer/cell/ip for during this time.	Y								
CampaignID	id of Campaign	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N

UACI_EventActivity

This table contains summary statistics on what events, how many times, and when they have been posted by the client facing system.

SeqNum	Unique identifier for a row of this table.	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
ICID	fk, unique id of Interact Channel	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
ICName	name of interact channel	Y	N	N	Y	Any text characters, minus standard disallowed special name characters	Y	N	N	N
TimeID	fk, reference to the time at which this event occurred.	N	Y	N	N	>0	Y	N	N	N
DateID	fk, reference to the data at which this event occurred	N	Y	N	N	>0	Y	N	N	N
EventID	unique id of the event	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
EventName	name of event	Y	N	N	Y	Any text characters, minus standard disallowed special name characters	Y	N	N	N
Occurrences	count of how many times the event occurred during this time	Y								
CategoryID	unique id of category that contains the event	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
CategoryName	Name of category	Y	N	N	Y	Any text characters, minus standard disallowed special name characters	Y	N	N	N

UACI_CHRHAudMap

This is a table that the runtime system populates at start up time. The table contains a mapping of audience level to the various CH and RH staging tables. Since the staging tables are per audience level, and must be customized, this table will serve as a resource for the ETL process running on the design time side to determine the name of the staging tables on the runtime side.

AudienceLevel	PK, audience level (eg. Customer, HH) that is configured for the system	Y	N	N	Y	Any text characters, minus standard disallowed special name characters	Y	N	N	N
CHOfferAttribTable	Name of Contact Hist Offer Attribute staging table for the given audience level	Y	N	N	Y	VALID CHOFFERATTRIB TABLE NAME	Y	N	N	N
CHStagingTable	Name of Contact History Staging table for the given audience level.	Y	N	N	Y	VALID CHSTAGING TABLE NAME	Y	N	N	N
RHStagingTable	Name of response history staging table for the given audience level	Y	N	N	Y	VALID RHSTAGING TABLE NAME	Y	N	N	N

UACI_SOType

A type table that contains each enumeration of a score override type.

OverrideTypeID	Indicates whether or not a record in the ScoreOverride table should be used for overriding existing candidate offers OR if it should be used in an additive (whitelist) manner as well. If 0 or NULL, then the system will only use the record for overriding the score of any matching treatment in the candidate list. If 1, then the system will add to the candidate list if it doesn't already exist.	N	Y	N	N	(0, 'Override Offer Score','Only if the offer exists in candidate list of offers'); (1, 'Override Offer Score','Only if offer does not exist in candidate list of offers');	Y	N	N	N
Name	Name of the override type.	N	Y	N	N	(0, 'Override Offer Score'); (1, 'Override Offer Score');	Y	N	N	N
Description	Description of the override type.	N	Y	N	N	(0, 'Only if the offer exists in candidate list of offers'); (1,'Only if offer does not exist in candidate list of offers');	Y	N	N	N

UACI_RUNTAB_Ver

Contains the version information of the current Interact Runtime System table installation.

VersionID	pk, unique id of version table	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
VersionNumber	full version (major, minor, point, and build)	Y	Y	N	N	STRING SHOWING MAJOR, MINOR, POINT AND BUILD INFO	Y	N	N	N
Parameters	optional parameters - this is currently not utilized and is here for future use.	N	N	N	N	ANY STRING	N	N	N	N
CreateDate	date when the interact runtime system tables was installed	Y	Y	N	N	Valid date time	Y	N	N	N

UACI_SvcTableLock

This is a table that is used like a mutex to synchronize the processing across the RH and CH staging tables. The two modules that honor the mutex are the ETL process and the ExternalLoader feature.

TableName	**represents the** name of the table that the ETL process, or the external loader feature will lock.	Y	Y	N	N	**VALID TABLE** NAME	Y	N	N	N

Learning Data Source

UACI_OfferTxAll

This table serves as a staging area for the summary level statistics gathered by the learning service at the offer level. The background aggregator process will merge the data in this table into the UACI_OfferStatsAll table, and remove the processed rows from UACI_OfferTxAll.

