



SAS® Customer Intelligence 360: Data Dictionary

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About the Data Models

Overview of the Data Models

A data model organizes how data is stored and structured. These data models are used in SAS Customer Intelligence 360:

- the *Unified Data Model (UDM)* contains all of the data that is stored in the cloud. This data is used in SAS Customer Intelligence 360 for analytics and reporting and is available for download.
- the *Common Data Model (CDM)* is on-premises contact and response data that is sourced from the UDM. This data model is structured so that minimal transformation is required to load it into your on-premises database. This model enables you to quickly integrate this data with SAS Customer Intelligence Studio and embed it into your information map.

The content and response data that is stored in each data model illustrates the key differences in the two models:

- The UDM includes contact and response data for known users (that is, users that have a subject ID and are known to SAS Customer Intelligence 360) and data for anonymous users.

- The CDM starts with the UDM contact and response data and filters out the anonymous users. As a result, the CDM contains contact and response data only for known users.

Working with UDM Data

UDM data is available throughout all of SAS Customer Intelligence 360 and makes it possible to download event and item data and metadata. For example, with UDM data, you can perform these actions:

- Use events in data views and for task targeting, segmentation, and triggering tasks.
- Stream event data into other applications for use in real-time scenarios.
- Join SAS 360 Foundations data with SAS 360 Discover data to provide a comprehensive view of user behavior.

These are the types of tables that are available in the UDM:

- *detail tables* contain the detailed records that are associated with user interactions. For example, each event in the system creates a record in that subject area's detail table. For information about the content of these tables, see [“Detail Tables” on page 5](#), [“About the Detail Tables”](#), and [CDM on page 547](#) (for use with on-premises databases).
- *Discover base tables (DBTs)* are post-processed tables that are used to create the reports that are available from the home page for SAS Customer Intelligence 360. For information about the content of these tables, see [“About the Discover Base Tables”](#).
- *identity tables* contain the data for user identities and identity mappings. For information about the content of these tables, see [“About Identity Database Tables”](#).
- *metadata tables* contain records of when an item was published in the user interface. For information about the content of these tables, see [“About Metadata Tables” on page 297](#) and [CDM on page 547](#) (for use with on-premises databases).
- *plan, assets, and workflow tables* contain information about planning items, workflows, and assets. For more information about the content of these tables, see [“About Tables for Plan”](#).

You can download the data that is stored in the UDM by using the [Download API](#) or by using a [download program](#) that is available from GitHub.

See Also

[“Best Practices for Using the Download API” in SAS Customer Intelligence 360: Administration Guide](#)

Working with CDM Data

By default, access to CDM data is disabled. Customers who are interested in accessing the new CDM data need to [contact SAS Technical Support to enable the CDM jobs to run for their tenant](#).

Note: The CDM was introduced starting with the October 2020 (20.10) release. Currently, you can access data that is collected only after the date on which the CDM is enabled.

The CDM consists of data from these areas:

- SAS Customer Intelligence 360 items such as tasks, segment maps, messages, and creatives
- objects from SAS Customer Intelligence Studio (campaigns and treatments)
- contact and response information
- identity information

After the CDM is enabled, you can download the data by using the [Download API](#) or by using the [download client](#) that is available from GitHub.

After the tables are downloaded, the [CDM loader program](#) on GitHub enables you to import the downloaded data into an on-premises database. For more information about the available CDM tables, see [“On-Premises Data Tables \(CDM\)” on page 547](#).

See Also

[“Best Practices for Using the Download API” in SAS Customer Intelligence 360: Administration Guide](#)

Primary Keys and Composite Keys

In the topics that describe each table, the  icon indicates when the column is the primary key or one of the columns that form the table's composite key. When a column is used as a foreign key, the characters **(fk)** appear next to the column's name.

Note: For some tables, the composite key is a column set that might contain null columns or is larger than what is technically allowed by your database. If you use a primary key to support upserts, you could generate a surrogate key that is based on a hash of the concatenation of the listed columns.

In rare situations, primary keys in downloaded tables might not be unique. For example, this situation might occur from browser behavior or packet loss. Review these best practices to evaluate records with duplicate primary keys:

- To avoid problems in on-site databases (or when re-importing into SAS Customer Intelligence 360), import data by using an UPSERT method or sanitize your files to ignore records when the primary key already exists.

When you use the UPSERT method, records are updated based on their primary keys and the value of the `load_dttm` column.

- If the primary keys and the values for the `load_dttm` columns are the same, you can use the value of the other `*_dttm` column (the DATETIME column that represents when the event occurred) to determine which record is the most recent.

If two records are exactly the same, you can discard one of the records. SAS Customer Intelligence 360 is designed to ensure that events are not missed, so data collection is more permissive than restrictive. As a result, duplicate records cannot be completely avoided.

- In extract (_EXT) tables, duplicate records might exist based on a change in behavior. For more information, see this document: [GCS Customer Notification Number: 2018-06 - 360 Discover EXT Changes](#) (PDF).

Entity Relationship Diagrams

To view the data models and table relationships, use the following links to view an interactive HTML or PDFs of the entity relationship diagrams.

- [Interactive HTML](#): this HTML includes the tables from the UDM, DBTs, and Plan models.
- PDFs:
 - [UDM Detail Tables](#)
 - [Discover Base Tables \(DBTs\)](#)
 - [CDM Tables](#)
 - [Plan Tables](#)

TIP For best results when you view the PDF, download the PDF to your local machine and use Acrobat Reader. PDF readers for web browsers might have zoom levels that are not precise enough.

UDM Data Tables

Detail Tables

About the Detail Tables

Detail tables contain the most detailed set of interaction data that is available.

TIP The SAS 360 Foundations detail tables are available starting with the 20.03 (March 2020) release. For a list of the schema changes and links to detailed changes, see [“Schemas for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

These tables can be downloaded using the SAS Customer Intelligence 360 download API. Use the following information when downloading the detail tables:

- In your API call, use the `detail/PartitionedData` endpoint to download these tables. For more information, see [“Download Detail Tables” in SAS Customer Intelligence 360: Administration Guide](#) or [“Downloading Data Tables with the REST API” in SAS Customer Intelligence 360: Administration Guide](#).
- Make sure that you review the [category](#) and [schema version](#) for the tables that you want to download.

TIP To download all tables that you have access to, use the **ALL** category and the most recent schema version (22).

- These tables are refreshed every 10 minutes. However, there is a 30-minute delay before data is available for download to ensure that late-arriving data is captured. Examples of situations that might delay data arrival include network interruptions or connectivity issues. For this reason, when you download a detail table at 11 AM, you see data for events with timestamps up to 10:30 AM.
- Download the [entity relationship diagrams on page 5](#) to review the tables' organization and links.

Note: In some situations, there might be a mismatch between the contents of the tables and the schema version:

- The downloaded data might contain more columns than are documented in the Help Center or in the schema files. These columns might have been introduced for internal consumption already and will be added to a future version of the schema.

The same scenario can happen when you are not using the most recent schema. The data that you download always uses the columns from the latest schema, but you might have requested a schema version that has fewer columns.

- A schema might add columns to tables, but the columns are not populated with data until a later release of SAS Customer Intelligence 360. For example, a table in the current schema might have nine columns, but data records populate only seven columns. When columns are added but not yet populated with data, you can ignore these columns when you process the data.

When SAS Customer Intelligence 360 is updated to populate these columns, you might need to wait 2–3 days before the data is populated in the downloaded tables.

To mitigate any issues, configure your ETL processes to allow for the physical files to have more columns than what is described in the JSON schema and the documentation.

See Also

- [“List of Data Tables by Name” on page 615](#)

■ “List of Data Tables by Category” on page 636

Advertising Detail Tables

ADVERTISING_CONTACT (Partitioned)

This table captures data for tasks that integrate audience data with Facebook and Google.

The categories for this table are **DESTINATIONS**, **ENGAGEDIGITAL**, **ENGAGEDIRECT**, **ENGAGEEMAIL**, **ENGAGEWEB**, and **ENGAGEMOBILE**.

For more information, see [“Creating Advertising Tasks” in SAS Customer Intelligence 360: User's Guide..](#)

Table 1 ADVERTISING_CONTACT

Column Name	Data Type	Label	Description	Schema First Introduced
advertising_contact_dttm	TIMESTAMP	Advertising Contact Datetime	The UTC date timestamp of when the event occurred. For bulk executions, the timestamp is specific to each event that is generated.	11
advertising_contact_dttm_tz	TIMESTAMP	Advertising Contact Datetime Local Timezone	The date timestamp of when the event occurred in the tenant's time zone. For bulk executions, the timestamp is specific to each event that is generated.	11
event_id ⓘ	VARCHAR(36)	Event ID	The unique group identifier of an event (that is, the instance of an event). Each record in the table has a unique value for the event_id column.	11
channel_nm	VARCHAR(40)	Channel Name	The channel for the advertising contact event. The value is always advertising .	11
advertising_platform_nm	VARCHAR(100)	Advertising Platform Name	The task type from the impression event. These are the possible values: ■ Facebook Audience	11

Column Name	Data Type	Label	Description	Schema First Introduced
			■ Google Ads	
event_nm	VARCHAR(256)	Event Name	The name of the event. Currently, the value is always advertisingAudienceUpload .	11
identity_id (fk)	VARCHAR(36)	Identity ID	Alphanumeric number that represents a customer.	11
load_dttm	TIMESTAMP	Load Datetime	The internal UTC date timestamp of when the record was loaded.	11
event_designed_id (fk)	VARCHAR(36)	Event Designed ID	The unique identifier that is assigned to the event. This value is equal to the ID of the event that is recorded in the event_nm column. This column can be used as a foreign key to the event_designed_id column in the MD_EVENT table .	11
occurrence_id (fk)	VARCHAR(36)	Occurrence ID	The identifier that represents a specific execution of a recurring or run-now task. This column can be used as a foreign key to the occurrence_id column in the MD_OCCURRENCE table on page 398 .	11
response_tracking_cd (fk)	VARCHAR(36)	Response Tracking Code	Unique ID that is used to associate contacts and responses. This column can be used as a foreign key to the rtc_id column in the MD_RTC table .	11
task_id (fk)	VARCHAR(36)	Task ID	The unique identifier that represents the task. This column can be used as a foreign key to the task_id column in the MD_TASK table .	11

Column Name	Data Type	Label	Description	Schema First Introduced
task_version_id	VARCHAR(36)	Task Version ID	The version of the task that is based on which instance of the task is published. Each subsequent publish adds a new version ID. This column and task_id can be used together as a foreign key to the CDM_TASK_DETAIL table.	11
segment_id (fk)	VARCHAR(36)	Segment ID	If the task uses a segment for targeting, this value is the unique identifier that represents the segment. This column can be used as a foreign key to the segment_id column in the MD_SEGMENT table.	11
segment_version_id	VARCHAR(36)	Segment Version ID	If the task uses a segment for targeting, this value is the version of the segment that is based on when the segment is published. Each subsequent publish adds a new version ID. This column and segment_id can be used together as a foreign key to the CDM_SEGMENT_DETAIL table.	11
task_action_nm	VARCHAR(40)	Task Action	Identifies the action that an advertising task is taking. These are the possible values: ■ add ■ remove	11
audience_id (fk)	VARCHAR(36)	Audience ID	Unique identifier that represents an audience.	12
aud_occurrence_id (fk)	VARCHAR(36)	Audience Occurrence ID	Unique identifier that represents an audience occurrence.	12

Column Name	Data Type	Label	Description	Schema First Introduced
context_type_nm	VARCHAR(256)	Context Type Name	Type of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	16
context_val	VARCHAR(256)	Context Value	Value of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	16
journey_id (fk)	VARCHAR(36)	Journey ID	Unique ID that represents a journey in SAS Customer Intelligence 360. Note: This column is not populated until a later release.	17
journey_occurrence_id (fk)	VARCHAR(36)	Journey Occurrence ID	Unique ID that represents the specific occurrence of a journey in SAS Customer Intelligence 360. Note: This column is not populated until a later release.	17

Audience Detail Tables

TIP The SAS 360 Audiences detail tables are available starting in January 2024 with schema 14. For a list of the schema changes and links to detailed changes, see [“Schemas for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

AUDIENCE_MEMBERSHIP_CHANGE (Partitioned)

This table captures data for when an individual enters or exits an [audience](#).

The categories for this table are **AUDIENCE**, **DESTINATIONS**, and **SMS**. For more information, see “Categories for Data Tables” in *SAS Customer Intelligence 360: Administration Guide*.

Table 2 AUDIENCE_MEMBERSHIP_CHANGE

Column Name	Data Type	Label	Description	Schema First Introduced
audience_change_dttm	TIMESTAMP	Audience Change Datetime	UTC datetimestamp of when the audience was run.	14
audience_change_dttm_tz	TIMESTAMP	Audience Change Datetime Local Timezone	Datetimestamp of when the audience was run in the tenant's time zone.	14
event_id ⓘ (fk)	VARCHAR(36)	Event ID	Unique ID of the event that is associated with the audience change. This ID is the specific execution of an event.	14
event_nm	VARCHAR(256)	Event Name	Specifies whether an individual enters or exits the audience. The value is one of the following: ■ audience_entry ■ audience_exit	14
identity_id (fk)	VARCHAR(36)	Identity ID	Alphanumeric number that represents a customer	14
load_dttm	TIMESTAMP	Load Datetime	Internal UTC timestamp of when the record was loaded.	14
audience_id (fk)	VARCHAR(36)	Audience ID	Unique ID that represents the audience in SAS Customer Intelligence 360.	14
aud_occurrence_id (fk)	VARCHAR(36)	Audience Occurrence ID	Unique ID that represents the specific occurrence for an audience in SAS Customer Intelligence 360.	14

Assets Tables

ASSET_DETAILS (Non-partitioned)

This table captures information about the assets that have been catalogued.

Table 3 ASSET_DETAILS

Column Name	Data Type	Label	Description	Schema First Introduced
asset_id  (fk)	VARCHAR(128)	Asset ID	Unique identifier for the asset.	5
asset_sk	BIGINT	Asset Surrogate Key	Surrogate key.	5
asset_nm	VARCHAR(128)	Asset Name	Asset name.	5
asset_desc	VARCHAR(1332)	Asset Description	Asset description.	5
asset_owner_usernm	VARCHAR(128)	Asset Owner User Name	User name of the user who created the asset.	5
asset_locked_flg	CHAR(1)	Asset Locked Flag	Flag (1/0) to indicate whether the asset is locked.	5
asset_locked_dttm	TIMESTAMP	Asset Locked Datetime	Datetime stamp for when the asset is locked.	5
asset_locked_by_usernm	VARCHAR(128)	Asset Locked By User Name	User name of the user who locked the asset.	5
download_disabled_flg	CHAR(1)	Asset Download Disabled Flag	Flag (1/0) to indicate whether the asset is disabled for downloads.	5
download_disabled_dttm	TIMESTAMP	Asset Download Disabled Datetime	Datetime stamp for when the download disabled flag is toggled.	5

Column Name	Data Type	Label	Description	Schema First Introduced
download_disabled_by_usernm	VARCHAR(128)	Asset Download Disabled By User Name	User name of the user who disabled the asset download.	5
expired_dttm	TIMESTAMP	Asset Expired Datetime	Datetime stamp for when the asset became unusable.	5
expired_flg	CHAR(1)	Asset Expired Flag	Flag (1/0) to indicate whether the asset is expired.	5
entity_status_cd	VARCHAR(3)	Entity Status Code	Entity status code (for example, RCY or ACT).	5
user_rating_cnt	BIGINT	Asset Rating Count	Number of times that the asset is rated.	5
total_user_rating_val	BIGINT	Asset Rating Total Users Value	Total number of users that rated the asset.	5
average_user_rating_val	DECIMAL(4,2)	Average User Rating Value	Average rating for the asset.	5
asset_deleted_flg	CHAR(1)	Asset Deleted Flag	Flag (1/0) to indicate whether the asset is deleted.	5
asset_process_status	VARCHAR(36)	Rated Processing Status	Asset processing status (for example, normal or missing_metadata).	5
public_link	VARCHAR(1)	Asset Public Link Flag	Flag (1/0) to indicate whether the asset can be accessed publicly.	5
public_url	VARCHAR(1024)	Asset Public URL	Public URL for accessing the asset.	5

Column Name	Data Type	Label	Description	Schema First Introduced
public_media_id	BIGINT	Asset Public Media ID	Unique media identifier for identifying the external asset.	5
external_sharing_error_dt	DATE	Asset External Sharing Error Date	Last failure date when an error occurred for external sharing of the asset.	5
external_sharing_error_msg	VARCHAR(1024)	Asset External Sharing Error Message	Error message when an error occurs for external sharing of the asset.	5
folder_id (fk)	VARCHAR(128)	Asset Folder ID	Unique identifier for the folder.	5
folder_sk	BIGINT	Asset Folder Surrogate Key	Folder surrogate key that uniquely identifies the record.	5
folder_nm	VARCHAR(128)	Asset Folder Name	Folder name.	5
folder_desc	VARCHAR(1332)	Asset Folder Description	Folder description.	5
folder_owner_usernm	VARCHAR(128)	Asset Folder Owner User Name	User name of the user who created the folder.	5
folder_path	VARCHAR(1024)	Asset Folder Path	Folder path where the asset is located.	5
folder_level	INT	Asset Folder Level	This value is always null.	5
folder_entity_status_cd	VARCHAR(3)	Asset Folder Entity Status Code	Folder entity status code (for example, RCY or ACT).	5

Column Name	Data Type	Label	Description	Schema First Introduced
folder_deleted_flg	CHAR(1)	Folder Deleted Flag	Flag (1/0) to indicate whether the folder is deleted.	5
entity_subtype_nm	VARCHAR(128)	Entity Subtype Name	Entity subtype name (for example, creative or defaultasset).	5
entity_type_nm	VARCHAR(128)	Entity Type Name	Entity type name (for example, CIAsset).	5
entity_table_nm	VARCHAR(128)	Entity Table Name	Source table name that signifies the item.	5
entity_type_usage_cd	VARCHAR(3)	Entity Type Usage Code	Asset usage code.	5
entity_subtype_enabled_flg	CHAR(1)	Entity Subtype Enabled Flag	Flag (1/0) to indicate if there are any subtypes derived from this entity.	5
entity_revision_enabled_flg	CHAR(1)	Entity Revision Enabled Flag	Flag (1/0) to indicate if there are any revisions enabled for this entity.	5
entity_attribute_enabled_flg	CHAR(1)	Entity Attribute Enabled Flag	Flag (1/0) to indicate if there are any attributes enabled for this entity.	5
recycled_dttm	TIMESTAMP	Asset Recycled Datetime	Datetime stamp of when the asset is recycled.	5
recycled_by_usernm	VARCHAR(128)	Asset Recycled By User Name	User name of the user who recycled the asset.	5
asset_source_nm	VARCHAR(128)	Asset Source Item Name	Source item from which the asset is created (for example, workflow).	5

Column Name	Data Type	Label	Description	Schema First Introduced
asset_source_type	VARCHAR(128)	Asset Source Item Type	Source item type from which the asset is cataloged (for example, workflow task).	5
process_id (fk)	VARCHAR(128)	Workflow Process ID	Unique identifier for the workflow process that cataloged the asset.	5
process_task_id (fk)	VARCHAR(128)	Workflow Process Task ID	Unique identifier for the workflow process task that cataloged the asset.	5
created_by_usernm	VARCHAR(128)	Asset Created By User Name	User name of user who created the asset.	5
created_dttm	TIMESTAMP	Asset Created By Datetime	Datetime stamp of when the asset is created.	5
last_modified_by_usernm	VARCHAR(128)	Asset Last Modified By User Name	User name of the user who last modified the asset.	5
last_modified_dttm	TIMESTAMP	Asset Last Modified Datetime	Datetime stamp of when the asset was last modified.	5
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetime stamp of when the record is loaded.	5

ASSET_DETAILS_CUSTOM_PROP (Non-partitioned)

This table captures information about the attributes (custom properties) of the assets.

Table 4 ASSET_DETAILS_CUSTOM_PROP

Column Name	Data Type	Label	Description	Schema First Introduced
asset_id ⓘ (fk)	VARCHAR(128)	Asset ID	Unique identifier for the asset.	5
attr_id ⓘ (fk)	VARCHAR(128)	Attribute ID	Unique identifier for the attribute.	5
attr_cd	VARCHAR(128)	Attribute Code	Attribute code.	5
attr_group_id (fk)	VARCHAR(128)	Attribute Group ID	Attribute group identifier.	5
attr_group_nm	VARCHAR(128)	Attribute Group Name	Attribute group name.	5
attr_nm	VARCHAR(128)	Attribute Name	Attribute name.	5
attr_val	STRING	Attribute Value	Attribute value. This column is a large STRING that can be up to 2 GB.	5
attr_group_cd	VARCHAR(128)	Attribute Group Code	Attribute group code.	5
remote_pklist_tab_col	VARCHAR(128)	Remote Picklist Table Columns	Picklist columns from which the values are being fetched.	5
is_obsolete_flg	CHAR(1)	Attribute Obsolete Flag	Flag (1/0) to indicate whether the attribute is obsolete.	5
data_type	VARCHAR(32)	Attribute Data Type	Attribute data type.	5
data_formatter	VARCHAR(64)	Attribute Data Format	Format of the attribute values.	5
is_grid_flg	CHAR(1)	Attribute Grid Type Flag	Flag (1/0) to indicate if the attribute type is "Grid".	5
created_by_usernm	VARCHAR(128)	Attribute Created By User Name	User name of the user who created the attribute.	5

Column Name	Data Type	Label	Description	Schema First Introduced
created_dttm	TIMESTAMP	Attribute Created By Datetime	Datetime stamp for when the attribute is created.	5
last_modified_usernm	VARCHAR(128)	Attribute Last Modified By User Name	User name of the user who last modified the attribute.	5
last_modified_dttm	TIMESTAMP	Attribute Last Modified Datetime	Datetime stamp for when the attribute table values were last modified.	5
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetime stamp of when the record is loaded.	5

ASSET_FOLDER_DETAILS (Non-partitioned)

This table captures information about the folders that have been created.

Table 5 ASSET_FOLDER_DETAILS

Column Name	Data Type	Label	Description	Schema First Introduced
folder_id ⓘ	VARCHAR(128)	Folder ID	Unique identifier for the asset folder.	5
folder_nm	VARCHAR(128)	Folder Name	Folder name.	5
folder_desc	VARCHAR(1332)	Folder Description	Folder description.	5
folder_owner_usernm	VARCHAR(128)	Folder Owner User Name	User name of the user who created the folder.	5
folder_path	VARCHAR(1024)	Folder Path	Folder hierarchical path.	5
folder_level	INT	Folder Level	Always null.	5
entity_status_cd	VARCHAR(3)	Entity Status Code	Item status code (for example, RCY or ACT).	5

Column Name	Data Type	Label	Description	Schema First Introduced
deleted_flg	CHAR(1)	Folder Deleted Flag	Flag (1/0) to indicate whether the folder is deleted.	5
created_by_usernm	VARCHAR(128)	Folder Created By User Name	User name of the user who created the folder.	5
created_dttm	TIMESTAMP	Folder Created By Datetime	Datetime stamp of when the folder is created.	5
last_modified_by_usernm	VARCHAR(128)	Folder Last Modified By User Name	User name of the user who last modified the folder.	5
last_modified_dttm	TIMESTAMP	Folder Last Modified Datetime	Datetime stamp of when the folder was last modified.	5
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetime stamp of when the record is loaded.	5

ASSET_RENDITION_DETAILS (Non-partitioned)

This table stores the different types of asset renditions (for example, Original, Preview, or Thumbnail).