SeqNum	**unique id** for a record in this table.	Y	Y	N	N	**Globally unique** positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
OfferID	unique id of the offer	N	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
AcceptCount	total number of accepts for this offer that has happened since the last insert	N	Y	N	N	>=0	Y	Y	N	N
PresentCount	total number of presents (contacts) for this offer that has happened since the last insert	N	Y	N	N	>=0	Y	Y	N	N
LogTime	timestamp of when this record was added to this table.	N	Y	N	N	Valid date time	Y	Y	N	N

UACI_AttributeValue

This table contains all the attribute values that the system is currently learning on.

AttributeName	Name of the attribute that the built-in learning algorithm will learn on.	Y	N	N	Y	VALID DB COLUMN NAME	Y	Y	N	Y
AttributeValue	valid value of the attribute that the built-in learning algorithm will learn on.	Y	N	N	N	VALID STRING	Y	Y	N	Y
AttributeType	the datatype of the attributeValue	Y	Y	N	N	0:numeric, 1:string	Y	Y	N	N

UACI_OfferStatsLck

This table serves as a mutex to prevent multiple learning aggregator processes from running concurrently.

LastMergeTimeStamp	**This field** represents the last time the learning aggregator successfully ran.	Y	Y	N	N	**Valid date** time	Y	Y	N	N
LastTxId	This represents the last seqNum of the TX table that was processed by the aggregator process	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N

UACI_OfferStats

This table contains the offer statistics per attribute value that will later be served as input into the naïve bayes algorithm. Reports also rely on this table to display accept probabilities.

OfferID	unique id of offer	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
AttributeName	name of attribute which this record represents.	Y	N	N	Y	VALID DB COLUMN NAME	Y	Y	N	Y
AttributeValue	value/instance of the attribute which this record represents.	Y	N	N	N	VALID STRING	Y	Y	N	Y
AcceptCount	the total number of accepts for this offer given the attribute value	N	Y	N	N	>0	Y	Y	N	N
PresentCount	the total number of presents for this offer given the attribute value.	N	Y	N	N	>0	Y	Y	N	N
AttributeType	the datatype of the attributeValue	Y	Y	N	N	0:numeric, 1:string	Y	Y	N	N
AcceptRWA	the acceptRWA is the running percent accept for this offer given the RWA configuration.	N	Y	N	N	FLOAT	Y	Y	N	N
RejectRWA	the rejectRWA is the running percent reject for this offer given the RWA configuration.	N	Y	N	N	FLOAT	Y	Y	N	N
Predictability	A flag that indicates if the statistics for this record is useful in predicting. 0 is no t predicitive. 1 is predictive. Everytime the aggregator is run, this value is updated.	N	Y	N	N	0,1	Y	Y	N	N

UACI_OfferStatsTx

This is a staging table where the Learning service logs its contact and response occurrences. This table contains no aggregated information. The information here is processed by a background thread which will remove rows that have been processed. The data here is used to update the final table UACI_OfferStats.

SeqNum	**unique id** of a record in this table.	Y	Y	N	N	**Globally unique** positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
OfferID	unique id of offer	N	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
AttributeName	name of attribute which this record represents.	N	N	N	Y	VALID DB COLUMN NAME	Y	Y	N	Y
AttributeValue	value/instance of the attribute which this record represents.	N	N	N	N	VALID STRING	Y	Y	N	Y
AcceptCount	the total number of accepts for this offer given the attribute value since the last insert into this table.	N	Y	N	N	>0	Y	Y	N	N
PresentCount	the total number of presents for this offer given the attribute value since the last insert into this table.	N	Y	N	N	>0	Y	Y	N	N
LogTime	timestamp of when this record was added to this table.	N	Y	N	N	Valid date time	Y	N	N	N
AttributeType	data type of the attribute value.	N	Y	N	N	0:numeric, 1:string	Y	Y	N	N

UACI_OfferStatsAll

This table contains the summary learning statistics at the offer level

OfferID	unique id of offer	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
AcceptRWA	overall RWA average across all attributes for accepts	Y	Y	N	N	FLOAT	Y	Y	N	N
AcceptCount	overall count across all attributes for accepts	N	Y	N	N	>0	Y	Y	N	N
PresentCount	overall count across all attributes for presents.	N	Y	N	N	>0	Y	Y	N	N

UACI_LRNTAB_Ver

Contains the version information of the current learning tables installation.