Table 6 ASSET_RENDITION_DETAILS

Column Name	Data Type	Label	Description	Schema First Introduced
rendition_id ⓘ	VARCHAR(128)	Asset Rendition ID	Unique identifier for the rendition.	5
rendition_nm	VARCHAR(128)	Asset Rendition Name	Rendition name.	5
rendition_type_cd	VARCHAR(3)	Asset Rendition Type Code	Rendition types (for example, Thm, Prv, Oth, Org, or Cus).	5

Column Name	Data Type	Label	Description	Schema First Introduced
rendition_generated_type_cd	VARCHAR(3)	Asset Rendition Generated Type Code	Codes for the generated rendition types (for example, USR or SYS).	5
file_nm	VARCHAR(128)	Asset Rendition File Name	File name.	5
file_format	VARCHAR(128)	Asset Rendition File Format	File format.	5
file_size	INT	Asset Rendition File Size	File size in bytes.	5
media_dpi	DECIMAL(10,2)	Asset Media DPI	Media dots per inch.	5
media_height	INT	Asset Media Height	Image height.	5
media_width	INT	Asset Media Width	Image width.	5
media_depth	INT	Media Depth	Media depth.	5
download_cnt	BIGINT	Asset Rendition Download Count	Total number of times that the rendition is downloaded.	5
rend_deleted_flg	CHAR(1)	Asset Rendition Deleted Flag	Flag (1/0) to indicate whether the rendition is deleted.	5
rend_duration	INT	Video Rendition Duration	Media duration if the asset type is video.	5
last_modified_status_cd	VARCHAR(3)	Asset Rendition Last Modified Status Code	Last modified status code (for example, OK or Modified).	5
created_by_usernm	VARCHAR(128)	Asset Rendition	User name of the user who created the rendition.	5

Column Name	Data Type	Label	Description	Schema First Introduced
		Created By User Name		
created_dttm	TIMESTAMP	Asset Rendition Created By Datetime	Datetime stamp of when the rendition is created.	5
last_modified_by_usernm	VARCHAR(128)	Asset Rendition Last Modified By User Name	User name of the user who last modified the rendition.	5
last_modified_dttm	TIMESTAMP	Asset Rendition Last Modified Datetime	Datetime stamp of when the rendition was last modified.	5
revision_id ⓘ (fk)	VARCHAR(128)	Asset Rendition Revision ID	Unique identifier for the asset revision.	5
asset_id ⓘ (fk)	VARCHAR(128)	Asset ID	Unique identifier for the asset.	5
revision_no ⓘ	BIGINT	Asset Rendition Revision Number	Asset revision number.	5
current_revision_flg	CHAR(1)	Asset Rendition Revision Current Flag	Flag (1/0) to indicate whether the revision is current.	5
revision_comment_txt	VARCHAR(512)	Asset Rendition Revision Comment Text	Revision comments.	5
entity_status_cd	VARCHAR(3)	Asset Rendition Entity Status Code	Item status code (for example, RCY or ACT).	5
rev_deleted_flg	CHAR(1)	Asset Rendition Revision Deleted Flag	Flag (1/0) to indicate whether the revision is deleted.	5

Column Name	Data Type	Label	Description	Schema First Introduced
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetime stamp of when the record is loaded.	5

ASSET_REVISION (Non-partitioned)

This table captures version information for the assets. One or more versions of each asset are stored in this table.

Table 7 ASSET_REVISION

Column Name	Data Type	Label	Description	Schema First Introduced
revision_id ⓘ	VARCHAR(128)	Asset Revision ID	Unique identifier for the asset revision.	5
asset_id ⓘ	VARCHAR(128)	Asset ID	Unique identifier for the asset.	5
revision_no ⓘ	BIGINT	Asset Revision Number	Asset revision number.	5
current_revision_flg	CHAR(1)	Asset Revision Current Flag	Flag (1/0) to indicate whether the revision is current.	5
revision_comment_txt	VARCHAR(512)	Asset Revision Comment	Revision comments.	5
entity_status_cd	VARCHAR(3)	Asset Entity Status Code	Item status code (for example, RCY or ACT).	5
deleted_flg	CHAR(1)	Asset Revision Deleted Flag	Flag (1/0) to indicate whether the revision is deleted.	5
created_by_usernm	VARCHAR(128)	Asset Revision Created By User Name	User name of the user who created the revision.	5
created_dttm	TIMESTAMP	Revision Created By Datetime	Datetime stamp of when the revision is created.	5

Column Name	Data Type	Label	Description	Schema First Introduced
last_modified_by_usernm	VARCHAR(128)	Revision Last Modified By User Name	User name of the user who last modified the revision.	5
last_modified_dttm	TIMESTAMP	Revision Last Modified Datetime	Datetime stamp of when the revision was last modified.	5
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetime stamp of when record is loaded.	5

Decisioning Tables

DECISION_EXECUTION (Partitioned)

This table contains records for executions of decisions that are created in SAS 360 Marketing Decisioning. For more information, see [“About SAS 360 Marketing Decisioning” in SAS Customer Intelligence 360: User's Guide](#).

The category for this table is **DECISIONING**.

Table 8 *DECISION_EXECUTION*

Column Name	Data Type	Label	Description	Schema First Introduced
execution_id 	VARCHAR(36)	Decision Execution ID	Unique ID for the decision event's execution	21
decision_id	VARCHAR(36)	Decision ID	Unique ID for a decisioning item for SAS 360 Marketing Decisioning	21
execution_dttm	TIMESTAMP	Decision Execution Datetime	Datetime stamp of when the execution occurred (UTC timezone)	21
event_nm	VARCHAR(256)	Event Name	Value is always DECISION_EXECUTION	21

Column Name	Data Type	Label	Description	Schema First Introduced
image_url	VARCHAR(1000)	Source Image URL	Source image that generated the execution event	21
input_json	MAP<STRING,STRING>	Decision Execution Input	JSON string that contains the input payload for the decision event's execution	21
output_json	MAP<STRING,STRING>	Decision Execution Optout	JSON string that contains the output response of the decision event's execution	21
hostname	VARCHAR(1000)	Source Host	Deployment host that generated the event	21
environment	VARCHAR(256)	Source Deployment Environment	Deployment environment that generated the event	21

Discover Detail Tables

About SAS 360 Discover Detail Tables

Detail tables contain the most detailed set of interaction data that is available and are the source of data that is combined to make up Discover Base Tables (DBTs). Use the following information when downloading the tables that are listed in this chapter:

- To download the tables that are listed in this chapter, you must have a license for SAS 360 Discover.
- You can use any schema version to download these tables.

Note: Version 4 or later of the schema downloads the tables that use the Unified Data Model (UDM). There are some tables that are available only with this schema version. For a list of the schema changes and links to detailed changes, see [“Schemas for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

- In your API call, use the `detail/PartitionedData` endpoint to download these tables. For more information, see [“Download Detail Tables” in SAS Customer Intelligence 360: Administration Guide](#).
- Download the [entity relationship diagrams on page 5](#) to review the tables' organization and links.

These tables are refreshed every 10 minutes. However, there is a 30-minute delay before data is available for download to ensure that late-arriving data is captured. Examples of situations that might delay data arrival include network interruptions or connectivity issues. For this reason, when you download a detail table at 11 AM, you see data for events with timestamps up to 10:30 AM.

These tables can be downloaded using the SAS Customer Intelligence 360 download API. For more information, see [“Downloading Data Tables with the REST API” in SAS Customer Intelligence 360: Administration Guide](#).

Note: In some situations, there might be a mismatch between the contents of the tables and the schema version:

- The downloaded data might contain more columns than are documented in the Help Center or in the schema files. These columns might have been introduced for internal consumption already and will be added to a future version of the schema.

The same scenario can happen when you are not using the most recent schema. The data that you download always uses the columns from the latest schema, but you might have requested a schema version that has fewer columns.

- A schema might add columns to tables, but the columns are not populated with data until a later release of SAS Customer Intelligence 360. For example, a table in the current schema might have nine columns, but data records populate only seven columns. When columns are added but not yet populated with data, you can ignore these columns when you process the data.

When SAS Customer Intelligence 360 is updated to populate these columns, you might need to wait 2–3 days before the data is populated in the downloaded tables.

To mitigate any issues, configure your ETL processes to allow for the physical files to have more columns than what is described in the JSON schema and the documentation.

BUSINESS_PROCESS_DETAILS (Partitioned)

A *business process* is a sequence of steps that a visitor to the website is expected to follow, resulting in a significant action or change of state. Mobile page loads can also be tied together in order to create a business process. Business processes typically involve a visitor choosing various options and selections to complete complex tasks. Purchasing insurance can be considered a business process. For example, a visitor who is purchasing insurance online might need to enter personal details such as automobile information, accident records, bank details, and so on. The data in these tables comes from the user-defined [Business Process events](#).

The BUSINESS_PROCESS_DETAILS table provides information about business processes. It is based on the **Business process** events that you define in SAS Customer Intelligence 360. For more information, see [“Creating Business Process Events for Web” in SAS Customer Intelligence 360: User’s Guide](#).

The category for this table is **DISCOVER**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 9 BUSINESS_PROCESS_DETAILS

Column Name	Data Type	Description	Schema First Introduced
process_nm	VARCHAR(130)	Business process name that is defined in the Business process configuration.	1
process_step_nm	VARCHAR(130)	Name of the step, as defined during configuration.	1
step_order_no	INT	Order of the steps within the business process.	1
process_instance_no	INT	Number of times that a business process is attempted in a session. The first instance shows a value of 0. The second instance shows a value of 1, and so on. A visitor might go through the same business process more than once within a single session. If the visitor leaves halfway through the business process and later returns to step 1, this action might not necessarily mean that the visitor started a new instance. It might be considered a continuation of the previous instance of the business process that was not completed. A new business process occurs in these instances: - business process has not already started. - business process has already started, but a step is flagged as a termination point or the previous business process completed successfully. - nonlinear business process reaches a step that is flagged as the first step. This occurs regardless of whether the previous business process has completed.	1
process_dttm	TIMESTAMP	UTC datetimestamp of when the step in the business process occurred.	1

Column Name	Data Type	Description	Schema First Introduced
process_attempt_cnt	INT	Sequence number, starting with 1, that indicates how often a given step was attempted within the entire process.	1
attribute1_txt	VARCHAR(130)	First business process attribute. You can define this attribute in SAS Customer Intelligence 360. You can use these attributes to classify or segment the completed business processes. For example, if you have a 10-step process for a credit card application, you might define a business process attribute such as Card Type to segment applications by gold card and platinum card. In this case, the steps of the application (or business process) are the same. However, one application might be assigned to the gold card segment and another might be assigned to the platinum card segment. Categorizing the business process data by attribute enables you to view the business process data from different perspectives and make comparisons in your analysis.	1
attribute2_txt	VARCHAR(130)	Second business process attribute. For more information, see the description for ATTRIBUTE1_TXT.	1
is_completion_flg	CHAR(1)	Flag that indicates whether the current step successfully completes the business process as defined.	1
is_start_flg	CHAR(1)	Flag that indicates whether the step was the first one of the business process.	1
process_exception_txt	VARCHAR(1300)	This column was deprecated as of the March 2020 release (20.03) along with the deprecation of the BUSINESS_PROCESS_DETAILS_EXT table.	1
process_exception_dttm	TIMESTAMP	This column was deprecated as of the March 2020 release (20.03) along with the deprecation of the	1

Column Name	Data Type	Description	Schema First Introduced
		BUSINESS_PROCESS_DETAILS_EXT table.	
process_exception_dttm_tz	TIMESTAMP	This column was deprecated as of the March 2020 release (20.03) along with the deprecation of the BUSINESS_PROCESS_DETAILS_EXT table.	1
next_detail_id	VARCHAR(32)	Deprecated; always null.	1
detail_id	VARCHAR(32)	Foreign key to link to the PAGE_DETAILS table in numeric representation.	1
visit_id (fk)	VARCHAR(32)	Foreign key to link to the VISIT_DETAILS table. in numeric representation.	1
session_id (fk)	VARCHAR(29)	Foreign key to link to the SESSION_DETAILS table in numeric representation.	1
identity_id (fk)	VARCHAR(36)	Alphanumeric number that represents a customer.	1
load_dttm	TIMESTAMP	Internal UTC datetimestamp of when the record was loaded.	1
process_dttm_tz	TIMESTAMP	Datetimestamp of when the step in the business process occurred in the tenant's time zone.	1
event_designed_id (fk)	VARCHAR(36)	Unique identifier assigned to the event.	3
event_nm	VARCHAR(256)	Name of the event, as shown in the interface.	3
process_details_sk	VARCHAR(32)	Foreign key to link to the deprecated BUSINESS_PROCESS_DETAILS_EXT table.	3
detail_id_hex (fk)	VARCHAR(32)	Foreign key to link to the PAGE_DETAILS table in hexadecimal representation.	3

Column Name	Data Type	Description	Schema First Introduced
visit_id_hex (fk)	VARCHAR(32)	Foreign key to link to the VISIT_DETAILS table in hexadecimal representation.	3
session_id_hex (fk)	VARCHAR(29)	Foreign key to link to the SESSION_DETAILS table in hexadecimal representation.	3
event_id ⓘ	VARCHAR(36)	Unique ID of the event that is associated with the record. This ID is the specific execution of an event.	17
event_source_cd	VARCHAR(100)	Source channel for the event. These are the possible values: ■ apiGateway ■ eventGen ■ javaScriptAPI ■ javaScriptTag ■ mobileSDK ■ serverSide ■ service	17

BUSINESS_PROCESS_DETAILS_EXT (Partitioned)

The BUSINESS_PROCESS_DETAILS_EXT table contains additional data about errors in the business process, along with a unique surrogate key that is generated based on the unique fields (md5 hash) of the BUSINESS_PROCESS_DETAILS table. This surrogate key can be used to join and associate rows of the two tables.

Note: This table was deprecated as of the March 2020 release (20.03) with the implementation of the Unified Data Model. If an advanced configuration rule was used to populate this table prior to that time, it continues to be populated. Otherwise, this table is not updated.

The category for this table is **DISCOVER**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 10 *BUSINESS_PROCESS_DETAILS_EXT*

Column Name	Data Type	Description	Schema First Introduced
process_details_sk	VARCHAR(32)	Foreign key to link to the BUSINESS_PROCESS_DETAILS table.	3
process_exception_txt	VARCHAR(1300)	Description of the error or error message that occurred, as defined during configuration. Populated only when error text is derived from a subsequent page load. Otherwise, this value can be found in the BUSINESS_PROCESS_DETAILS table.	3
process_exception_dttm	TIMESTAMP	UTC datetimestamp of when the error occurred. Populated only when error text is derived from a subsequent page load. Otherwise, this value can be found in the BUSINESS_PROCESS_DETAILS table.	3
process_exception_dttm_tz	TIMESTAMP	Datetimestamp of when the error occurred in the tenant's time zone. Populated only when error text is derived from a subsequent page load. Otherwise, this value can be found in the BUSINESS_PROCESS_DETAILS table.	3
load_dttm	TIMESTAMP	Internal UTC datetimestamp of when the record was loaded.	3
event_designed_id	VARCHAR(36)	Unique identifier assigned to the event.	3

CART_ACTIVITY_DETAILS (Partitioned)

The CART_ACTIVITY_DETAILS, ORDER_DETAILS, and ORDER_SUMMARY tables provide information about visitor activity in relation to virtual shopping carts. This information includes adding and removing products as well as checking out and purchasing pages. The information in these tables is based on the **Cart** configurations that you define in SAS Customer Intelligence 360. There is no restriction on the length or number of custom attributes at the subject area level. However, there is a limit (1 MB) on the payload size of an event. These tables store all published and non-PII custom attributes.

The CART_ACTIVITY_DETAILS table contains one record for each cart add and cart remove action. Cart additions are collected from the product detail pages and cart removals are collected from the cart page. There are many ways to add products to a cart. For example, many websites allow

customers to add products to a cart directly from a product overview or search results page. However, SAS Customer Intelligence 360 does not use some methods and thus products could be found in the ORDER_DETAILS table without a matching add record in the CART_ACTIVITY_DETAILS table. The data in these tables comes from the user-defined [add to cart events](#).

The category for this table is **DISCOVER**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 11 CART_ACTIVITY_DETAILS

Column Name	Data Type	Description	Schema First Introduced
product_nm	VARCHAR(130)	Product name defined during configuration. You must define at least one of these parameters: ■ productId ■ productName ■ productSku	1
product_group_nm	VARCHAR(130)	Product group name that the cart item belongs to (for example, sporting goods), derived from a product name or lookup table based on ID or SKU (stock keeping unit).	1
product_id	VARCHAR(130)	Unique identifier defined during configuration. You must define at least one of these parameters: ■ productId ■ productName ■ productSku	1
product_sku	VARCHAR(100)	SKU (stock keeping unit) value for the product. You must define at least one of these parameters: ■ productId ■ productName ■ productSku	1
currency_cd	VARCHAR(6)	Currency (such as USD) that is displayed with the product.	1
activity_cd	VARCHAR(20)	Action related to the specified product. These are the possible values: ■ cartAdd	1

Column Name	Data Type	Description	Schema First Introduced
		■ cartRemove ■ cartUpdate	
activity_dttm	TIMESTAMP	UTC datetimestamp of when the shopping cart activity occurred.	1
activity_dttm_tz	TIMESTAMP	Datetimestamp of when the shopping cart activity occurred in the tenant's time zone.	1
cart_id	VARCHAR(42)	Unique ID of the cart, if available. When a customer creates a cart, completes a purchase, or cancels a cart, the same cart ID is associated with all of these actions. The ID can be used externally to associate this cart with your external commerce system. Ensure that ID values are unique for each customer's cart. Events from the JavaScript Events API and the Server-Side Events API bypass the internal verification for uniqueness, so give each cart a unique ID in order to avoid duplicate data records.	1
displayed_cart_items_no	INT	Not currently populated.	1
displayed_cart_amt	DECIMAL(17,2)	Not currently populated.	1
quantity_val	INT	Quantity of the product that is involved in the action. This value must be an integer or a decimal.	1
unit_price_amt	DECIMAL(17,2)	Unit price of the product. This value must be an integer or a decimal.	1
detail_id	VARCHAR(32)	Foreign key to link to the PAGE_DETAILS table in numeric representation.	1
visit_id	VARCHAR(32)	Foreign key to link to the VISIT_DETAILS table in numeric representation.	1

Column Name	Data Type	Description	Schema First Introduced
		Web only.	
session_id (fk)	VARCHAR(29)	Foreign key to link to the SESSION_DETAILS table in numeric representation.	1
identity_id (fk)	VARCHAR(36)	Alphanumeric number that represents a customer.	1
load_dttm	TIMESTAMP	Internal UTC datetimestamp of when the record was loaded.	1
event_designed_id (fk)	VARCHAR(36)	Unique identifier assigned to the event.	3
event_nm	VARCHAR(256)	Name of the event, as shown in the interface.	3
cart_activity_sk	VARCHAR(32)	Foreign key to link to the deprecated CART_ACTIVITY_DETAILS_EXT table.	3
detail_id_hex (fk)	VARCHAR(32)	Foreign key to link to the PAGE_DETAILS table in hexadecimal representation.	3
visit_id_hex (fk)	VARCHAR(32)	Foreign key to link to the VISIT_DETAILS table in hexadecimal representation. Web only.	3
session_id_hex (fk)	VARCHAR(29)	Foreign key to link to the SESSION_DETAILS table in hexadecimal representation.	3
properties_map_doc	MAP<STRING,STRING>	Custom attributes of an event, stored as a map. For information about how to parse the data in this column, see “Review Special Formatting for the properties_map_doc Column” in SAS Customer Intelligence 360: Administration Guide .	4

Column Name	Data Type	Description	Schema First Introduced
cart_nm	VARCHAR(100)	Name of the cart.	7
availability_message_txt	VARCHAR(650)	Availability message that is displayed (for example, "In Stock" or "Back Ordered").	7
saving_message_txt	VARCHAR(650)	Savings message related to discounts that is displayed (for example, "Buy One, Get One Half Price!").	7
shipping_message_txt	VARCHAR(650)	Shipping type, process, or special instructions message that is displayed (for example, "Ships within five business days").	7
event_key_cd	VARCHAR(100)	Unique identifier for an event from a JavaScript API.	7
channel_nm	VARCHAR(40)	Channel for the cart.	7
mobile_app_id	VARCHAR(40)	Unique identifier for the mobile application.	7
event_id ⓘ	VARCHAR(36)	Unique ID of the event that is associated with the record. This ID is the specific execution of an event.	17
event_source_cd	VARCHAR(100)	Source channel for the event. These are the possible values: ■ apiGateway ■ eventGen ■ javaScriptAPI ■ javaScriptTag ■ mobileSDK ■ serverSide ■ service	17

CART_ACTIVITY_DETAILS_EXT (Partitioned)

The CART_ACTIVITY_DETAILS, ORDER_DETAILS, and ORDER_SUMMARY tables provide information about visitor activity in relation to virtual shopping carts. This information includes

adding and removing products as well as checking out and purchasing pages. The information in these tables is based on the **Cart** configurations that you define in SAS Customer Intelligence 360. There is no restriction on the length or number of custom attributes at the subject area level. However, there is a limit (1 MB) on the payload size of an event. These tables store all published and non-PII custom attributes.

The CART_ACTIVITY_DETAILS_EXT table contains additional data that is populated from the JavaScript API. A record is added to this table when there is a cart action event that is sent with the action of “failed”.

Note: This table was deprecated as of the November 2020 release (20.11). If an advanced configuration rule was used to populate this table prior to that time, it continues to be populated. Otherwise, this table is not updated.

The category for this table is **DISCOVER**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 12 CART_ACTIVITY_DETAILS_EXT

Column Name	Data Type	Description	Schema First Introduced
cart_activity_sk	VARCHAR(32)	Foreign key to link to the CART_ACTIVITY_DETAILS table.	3
error_activity_cd	VARCHAR(20)	Populated with an error if a subsequent event determines that the add operation has failed.	3
load_dttm	TIMESTAMP	Internal UTC datetimestamp of when the record was loaded.	3
event_designed_id	VARCHAR(36)	Unique identifier assigned to the event.	3

CUSTOM_ATTRIBUTES (Partitioned)

IMPORTANT

The CUSTOM_ATTRIBUTES table is deprecated. Custom properties are now available in the properties_map_doc column of the table for the corresponding event or task.

The CUSTOM_ATTRIBUTES table contains information about attributes that do not fit in any of the predefined subject areas such as goals or transactions.

The category for this table is **DISCOVER**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 13 CUSTOM_ATTRIBUTES

Column Name	Data Type	Description	Schema First Introduced
attrib_nm	VARCHAR(32)	Name of the custom attribute.	1
attrib_val	VARCHAR(650)	Value of the custom attribute.	1
attrib_dttm	TIMESTAMP	UTC datetimestamp of the custom attribute.	1
attrib_dttm_tz	TIMESTAMP	Datetimestamp of the custom attribute in the tenant's time zone.	1
detail_id	VARCHAR(32)	Foreign key to link to the PAGE_DETAILS table in numeric representation.	1
visit_id	VARCHAR(32)	Foreign key to link to the VISIT_DETAILS table in numeric representation.	1
session_id	VARCHAR(29)	Foreign key to link to the SESSION_DETAILS table in numeric representation.	1
identity_id	VARCHAR(36)	Alphanumeric number that represents a customer.	1
load_dttm	TIMESTAMP	Internal UTC datetimestamp of when the record was loaded.	1
detail_id_hex	VARCHAR(32)	Foreign key to link to the PAGE_DETAILS table in hexadecimal representation.	3
visit_id_hex	VARCHAR(32)	Foreign key to link to the VISIT_DETAILS table in hexadecimal representation.	3
session_id_hex	VARCHAR(29)	Foreign key to link to the SESSION_DETAILS table in hexadecimal representation.	3

CUSTOM_EVENTS (Partitioned)

The CUSTOM_EVENTS table captures user-defined custom events for which SAS Customer Intelligence 360 does not have a standard definition. This subject area is meant to eventually replace the Goal Details and Custom Attributes tables in the current SAS 360 Discover data model.