VersionID	pk, unique id of version table	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
VersionNumber	full version (major, minor, point, and build)	Y	Y	N	N	STRING SHOWING MAJOR, MINOR, POINT AND BUILD INFO	Y	N	N	N
Parameters	optional parameters - this is currently not utilized and is here for future use.	N	N	N	N	ANY STRING	N	N	N	N
CreateDate	date when the interact learning tables was installed	Y	Y	N	N	Valid date time	Y	N	N	N

UACI_AttributeList

Contains the list of attributes and its corresponding column information to support the "learning with Arrays" feature. The contents of the columns specified here dictate the where the system should look for values to learn on (versus just hard coding the attributes in the configuration).

AttributeName	name of attribute which this record represents.	Y	N	N	Y	STRING	Y	Y	N	N
AttributeNameCol	Fully qualified path to column which contains the instances of the attribute name to learn on.	Y	N	N	N	VALID PATH TO COLUMN NAME	Y	Y	N	N
AttributeValCol	Fully qualified path to column which contains the instances of the attribute value to learn on.	Y	N	N	N	VALID PATH TO COLUMN NAME	Y	Y	N	N

User Data Source

UACI_DefaultOffers

Table that contains the default offers by audience level to consider for serving. This table supports all the whitelist and offer rules columns supported in the UACI_ScoreOverride table.

AudienceLevel	**This field** is the audience level (eg. Customer, Household) which this record will apply to.	Y	N	N	Y	**Any text** characters, minus standard disallowed special name characters	Y	N	N	N
OfferCode1	First part of offerCode.	Y	Y	Y	Y	Any text characters, minus standard disallowed special name characters	Y	Y	N	N
Score	The score value to use in the default treatment.	Y	Y	Y	Y	ANY NUMERIC	Y	N	N	N
OverrideTypeID	The override type which will indicate whether this record will perform whitelist feature or just an override only feature.	N	Y	N	N	(0, 'Override Offer Score','Only if the offer exists in candidate list of offers'); (1, 'Override Offer Score','Only if offer does not exist in candidate list of offers');	Y	N	N	N
Predicate	The expression logic for the predicate	N	N	N	Y	Any text characters, minus standard disallowed special name characters	Y	Y	N	N
FinalScore	This field represents the final score to use by the built-in learning. Essentially, it will bypass any intermediate calculations made by the built-in calculator.	N	Y	Y	Y	ANY NUMERIC	Y	N	N	N
CellCode	the code of the cell used for reporting.	N	Y	Y	Y	Any text characters, minus standard disallowed special name characters	Y	N	N	N
Zone	the name of the zone that this record applies to. If null, any zone applies.	N	N	N	Y	Any text characters, minus standard disallowed special name characters	Y	N	N	N
EnableStateID	the enablestate id which tells us whether any advanced rules (predicate) should be applied.	N	Y	N	N	values (1, 'This is disabled'); (2, 'Use Expression as a column only'); (3, 'Use Predicate only');	Y	N	N	N

UACI_BlackList

This is the default table designed to be used for the audience level "Customer". The table contains offers per customerId that are to be suppressed from serving to the client facing system.

CustomerID	Audience id for the audience level Customer.	Y	N	N	Y	Valid audience id	Y	N	N	N
OfferCode1	first part of an offercode	Y	Y	Y	Y	Any text characters, minus standard disallowed special name characters	Y	N	N	N

UACI_ScoreOverride

This table contains offers per customer id that are to be either added to the candidate list of treatments, or to override the score of existing treatments, depending on the mode specified in the OverrideTypeID column. This table supports all the features of the Strategy tab but in table form and at the audience id level (Strategy tab is only at the segment level). Additionally, users may add columns to this table; extra column data will be accessible through the learning interface.