The category for this table is **DISCOVER**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 14 CUSTOM_EVENTS

Column Name	Data Type	Label	Description	Schema First Introduced
custom_event_nm	VARCHAR(256)	Custom Event Name	Name of the custom event.	4
custom_event_group_nm	VARCHAR(256)	Custom Event Group Name	Group name that categorizes the custom events.	4
custom_revenue_amt	DECIMAL(17,2)	Custom Event Value	Revenue amount associated with the custom event. Populated only when revenue is derived from the same event as the event itself. Otherwise, this value can be found in the CUSTOM_EVENTS_EXT table.	4
custom_event_dttm	TIMESTAMP	Custom Event Datetime	UTC datetimestamp of when the event occurred.	4
custom_event_dttm_tz	TIMESTAMP	Custom Event Datetime Local Timezone	Datetimestamp of when the event occurred in the tenant's time zone.	4
detail_id (fk)	VARCHAR(32)	Detail ID	ID of the page view event that is related to the record. This value is a foreign key to link to the PAGE_DETAILS table.	4
visit_id (fk)	VARCHAR(32)	Visit ID	Visit identifier in numeric representation.	4
session_id (fk)	VARCHAR(29)	Session ID	Session identifier in numeric representation.	4
identity_id (fk)	VARCHAR(36)	Identity ID	Alphanumeric number that represents a customer.	4

Column Name	Data Type	Label	Description	Schema First Introduced
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetimestamp of when the record was loaded.	4
event_designed_id (fk)	VARCHAR(36)	Event Designed ID	Unique identifier assigned to the event.	4
event_nm	VARCHAR(256)	Event Name	Event name of the user-defined custom event.	4
detail_id_hex (fk)	VARCHAR(32)	Detail ID Hexadecimal	Detail ID (the page view event) in hexadecimal representation.	4
visit_id_hex (fk)	VARCHAR(32)	Visit ID Hexadecimal	Visit identifier in hexadecimal representation.	4
session_id_hex (fk)	VARCHAR(29)	Session ID Hexadecimal	Session identifier in hexadecimal representation.	4
event_id ⓘ	VARCHAR(36)	Event ID	Unique ID of the event that is associated with the record. This ID is the specific execution of an event.	4
channel_user_id	VARCHAR(300)	Channel User ID	Unique visitor tracking identifier that is retrieved from SAS Customer Intelligence 360. ■ For browser-based sessions this is the persistent visitor web cookie. For more information, see “Managing Cookies” in SAS Customer Intelligence 360: User’s Guide. ■ For mobile app sessions this is a unique identifier for a mobile device. This device identifier is generated by SAS	4

Column Name	Data Type	Label	Description	Schema First Introduced
			and it can be reset. For more information, see “Reset the Mobile Device ID” in SAS Customer Intelligence 360: Developer’s Guide for Mobile Applications (for Android) and “Reset the Mobile Device ID” in SAS Customer Intelligence 360: Developer’s Guide for Mobile Applications (for iOS).	
event_type_nm	VARCHAR(20)	Event Type Name	Is always “customEvent”.	4
channel_nm	VARCHAR(40)	Channel Name	Channel of the custom event.	4
mobile_app_id	VARCHAR(40)	Mobile Application ID	Unique identifier for the mobile application.	4
reserved_1_txt	VARCHAR(100)	Reserved Attribute 1	Placeholder for a future attribute.	4
reserved_2_txt	VARCHAR(100)	Reserved Attribute 2	Placeholder for a future attribute.	4
page_id	VARCHAR(256)	Page ID	Unique identifier for a page.	4
properties_map_doc	MAP<STRING,STRING>	Custom Attributes	Custom attributes of an event, stored as a map. For information about how to parse the data in this column, see “Review Special Formatting for the properties_map_doc Column” in SAS Customer Intelligence 360: Administration Guide .	4

Column Name	Data Type	Label	Description	Schema First Introduced
custom_events_sk (fk)	VARCHAR(32)	Custom Events Surrogate Key	Surrogate key generated to join with the record in the CUSTOM_EVENTS_EXT table.	4
event_key_cd	VARCHAR(100)	API Event Key	Unique identifier for an event from a JavaScript API.	7
event_source_cd	VARCHAR(100)	Event Source	Source channel for the event. These are the possible values: ■ apiGateway ■ eventGen ■ javaScriptAPI ■ javaScriptTag ■ mobileSDK ■ serverSide ■ service	17

CUSTOM_EVENTS_EXT (Partitioned)

The CUSTOM_EVENTS_EXT table is an extension table for custom events. The table is populated only for legacy goals that have revenue defined on the next page.

The category for this table is **DISCOVER**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 15 CUSTOM_EVENTS_EXT

Column Name	Data Type	Label	Description	Schema First Introduced
custom_events_sk ⓘ	VARCHAR(32)	Custom Events Surrogate Key	Foreign key to link to the CUSTOM_EVENTS table.	4
custom_revenue_amt	DECIMAL(17,2)	Custom Event Value	Revenue amount associated with the custom event. Populated only when revenue is not derived from the same	4

Column Name	Data Type	Label	Description	Schema First Introduced
			event as the custom event itself. Otherwise, this value can be found in the CUSTOM_EVENTS table.	
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetimestamp of when the record was loaded.	4
event_designed_id (fk)	VARCHAR(36)	Event Designed ID	Unique identifier assigned to the event.	4

DATA_VIEW_DETAILS (Partitioned)

The DATA_VIEW_DETAILS table is available starting with schema version 4 and contains data about events in data views. To learn more about data views, see [“About Data Views” in SAS Customer Intelligence 360: User’s Guide](#).

The category for this table is **DISCOVER**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 16 DATA_VIEW_DETAILS

Column Name	Data Type	Label	Description	Schema First Introduced
data_view_dttm	TIMESTAMP	Dataview Datetime	UTC datetimestamp of when the event occurred.	3
data_view_dttm_tz	TIMESTAMP	Dataview Datetime Local Timezone	Datetimestamp of when the event occurred in the tenant’s time zone.	3
event_id ⓘ	VARCHAR(36)	Event ID	Unique ID of the event that is associated with the record. This ID is the specific execution of an event.	3

Column Name	Data Type	Label	Description	Schema First Introduced
channel_user_id	VARCHAR(300)	Channel User ID	Starting with the release of schema 20, this column is not populated.	3
reserved_1_txt	VARCHAR(100)	Reserved Attribute 1	Placeholder for a future attribute.	3
reserved_2_txt	VARCHAR(100)	Reserved Attribute 2	Placeholder for a future attribute.	3
total_cost_amt	DECIMAL(17,2)	Total Value Amount	Revenue amount collected on a data view.	3
properties_map_doc	MAP<STRING,STRING>	Custom Attributes	This column is a placeholder for future use.	3
detail_id (fk)	VARCHAR(32)	Detail ID	Foreign key in numeric representation.	3
visit_id (fk)	VARCHAR(32)	Visit ID	Visit identifier in numeric representation.	3
session_id (fk)	VARCHAR(29)	Session ID	Session identifier in numeric representation.	3
identity_id (fk)	VARCHAR(36)	Identity ID	Alphanumeric number that represents a customer.	3
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetimestamp of when the record was loaded.	3
event_designed_id (fk)	VARCHAR(36)	Event Designed ID	Unique identifier assigned to the event.	3
parent_event_designed_id (fk)	VARCHAR(36)	Parent Event Designed ID	Identifier of the event used to generate the new	3

Column Name	Data Type	Label	Description	Schema First Introduced
			event. Can be linked to the event_id column on the MD_EVENT table.	
event_nm	VARCHAR(256)	Event Name	Event name of the user-defined data view.	3
detail_id_hex (fk)	VARCHAR(32)	Detail ID Hexadecimal	Primary key in hexadecimal representation.	3
visit_id_hex (fk)	VARCHAR(32)	Visit ID Hexadecimal	Visit identifier in hexadecimal representation.	3
session_id_hex (fk)	VARCHAR(29)	Session ID Hexadecimal	Session identifier in hexadecimal representation.	3

DOCUMENT_DETAILS (Partitioned)

The DOCUMENT_DETAILS table provides information about how visitors attempt to download documents from your website. The information in this table is based on the **Document Downloads** configurations that you set in SAS Customer Intelligence 360. For more information, see [“Document Downloads” in SAS Customer Intelligence 360: Administration Guide](#).

Note: This table is populated with data that is collected from the standard event called Document Download.

The category for this table is **DISCOVER**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 17 DOCUMENT_DETAILS

Column Name	Data Type	Description	Schema First Introduced
uri_txt	VARCHAR(1332)	URI link of the document.	1
alt_txt	VARCHAR(1332)	Alternate text of the link to a document. If the link includes text, then that text is used for this value. If the link does not include text,	1

Column Name	Data Type	Description	Schema First Introduced
		then the alternate text in the HTML code is used, if available.	
link_id	VARCHAR(1332)	HTML object ID of the link tag.	1
link_name	VARCHAR(1332)	HTML object name of the link tag.	1
link_selector_path	VARCHAR(1332)	Exact location, which includes the path of the element that was clicked within the page.	1
link_event_dttm	TIMESTAMP	UTC datetimestamp of when the document was accessed.	1
link_event_dttm_tz	TIMESTAMP	Datetimestamp of when the document was accessed in the tenant's time zone.	1
detail_id	VARCHAR(32)	Foreign key to link to the PAGE_DETAILS table in numeric representation.	1
visit_id (fk)	VARCHAR(32)	Foreign key to link to the VISIT_DETAILS table in numeric representation.	1
session_id (fk)	VARCHAR(29)	Foreign key to link to the SESSION_DETAILS table in numeric representation.	1
identity_id (fk)	VARCHAR(36)	Alphanumeric number that represents a customer.	1
load_dttm	TIMESTAMP	Internal UTC datetimestamp of when the record was loaded.	1
detail_id_hex (fk)	VARCHAR(32)	Foreign key to link to the PAGE_DETAILS table in hexadecimal representation.	3
visit_id_hex (fk)	VARCHAR(32)	Foreign key to link to the VISIT_DETAILS table in hexadecimal representation.	3
session_id_hex (fk)	VARCHAR(29)	Foreign key to link to the SESSION_DETAILS table in hexadecimal representation.	3
event_key_cd	VARCHAR(100)	Unique identifier for an event from a JavaScript API.	7
event_id ⓘ	VARCHAR(36)	Unique ID of the event that is associated with the record. This ID is the specific execution of an event.	17

Column Name	Data Type	Description	Schema First Introduced
event_source_cd	VARCHAR(100)	Source channel for the event. These are the possible values: ■ apiGateway ■ eventGen ■ javaScriptAPI ■ javaScriptTag ■ mobileSDK ■ serverSide ■ service	17

EVENT_ERRORS (Partitioned)

This table contains errors that occur when processing events.

The category for this table is **DEBUG**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 18 EVENT_ERRORS

Column Name	Data Type	Label	Description	Schema First Introduced
event_id	VARCHAR(36)	Event ID	Unique GUID of an event (that is, the instance of an event).	20
error_dttm	TIMESTAMP	Error Datetime	UTC datetime stamp of when the event occurred.	20
error_dttm_tz	TIMESTAMP	Error Datetime Local Timezone	Datetime stamp of when the event occurred in the local time zone.	20
payload_txt	VARCHAR(4000)	Payload	Payload of the event that resulted in an error.	20
error_cd	VARCHAR(65)	Error Code	Reason for the error.	20
error_txt	VARCHAR(4000)	Error Description	The longer description of the error.	20
event_source_cd	VARCHAR(100)	Event Source	How the event was collected. These are the possible values: ■ apiGateway	20

Column Name	Data Type	Label	Description	Schema First Introduced
			■ eventGen ■ javaScriptAPI ■ javaScriptTag ■ mobileSDK ■ serverSide ■ service	
ip_address	VARCHAR(64)	IP Address	IP address that made a request to the server.	20

EXTERNAL_EVENT (Partitioned)

The EXTERNAL_EVENT table is available starting with schema version 4 and captures events that are coming from outside of SAS Customer Intelligence 360 through the API gateway.

The categories for this table are **DISCOVER**, **ENGAGEEMAIL**, **ENGAGEDIGITAL**, and **ENGAGEDIRECT**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 19 EXTERNAL_EVENT

Column Name	Data Type	Label	Description	Schema First Introduced
external_event_dttm	TIMESTAMP	External Event Datetime	UTC datetimestamp of when the event occurred.	4
external_event_dttm_tz	TIMESTAMP	External Event Datetime Local Timezone	Datetimestamp of when the event occurred in the tenant's time zone.	4
event_id ⓘ	VARCHAR(36)	Event ID	Unique ID of the event that is associated with the record. This ID is the specific execution of an event.	4
channel_user_id	VARCHAR(300)	Channel User ID	Starting with the release of schema 20, this column is not populated.	4

Column Name	Data Type	Label	Description	Schema First Introduced
channel_nm	VARCHAR(40)	Channel Name	Channel of the external event.	4
properties_map_doc	MAP<STRING,STRING>	Custom Attributes	Custom attributes of an event, stored as a map. For information about how to parse the data in this column, see “Review Special Formatting for the properties_map_doc Column” in SAS Customer Intelligence 360: Administration Guide.	4
identity_id	VARCHAR(36)	Identity ID	Alphanumeric number that represents a customer.	4
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetimestamp of when the record was loaded.	4
event_designed_id (fk)	VARCHAR(36)	Event Designed ID	Unique identifier assigned to the event.	4
event_nm	VARCHAR(256)	Event Name	Event name of the user-defined external event.	4
response_tracking_cd (fk)	VARCHAR(36)	Response Tracking Code	Unique ID that is used to associate contacts and responses.	7
context_type_nm	VARCHAR(256)	Context Type Name	Type of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence	16

Column Name	Data Type	Label	Description	Schema First Introduced
			360: Administration Guide .	
context_val	VARCHAR(256)	Context Value	Value of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	16

FORM_DETAILS (Partitioned)

The FORM_DETAILS table provides information about web forms and how users interact with those forms on your website to enter information. For example, you can use this table to monitor the number of fields that a visitor completes in a form. You can also use this information to understand how long visitors take to enter data in the form fields.

Note: Every field change (for example, leaving a field) results in a record, so when the form is submitted there is one record for each field change, and each of those records has the same timestamp. Tabbing through a field does not result in a record.

By analyzing visitor behavior and visitor interactions with the forms on your website, you can determine whether there are specific barriers that deter visitors from completing a form. You can use this information to troubleshoot and improve the effectiveness of your forms.

This table is based on the configurations that you define in SAS Customer Intelligence 360. For more information, see [“Forms” in SAS Customer Intelligence 360: Administration Guide](#).

The category for this table is **DISCOVER**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 20 FORM_DETAILS

Column Name	Data Type	Description	Schema First Introduced
form_nm	VARCHAR(65)	Form name, as configured when defining the rules.	1

Column Name	Data Type	Description	Schema First Introduced
form_field_nm	VARCHAR(325)	Name of a field in the form, as collected from the website.	1
form_field_id	VARCHAR(325)	ID of a field in the form, as collected from the website.	1
form_field_detail_dttm	TIMESTAMP	UTC datetimestamp of when the user interacted with the form field.	1
form_field_detail_dttm_tz	TIMESTAMP	Datetimestamp of when the user interacted with the form field in the tenant's time zone.	1
form_field_value	VARCHAR(2600)	Value entered in the form field. This value might be obscured, depending on your configuration for how to collect form values.	1
attempt_index_cnt	INT	Number of the attempt to complete a form. For example, a visitor's third attempt to complete and submit a form is assigned an attempt number value of 3.	1
attempt_status_cd	VARCHAR(42)	Status of the current attempt when the field changed or the form is submitted. Each value is preceded by an order or hierarchy number. Possible values are as follows: 0_Not Submitted: The visitor is interacting with the form, filling in fields, or has recently loaded the form page. 3_Submitted Successfully: The form was submitted.	1
change_index_no	INT	Number of times that the field value was changed from its original value within the current attempt. A value of 0 indicates that the visitor did not change the form field within the current attempt. A value of 1 or more indicates that the user changed the form field value one or more times in the	1

Column Name	Data Type	Description	Schema First Introduced
		given attempt. FORM_FIELD_VALUE is always the value after the last change.	
submit_flg	CHAR(1)	Flag that indicates whether the visitor attempted to submit the form. A value of 0 indicates that the information in this record is not from a form submission but from interacting with the form. A value of 1 indicates that the information in this record is from a form submission.	1
detail_id	VARCHAR(32)	Foreign key to link to the PAGE_DETAILS table in numeric representation.	1
visit_id (fk)	VARCHAR(32)	Foreign key to link to the VISIT_DETAILS table in numeric representation.	1
session_id (fk)	VARCHAR(29)	Foreign key to link to the SESSION_DETAILS table in numeric representation.	1
identity_id (fk)	VARCHAR(36)	Alphanumeric number that represents a customer.	1
load_dttm	TIMESTAMP	Internal UTC datetimestamp of when the record was loaded.	1
detail_id_hex (fk)	VARCHAR(32)	Foreign key to link to the PAGE_DETAILS table in hexadecimal representation.	3
visit_id_hex (fk)	VARCHAR(32)	Foreign key to link to the VISIT_DETAILS table in hexadecimal representation.	3
session_id_hex (fk)	VARCHAR(29)	Foreign key to link to the SESSION_DETAILS table in hexadecimal representation.	3
event_key_cd	VARCHAR(100)	Unique identifier for an event from a JavaScript API.	7
event_id ⓘ	VARCHAR(36)	Unique ID of the event that is associated with the record. This ID is the specific execution of an event.	17

Column Name	Data Type	Description	Schema First Introduced
event_source_cd	VARCHAR(100)	Source channel for the event. These are the possible values: ■ apiGateway ■ eventGen ■ javaScriptAPI ■ javaScriptTag ■ mobileSDK ■ serverSide ■ service	17

GOAL_DETAILS (Partitioned)

IMPORTANT

The GOAL_DETAILS and GOAL_DETAILS_EXT tables are deprecated. These events are collected in the [CUSTOM_EVENTS on page 36](#) table.

The GOAL_DETAILS table provides information about the goals visitors achieve when accessing your website. *Goals* are events that are relevant to your business and represent important steps in a visitor's interaction with your website. For example, a goal might be registration for a newsletter or using a mortgage calculator. These goals are events that you want to analyze or report on, but they are not defined in different subject areas such as product views, purchases, or business processes. There is no restriction on the length or number of custom attributes at the subject area level. However, there is a limit (1 MB) on the payload size of an event. This table stores all published and non-PII custom attributes.

The category for this table is **DISCOVER**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 21 GOAL_DETAILS

Column Name	Data Type	Description	Schema First Introduced
goal_nm	VARCHAR(260)	Goal name.	1
goal_group_nm	VARCHAR(130)	Goal group name.	1
goal_revenue_amt	DECIMAL(17,2)	Revenue amount that is associated with the goal. Populated only when revenue is derived from the same	1

Column Name	Data Type	Description	Schema First Introduced
		event as the goal itself. Otherwise, this value can be found in the GOAL_DETAILS_EXT table.	
goal_reached_dttm	TIMESTAMP	UTC datetimestamp of when the goal was reached.	1
goal_reached_dttm_tz	TIMESTAMP	Datetimestamp of when the goal was reached in the tenant's time zone.	1
detail_id	VARCHAR(32)	Foreign key to link to the PAGE_DETAILS table in numeric representation.	1
visit_id	VARCHAR(32)	Foreign key to link to the VISIT_DETAILS table in numeric representation.	1
session_id	VARCHAR(29)	Foreign key to link to the SESSION_DETAILS table in numeric representation.	1
identity_id	VARCHAR(36)	Alphanumeric number that represents a customer.	1
load_dttm	TIMESTAMP	Internal UTC datetimestamp of when the record was loaded.	1
event_designed_id	VARCHAR(36)	Unique identifier assigned to the event.	3
event_nm	VARCHAR(256)	Name of the event, as shown in the interface.	3
goal_details_sk	VARCHAR(32)	Foreign key to link to the GOAL_DETAILS_EXT table.	3
detail_id_hex	VARCHAR(32)	Foreign key to link to the PAGE_DETAILS table in hexadecimal representation.	3
visit_id_hex	VARCHAR(32)	Foreign key to link to the VISIT_DETAILS table in hexadecimal representation.	3

Column Name	Data Type	Description	Schema First Introduced
session_id_hex	VARCHAR(29)	Foreign key to link to the SESSION_DETAILS table in hexadecimal representation.	3
properties_map_doc	MAP<STRING,STRING>	Custom attributes of an event, stored as a map. For information about how to parse the data in this column, see “Review Special Formatting for the properties_map_doc Column” in SAS Customer Intelligence 360: Administration Guide .	3

GOAL_DETAILS_EXT (Partitioned)

IMPORTANT

The GOAL_DETAILS and GOAL_DETAILS_EXT tables are deprecated. These events are collected in the [CUSTOM_EVENTS on page 36](#) table.

The GOAL_DETAILS_EXT table contains additional data, along with a unique surrogate key that is generated based on the unique fields (md5 hash) of the GOAL_DETAILS table. This surrogate key can be used to join and associate rows of the two tables.

The category for this table is **DISCOVER**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 22 GOAL_DETAILS_EXT

Column Name	Data Type	Description	Schema First Introduced
goal_details_sk	VARCHAR(32)	Foreign key to link to the GOAL_DETAILS table.	3
goal_revenue_amt	DECIMAL(17,2)	Revenue amount that is associated with the goal. Populated only when revenue is not derived from the same event as the goal itself. Otherwise, this value can be found in the GOAL_DETAILS table.	3
load_dttm	TIMESTAMP	Internal UTC datetimestamp of when the record was loaded.	3

Column Name	Data Type	Description	Schema First Introduced
event_designed_id	VARCHAR(36)	Unique identifier assigned to the event.	3

MEDIA_ACTIVITY_DETAILS (Partitioned)

The MEDIA_ACTIVITY_DETAILS table includes individual interaction details about media resources.

The category for this table is **DISCOVER**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 23 MEDIA_ACTIVITY_DETAILS

Column Name	Data Type	Description	Schema First Introduced
media_nm	VARCHAR(260)	Name of the media object.	1
media_uri_txt	VARCHAR(2024)	URI of the media.	1
action_dttm	TIMESTAMP	UTC datetimestamp of when the product was viewed.	1
action_dttm_tz	TIMESTAMP	Datetimestamp of when the product was viewed in the tenant's time zone.	1
action	VARCHAR(50)	Can contain “START” and “STOP” values.	1
playhead_position	VARCHAR(50)	Every interaction (PAUSE, SKIP, or REWIND) is represented as single play,stop record or a combination of stop and start records: A PAUSE is represented by a stop action followed by a start action, where PLAYHEAD_POSITION for both actions is identical. The Delta between ACTION_DTTMs is equal to the duration of the PAUSE. A SKIP is represented by a stop action followed by a start action, where PLAYHEAD_POSITION for the start is greater than PLAYHEAD_POSITION for the stop. The two PLAYHEAD_POSITIONs taken together indicate the position in the video from which a user skipped to a later part. A REWIND is represented by a stop action followed by a start action, where	1

Column Name	Data Type	Description	Schema First Introduced
		PLAYHEAD_POSTION for the start is less than PLAYHEAD_POSITION for the stop.	
detail_id	VARCHAR(32)	Foreign key to link to the PAGE_DETAILS table in numeric representation.	1
detail_id_hex (fk)	VARCHAR(32)	Foreign key to link to the PAGE_DETAILS table in hexadecimal representation.	3
load_dttm	TIMESTAMP	Internal UTC datetimestamp of when the record was loaded.	1
event_id ⓘ	VARCHAR(36)	Unique ID of the event that is associated with the record. This ID is the specific execution of an event.	19

MEDIA_DETAILS (Partitioned)

The MEDIA_DETAILS table provides information about the types of video or media objects that you interact with on your website and how visitors interact with these components. Most media interactions are automatically collected and provided in this table. There is one record for each unique combination of the media_uri_txt and detail_id columns.

The category for this table is **DISCOVER**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 24 MEDIA_DETAILS

Column Name	Data Type	Description	Schema First Introduced
media_nm	VARCHAR(260)	Name of the media object.	1
media_uri_txt	VARCHAR(2024)	URL of the media object.	1
media_player_nm	VARCHAR(30)	Media player name.	1
media_player_version_txt	VARCHAR(20)	Media player version.	1
play_start_dttm	TIMESTAMP	UTC datetimestamp of when the visitor began playing the media object.	1
play_start_dttm_tz	TIMESTAMP	Datetimestamp of when the visitor began playing the media object in the tenant's time zone.	1

Column Name	Data Type	Description	Schema First Introduced
media_duration_secs	DECIMAL(11,3)	Length, in seconds, of the media clip. This information is sometimes not available.	1
detail_id	VARCHAR(32)	Foreign key to link to the PAGE_DETAILS table in numeric representation.	1
visit_id (fk)	VARCHAR(32)	Foreign key to link to the VISIT_DETAILS table in numeric representation.	1
session_id (fk)	VARCHAR(29)	Foreign key to link to the SESSION_DETAILS table in numeric representation.	1
identity_id (fk)	VARCHAR(36)	Alphanumeric number that represents a customer.	1
load_dttm	TIMESTAMP	Internal UTC datetimestamp of when the record was loaded.	1
detail_id_hex (fk)	VARCHAR(32)	Foreign key to link to the PAGE_DETAILS table in hexadecimal representation.	3
visit_id_hex (fk)	VARCHAR(32)	Foreign key to link to the VISIT_DETAILS table in hexadecimal representation.	3
session_id_hex (fk)	VARCHAR(29)	Foreign key to link to the SESSION_DETAILS table in hexadecimal representation.	3
event_key_cd	VARCHAR(100)	Unique identifier for an event from a JavaScript API.	7
event_id ⓘ	VARCHAR(36)	Unique ID of the event that is associated with the record. This ID is the specific execution of an event.	17
event_source_cd	VARCHAR(100)	Source channel for the event. These are the possible values: ■ apiGateway ■ eventGen ■ javascriptAPI	17

Column Name	Data Type	Description	Schema First Introduced
		■ javaScriptTag ■ mobileSDK ■ serverSide ■ service	

MEDIA_DETAILS_EXT (Partitioned)

The MEDIA_DETAILS_EXT table provides summarized information about how visitors interact with video or media objects on your website. It is updated over time as media interactions continue to occur. There might be multiple records for the same combination of the media_uri_txt and detail_id columns across hour boundaries. The most recent record based on the load_dttm column is the one with the most current values and overwrites any previously loaded records. If a specific media object does not have a record in the MEDIA_DETAILS_EXT table, then a visitor clicked on the object but did not watch any of the content. For example, the video might not have loaded or the visitor might have navigated to a new page while the media player was still loading or buffering.