CustomerID	Audience id for the audience level Customer.	Y	N	N	Y	Valid audience id	Y	N	N	N
OfferCode1	first part of an offercode	Y	Y	Y	Y	Any text characters, minus standard disallowed special name characters	Y	N	N	N
Score	explicit score to use in override/whitelist, unless advanced rule is activated	Y	Y	Y	Y	ANY NUMERIC	Y	N	N	N
OverrideTypeID	The override type which will indicate whether this record will perform whitelist feature or just an override only feature.	N	Y	N	N	(0, 'Override Offer Score','Only if the offer exists in candidate list of offers'); (1, 'Override Offer Score','Only if offer does not exist in candidate list of offers');	Y	N	N	N
Predicate	The expression logic for the predicate	N	N	N	Y	Any text characters, minus standard disallowed special name characters	Y	Y	N	N
FinalScore	This field represents the final score to use by the built-in learning. Essentially, it will bypass any intermediate calculations made by the built-in calculator.	N	Y	Y	Y	ANY NUMERIC	Y	N	N	N
CellCode	the code of the cell used for reporting.	N	Y	Y	Y	Any text characters, minus standard disallowed special name characters	Y	N	N	N
Zone	the name of the zone that this record applies to. If null, any zone applies.	N	N	N	Y	Any text characters, minus standard disallowed special name characters	Y	N	N	N
EnableStateID	the enablestate id which tells us whether any advanced rules (predicate) should be applied.	N	Y	N	N	values (1, 'This is disabled'); (2, 'Use Expression as a column only'); (3, 'Use Predicate only');	Y	N	N	N

UACI_USRTAB_Ver

Contains the version information of the current Interact user tables installation.

VersionID	**pk, unique** id of version table	Y	Y	N	N	**Globally unique** positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
VersionNumber	full version (major, minor, point, and build)	Y	Y	N	N	STRING SHOWING MAJOR, MINOR, POINT AND BUILD INFO	Y	N	N	N
Parameters	optional parameters - this is currently not utilized and is here for future use.	N	N	N	N	ANY STRING	N	N	N	N
CreateDate	date when the interact user based tables was installed	Y	Y	N	N	Valid date time	Y	N	N	N

Contact/Response History Data Source

UACI_XSessResponse

This table is a staging table for cross session responses coming in through the system.   Because a cross session response needs additional processing, the client thread that handles the posted event does the minimum and that is to pass the response to a service which just logs to this table. A background thread will query against this table and reconcile accordingly. Any processed records will be removed from the UACI_XSessResponse table from that same background thread.

SeqNumber	unique id for a record in this table.	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
ICID	unique id for interact channel	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
CustomerID	Audience id for the audience level Customer.	Y	N	N	N	Valid audience id	Y	N	N	N
TrackingCode	code submitted by CFS to represent the treatment that the response should be associated to.	Y	N	N	N	VALID STRING	Y	N	N	N
TrackingCodeType	The type of trackingCode submitted by the CFS. (eg. TreatmentCode, OfferCode, alternateCode)	Y	Y	Y	Y	1,2 AND UP	Y	N	N	Y
OfferID	unique id of offer	N	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
ResponseType	type that indicates whether this is an accept or reject	N	Y	N	N	Undefined(0), Accept(1), Reject(2);	Y	N	N	N
ResponseTypeCode	additional code to distinguish which user defined response type code this response is associated to	N	Y	Y	Y	SEE UA_UsrResponseType.ResponseTypeCode	Y	N	N	N
ResponseDate	timestamp of the response	N	Y	N	N	Valid date time	Y	N	N	N
Mark	field used by the system to indicate a state so that the system knows which records to process	N	Y	N	N	NULL, -1, 0, 2	Y	Y	N	N
UserDefinedFields	This field represents an arbitrary field customizable by the user.	N	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for	Y	N	N	N

					generated values				

UACI_CRHTAB_Ver

Contains the version information of the current Interact CH/RH tables installation.

VersionID	pk, unique id of version table	Y	Y	N	N	Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	Y	N	N	N
VersionNumber	full version (major, minor, point, and build)	Y	Y	N	N	STRING SHOWING MAJOR, MINOR, POINT AND BUILD INFO	Y	N	N	N
Parameters	optional parameters - this is currently not utilized and is here for future use.	N	N	N	N	ANY STRING	N	N	N	N
CreateDate	date when the interact ch/rh tables was installed	Y	Y	N	N	Valid date time	Y	N	N	N