For information about supported media types, see [“Collecting Data from Media” in SAS Customer Intelligence 360: Administration Guide](#).

The category for this table is **DISCOVER**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 25 MEDIA_DETAILS_EXT

Column Name	Data Type	Description	Schema First Introduced
media_nm	VARCHAR(260)	Name of the media object.	1
media_uri_txt	VARCHAR(2024)	URL of the media object.	1
interaction_cnt	INT	Number of total interactions (for example, stops, pauses, rewinds, or skips) or status updates that the visitor performed with the media object while viewing it.	1
exit_point_secs	DECIMAL(11,3)	Playhead time of the video when a visitor stopped viewing the video.	1
max_play_secs	DECIMAL(11,3)	Maximum playhead time of the video that a visitor reached over the course of viewing the media object. This value reflects the latest point in a	1

Column Name	Data Type	Description	Schema First Introduced
		video that the media player plays the video. For example, if a viewer fast forwards a video to minute five (00:05:00) and watches only 10 seconds, the value of this column is 310.000.	
view_duration_secs	DECIMAL(11,3)	Total time that a visitor spent viewing the media object.	1
media_display_duration_secs	DECIMAL(11,3)	Total amount of unique video content that the visitor consumes. The value of this column is based on the amount of video content that a visitor watches, not the amount of time a visitor spends watching the video. For example, if a visitor watches the same 10 seconds of a given video three times, then the value of this column is 10.000.	1
play_end_dttm	TIMESTAMP	UTC datetimestamp of when the visitor stopped playing the media object.	1
play_end_dttm_tz	TIMESTAMP	Datetimestamp of when the visitor stopped playing the media object in the tenant's time zone.	1
start_tm	DECIMAL(11,3)	The column is deprecated and always null.	1
end_tm	DECIMAL(11,3)	The column is deprecated and always null.	1
detail_id	VARCHAR(32)	Foreign key to link to the PAGE_DETAILS table in numeric representation.	1
load_dttm	TIMESTAMP	Internal UTC datetimestamp of when the record was loaded.	3

Column Name	Data Type	Description	Schema First Introduced
detail_id_hex (fk)	VARCHAR(32)	Foreign key to link to the PAGE_DETAILS table in hexadecimal representation.	3
event_id ⓘ	VARCHAR(36)	Unique ID of the event that is associated with the record. This ID is the specific execution of an event.	19

MOBILE_FOCUS_DEFOCUS (Partitioned)

The MOBILE_FOCUS_DEFOCUS table is available starting with schema version 4. The data in this table comes from the following standard mobile events when a user opens or closes a mobile application:

- Mobile App Defocus
- Mobile App Focus

The category for this table is **DISCOVER**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 26 MOBILE_FOCUS_DEFOCUS

Column Name	Data Type	Label	Description	Schema First Introduced
action_dttm	TIMESTAMP	Mobile Focus/ Defocus Action Datetime	UTC datetimestamp of when the event occurred.	4
action_dttm_tz	TIMESTAMP	Mobile Focus/ Defocus Action Datetime Local Timezone	Datetimestamp of when the event occurred in the tenant's time zone.	4
event_id ⓘ	VARCHAR(36)	Event ID	Unique ID of the event that is associated with the record. This ID is the specific execution of an event.	4
channel_user_id	VARCHAR(300)	Channel User ID	Unique ID for a mobile device. This device identifier is generated by SAS and it can be reset. For more information, see	4

Column Name	Data Type	Label	Description	Schema First Introduced
			"Reset the Mobile Device ID" in <i>SAS Customer Intelligence 360: Developer's Guide for Mobile Applications</i> (for Android) and "Reset the Mobile Device ID" in <i>SAS Customer Intelligence 360: Developer's Guide for Mobile Applications</i> (for iOS).	
mobile_app_id	VARCHAR(40)	Mobile Application ID	Unique identifier for the mobile application.	4
reserved_1_txt	VARCHAR(100)	Reserved Attribute 1	Placeholder for a future attribute.	4
event_nm	VARCHAR(256)	Event Name	Is always "focus" or "defocus".	4
identity_id (fk)	VARCHAR(36)	Identity ID	Alphanumeric number that represents a customer.	4
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetimestamp of when the record was loaded.	4
event_designed_id (fk)	VARCHAR(36)	Event Designed ID	Unique identifier assigned to the event.	4
detail_id_hex (fk)	VARCHAR(32)	Detail ID Hexadecimal	Primary key in hexadecimal representation.	4
visit_id_hex (fk)	VARCHAR(32)	Visit ID Hexadecimal	Visit identifier in hexadecimal representation.	4
session_id_hex (fk)	VARCHAR(29)	Session ID Hexadecimal	Session identifier in hexadecimal representation.	4

ORDER_DETAILS (Partitioned)

The CART_ACTIVITY_DETAILS, ORDER_DETAILS, and ORDER_SUMMARY tables provide information about visitor activity in relation to virtual shopping carts. This information includes adding and removing products as well as checking out and purchasing pages. The information in these tables is based on the **Cart** configurations that you define in SAS Customer Intelligence 360.

There is no restriction on the length or number of custom attributes at the subject area level. However, there is a limit (1 MB) on the payload size of an event. These tables store all published and non-PII custom attributes.

The ORDER_DETAILS table contains line items for orders and can be joined to the ORDER_SUMMARY table using the detail_id column. It contains one record for each line and includes items such as product details, quantity, and price based on the configuration. The data in this table comes from these user-defined events:

- [Cart View](#).
- [Purchase View](#).
- [Checkout View](#).

The category for this table is **DISCOVER**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 27 ORDER_DETAILS

Column Name	Data Type	Description	Schema First Introduced
product_nm	VARCHAR(130)	Product name defined during configuration. You must define at least one of these parameters: ■ productId ■ productName ■ productSku	1
product_group_nm	VARCHAR(130)	Product group name that the cart item belongs to (for example, sporting goods), derived from a product name or lookup table based on ID or SKU (stock keeping unit).	1
product_id	VARCHAR(130)	Unique identifier that is defined during configuration. You must define at least one of these parameters: ■ productId ■ productName ■ productSku	1
product_sku	VARCHAR(100)	SKU (stock keeping unit) value for the product. You must define at least one of these parameters: ■ productId ■ productName	1

Column Name	Data Type	Description	Schema First Introduced
		■ productSku	
currency_cd	VARCHAR(6)	Currency (such as USD) that is displayed with the product.	1
record_type	VARCHAR(15)	This record can have three possible values: ■ cartview. The data in this record was collected from the page for a shopping cart or basket. The data shows the content of the shopping cart or basket at the moment that the user viewed it. ■ checkout. The data in this record was collected from the checkout page and indicates an intent to purchase (but not a completed purchase) by the visitor. ■ order. The data was collected from an order confirmation page, and an actual purchase has occurred.	1
quantity_amt	INT	Number of units in the shopping cart. This value must be an integer or a decimal.	1
unit_price_amt	DECIMAL(17,2)	Unit price of the product. This value must be an integer or a decimal.	1
availability_message_txt	VARCHAR(650)	Availability message that is displayed (for example, "In Stock" or "Back Ordered").	1
saving_message_txt	VARCHAR(650)	Savings message related to discounts that is displayed (for example, "Buy One, Get One Half Price!").	1
shipping_message_txt	VARCHAR(650)	Shipping type, process, or special instructions message that is displayed (for example, "Ships within five business days").	1

Column Name	Data Type	Description	Schema First Introduced
detail_id	VARCHAR(32)	Foreign key to link to the PAGE_DETAILS table in numeric representation.	1
visit_id (fk)	VARCHAR(32)	Foreign key to link to the VISIT_DETAILS table in numeric representation. Web only.	1
session_id (fk)	VARCHAR(29)	Foreign key to link to the SESSION_DETAILS table in numeric representation.	1
identity_id (fk)	VARCHAR(36)	Alphanumeric number that represents a customer.	1
load_dttm	TIMESTAMP	Internal UTC datetimestamp of when the record was loaded.	1
event_designed_id	VARCHAR(36)	Unique identifier that is assigned to the event.	3
event_nm	VARCHAR(256)	Name of the event, as shown in the interface.	3
detail_id_hex (fk)	VARCHAR(32)	Foreign key to link to the PAGE_DETAILS table in hexadecimal representation.	3
visit_id_hex (fk)	VARCHAR(32)	Foreign key to link to the VISIT_DETAILS table in hexadecimal representation. Web only.	3
session_id_hex (fk)	VARCHAR(29)	Foreign key to link to the SESSION_DETAILS table in hexadecimal representation.	3
properties_map_doc	MAP<STRING,STRING>	Custom attributes of an event, stored as a map. For information about how to parse the data in this column, see “Review Special Formatting for the properties_map_doc Column” in	3

Column Name	Data Type	Description	Schema First Introduced
<i>SAS Customer Intelligence 360: Administration Guide.</i>			
activity_dttm	TIMESTAMP	UTC datetimestamp of when the activity occurred.	7
activity_dttm_tz	TIMESTAMP	Datetimestamp of when the activity occurred in the tenant's time zone.	7
cart_id (fk)	VARCHAR(42)	Unique ID of the cart, if available. When a customer creates a cart, completes a purchase, or cancels a cart, the same cart ID is associated with all of these actions. The ID can be used externally to associate this cart with your external commerce system. Ensure that ID values are unique for each customer's cart. JavaScript API calls bypass the internal verification to ensure unique IDs for carts, so give each cart a unique ID in order to avoid duplicate data records.	7
reserved_1_txt	VARCHAR(100)	Placeholder for a future attribute.	7
order_id (fk)	VARCHAR(42)	Unique order ID when a customer completes an order. Ensure that order IDs are unique for each customer's order. JavaScript API calls bypass the internal verification to ensure unique IDs for orders, so give each order a unique ID in order to avoid duplicate data records.	7
cart_nm	VARCHAR(100)	Name of the cart.	7
event_key_cd	VARCHAR(100)	Unique identifier for an event from a JavaScript API.	7
channel_nm	VARCHAR(40)	Channel for the order.	7

Column Name	Data Type	Description	Schema First Introduced
mobile_app_id	VARCHAR(40)	Unique identifier for the mobile application.	7
event_id ⓘ	VARCHAR(36)	Unique ID of the event that is associated with the record. This ID is the specific execution of an event.	17
event_source_cd	VARCHAR(100)	Source channel for the event. These are the possible values: ■ apiGateway ■ eventGen ■ javaScriptAPI ■ javaScriptTag ■ mobileSDK ■ serverSide ■ service	17

ORDER_SUMMARY (Partitioned)

The CART_ACTIVITY_DETAILS, ORDER_DETAILS, and ORDER_SUMMARY tables provide information about visitor activity in relation to virtual shopping carts. This information includes adding and removing products as well as checking out and purchasing pages. The information in these tables is based on the **Cart** configurations that you define in SAS Customer Intelligence 360. There is no restriction on the length or number of custom attributes at the subject area level. However, there is a limit (1 MB) on the payload size of an event. These tables store all published and non-PII custom attributes.

The ORDER_SUMMARY table contains one row for each cart, checkout, or order confirmation view. It contains attributes that are relevant to a cart such as total value, tax, and shipping costs. The ORDER_SUMMARY table does not contain any details about products in a cart. These details can be found in the ORDER_DETAILS table. A new record is created in the ORDER_SUMMARY table each time a user loads the cart, checkout, or order confirmation page. This table does not provide information about the contents of a cart at any given moment. It contains data only when a customer actually views the relevant pages. The data in this table comes from these user-defined events:

- [Cart View](#).
- [Purchase View](#).
- [Checkout View](#).

The category for this table is **DISCOVER**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 28 ORDER_SUMMARY

Column Name	Data Type	Description	Schema First Introduced
activity_dttm	TIMESTAMP	UTC datetimestamp of when the activity occurred.	1
activity_dttm_tz	TIMESTAMP	Datetimestamp of when the activity occurred in the tenant's time zone.	1
cart_id	VARCHAR(42)	Unique ID of the cart, if available. When a customer creates a cart, completes a purchase, or cancels a cart, the same cart ID is associated with all of these actions. The ID can be used externally to associate this cart with your external commerce system. Ensure that ID values are unique for each customer's cart. JavaScript API calls bypass the internal verification to ensure unique IDs for carts, so give each cart a unique ID in order to avoid duplicate data records.	1
record_type	VARCHAR(15)	This record can have three possible values: ■ cartview. The data in this record was collected from the page for a shopping cart or basket. The data shows the content of the shopping cart or basket at the moment that the user viewed it. ■ checkout. The data in this record was collected from the checkout page and indicates an intent to purchase (but not a completed purchase) by the visitor. ■ order. The data was collected from an order confirmation page, and an actual purchase has occurred.	1

Column Name	Data Type	Description	Schema First Introduced
currency_cd	VARCHAR(6)	Currency (such as USD) that is displayed with the product.	1
delivery_type_desc	VARCHAR(42)	Delivery type (for example, Postal Service or FedEx) that is selected in the checkout or order.	1
order_id	VARCHAR(42)	Unique order ID when a customer completes an order. Ensure that order IDs are unique for each customer's order. JavaScript API calls bypass the internal verification to ensure unique IDs for orders, so give each order a unique ID in order to avoid duplicate data records.	1
payment_type_desc	VARCHAR(42)	Payment type (for example, Visa or check) that is selected in the checkout or order.	1
shipping_amt	DECIMAL(17,2)	Shipping cost that is displayed in the cart or order. This value must be an integer or a decimal.	1
total_price_amt	DECIMAL(17,2)	Total price of all items in the shopping cart or order. This value must be an integer or a decimal.	1
total_tax_amt	DECIMAL(17,2)	Amount of tax that is displayed in the cart or order. This value must be an integer or a decimal.	1
shipping_country_nm	VARCHAR(85)	Country where the cart is being shipped.	1
shipping_state_region_cd	VARCHAR(256)	Region where the cart is being shipped.	1
shipping_city_nm	VARCHAR(390)	City where the cart is being shipped.	1
shipping_postal_cd	VARCHAR(10)	Shipping code where the cart is being shipped.	1

Column Name	Data Type	Description	Schema First Introduced
billing_country_nm	VARCHAR(85)	Country where the invoice should be sent.	1
billing_state_region_cd	VARCHAR(256)	Region where the invoice should be sent.	1
billing_city_nm	VARCHAR(390)	City where the invoice should be sent.	1
billing_postal_cd	VARCHAR(10)	Billing code where the invoice should be sent.	1
detail_id	VARCHAR(32)	Foreign key to link to the PAGE_DETAILS table in numeric representation.	1
visit_id (fk)	VARCHAR(32)	Foreign key to link to the VISIT_DETAILS table in numeric representation. Web only.	1
session_id (fk)	VARCHAR(29)	Foreign key to link to the SESSION_DETAILS table in numeric representation.	1
identity_id (fk)	VARCHAR(36)	Alphanumeric number that represents a customer.	1
load_dttm	TIMESTAMP	Internal UTC datetimestamp of when the record was loaded.	1
event_designed_id	VARCHAR(36)	Unique identifier assigned to the event.	3
event_nm	VARCHAR(256)	Name of the event, as shown in the interface.	3
detail_id_hex (fk)	VARCHAR(32)	Foreign key to link to the PAGE_DETAILS table in hexadecimal representation. This value is unique within this table.	3

Column Name	Data Type	Description	Schema First Introduced
visit_id_hex (fk)	VARCHAR(32)	Foreign key to link to the VISIT_DETAILS table in hexadecimal representation. Web only.	3
session_id_hex (fk)	VARCHAR(29)	Foreign key to link to the SESSION_DETAILS table in hexadecimal representation.	3
properties_map_doc	MAP<STRING,STRING>	Custom attributes of an event, stored as a map. For information about how to parse the data in this column, see "Review Special Formatting for the properties_map_doc Column" in SAS Customer Intelligence 360: Administration Guide.	3
cart_nm	VARCHAR(100)	Name of the cart.	7
event_key_cd	VARCHAR(100)	Unique identifier for an event from a JavaScript API.	7
channel_nm	VARCHAR(40)	Channel for the order.	7
mobile_app_id	VARCHAR(40)	Unique identifier for the mobile application.	7
total_unit_qty	INT	Number of items that are in the cart, checkout process, or purchase.	14
event_id ⓘ	VARCHAR(36)	Unique ID of the event that is associated with the record. This ID is the specific execution of an event.	17
event_source_cd	VARCHAR(100)	Source channel for the event. These are the possible values: ■ apiGateway ■ eventGen ■ javaScriptAPI ■ javaScriptTag ■ mobileSDK	17

Column Name	Data Type	Description	Schema First Introduced
		■ serverSide ■ service	

PAGE_DETAILS (Partitioned)

The PAGE_DETAILS table provides information about page views and a user's experience accessing a page either on the web or in a mobile app. For example, you can use this table to see how long it takes for a given page to load in a browser. The data in this table comes from standard page load events, virtual page views, load events from a mobile SDK, and the JavaScript API.

An event can be defined as a page view in the user interface. Navigate to  **Administration** ⇒ **Tasks**. Click **Page Views** in Digital.

Note: Data from **Custom Event** ⇒ **Page View** is not stored in the PAGE_DETAILS table. That data is stored in the CUSTOM_EVENTS table.

Note: There are rare edge cases causing certain orphaned sessions in the VISIT_DETAILS table without matching records in the PAGE_DETAILS table. This is due to the nature of web traffic and network latency that cannot be controlled 100 percent of the time.

The category for this table is **DISCOVER**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 29 PAGE_DETAILS

Column Name	Data Type	Description	Schema First Introduced
detail_id	VARCHAR(32)	Primary key in numeric representation.	1
session_id (fk)	VARCHAR(29)	Foreign key to link to the SESSION_DETAILS table in numeric representation.	1
visit_id (fk)	VARCHAR(32)	Foreign key to link to the VISIT_DETAILS table in numeric representation.	1
session_dt	DATE	Date on which the session started.	1
detail_dttm	TIMESTAMP	UTC datetimestamp of when the page view occurred.	1

Column Name	Data Type	Description	Schema First Introduced
detail_dttm_tz	TIMESTAMP	Datetimestamp of when the page view occurred in the tenant's time zone.	1
bytes_sent_cnt	INT	Actual size of the file that the web browser loads.	1
page_load_sec_cnt	INT	Number of seconds that the web browser takes to load and display a page without embedded images.	1
page_complete_sec_cnt	INT	Number of seconds that the web browser takes to load and display a page, including embedded images on the page. Image load time and page load time could be equal to 0.	1
window_size_txt	VARCHAR(20)	Size, in pixels, of the real viewable space inside the web browser. This is the area that is available to display the web page, excluding toolbars, status bars, address bars, scroll bars, menus, and panes.	1
domain_nm	VARCHAR(165)	Domain name. For mobile, this is the application ID. For web, this is the portion of the URL between :// and /. This value might be set by the overrideDomain parameter if the SAS tag overrides the page's domain. For more information, see "Override the Domain When a Page Loads" in SAS Customer Intelligence 360: Administration Guide .	1
protocol_nm	VARCHAR(8)	Protocol name (for example, http or https).	1
class1_id	VARCHAR(650)	First classification of pages that are defined by the first alias definition in the Page category configuration. Use this classification to define the main sections of the website that you want to include in the customer activities.	1
class2_id	VARCHAR(650)	Second classification of pages that are defined by the second alias definition in the Page category configuration.	1

Column Name	Data Type	Description	Schema First Introduced
		Use this classification to define the main sections of the website that you want to include in the customer activities.	
class3_id	VARCHAR(650)	Third classification of pages that are defined by the third alias definition in the Page category configuration. Use this classification to define the main sections of the website that you want to include in the customer activities.	1
class4_id	VARCHAR(650)	Fourth classification of pages that are defined by the fourth alias definition in the Page category configuration. Use this classification to define the main sections of the website that you want to include in the customer activities.	1
class5_id	VARCHAR(650)	Fifth classification of pages that are defined by the fifth alias definition in the Page category configuration. Use this classification to define the main sections of the website that you want to include in the customer activities.	1
class6_id	VARCHAR(650)	Sixth classification of pages that are defined by the sixth alias definition in the Page category configuration. Use this classification to define the main sections of the website that you want to include in the customer activities.	1
class7_id	VARCHAR(650)	Seventh classification of pages that are defined by the seventh alias definition in the Page category configuration. Use this classification to define the main sections of the website that you want to include in the customer activities.	1
class8_id	VARCHAR(650)	Eighth classification of pages that are defined by the eighth alias definition in the Page category configuration.	1

Column Name	Data Type	Description	Schema First Introduced
		Use this classification to define the main sections of the website that you want to include in the customer activities.	
class9_id	VARCHAR(650)	Ninth classification of pages that are defined by the ninth alias definition in the Page category configuration. Use this classification to define the main sections of the website that you want to include in the customer activities.	1
class10_id	VARCHAR(650)	Tenth classification of pages that are defined by the 10th alias definition in the Page category configuration. Use this classification to define the main sections of the website that you want to include in the customer activities.	1
class11_id	VARCHAR(650)	Eleventh classification of pages that are defined by the 11th alias definition in the Page category configuration. Use this classification to define the main sections of the website that you want to include in the customer activities.	1
class12_id	VARCHAR(650)	Twelfth classification of pages that are defined by the 12th alias definition in the Page category configuration. Use this classification to define the main sections of the website that you want to include in the customer activities.	1
class13_id	VARCHAR(650)	Thirteenth classification of pages that are defined by the 13th alias definition in the Page category configuration. Use this classification to define the main sections of the website that you want to include in the customer activities.	1
class14_id	VARCHAR(650)	Fourteenth classification of pages that are defined by the 14th alias definition in the Page category configuration.	1

Column Name	Data Type	Description	Schema First Introduced
		Use this classification to define the main sections of the website that you want to include in the customer activities.	
class15_id	VARCHAR(650)	Fifteenth classification of pages that are defined by the 15th alias definition in the Page category configuration. Use this classification to define the main sections of the website that you want to include in the customer activities.	1
page_url_txt	VARCHAR(1332)	Unique URL that identifies a page. When the values of this field need to be compared, the SAS URLEncode function and URLDecode function are used to process the URL.	1
page_desc	VARCHAR(1332)	Page title.	1
url_domain	VARCHAR(215)	Domain of the page URL. For mobile, this is the application ID. For web, this is the portion of the URL between :// and /.	1
identity_id (fk)	VARCHAR(36)	Alphanumeric number that represents a customer.	1
load_dttm	TIMESTAMP	Internal UTC datetimestamp of when the record was loaded.	1
session_dt_tz	DATE	Date on which the session started in the tenant's time zone.	1
detail_id_hex	VARCHAR(32)	Primary key in hexadecimal representation. This value is unique within this table.	3
visit_id_hex (fk)	VARCHAR(32)	Foreign key to link to the VISIT_DETAILS table in hexadecimal representation.	3
session_id_hex (fk)	VARCHAR(29)	Foreign key to link to the SESSION_DETAILS table in hexadecimal representation.	3
referrer_url_txt	VARCHAR(1332)	URL for the referrer.	7

Column Name	Data Type	Description	Schema First Introduced
event_key_cd	VARCHAR(100)	Unique identifier for an event from a JavaScript API.	7
channel_nm	VARCHAR(40)	Channel for the page.	7
mobile_app_id	VARCHAR(40)	Unique identifier for the mobile application.	7
event_id ⓘ	VARCHAR(36)	Unique ID of the event that is associated with the record. This ID is the specific execution of an event.	17
event_source_cd	VARCHAR(100)	Source channel for the event. These are the possible values: ■ apiGateway ■ eventGen ■ javaScriptAPI ■ javaScriptTag ■ mobileSDK ■ serverSide ■ service	17
event_nm	VARCHAR(256)	Name of the event.	17

PAGE_DETAILS_EXT (Partitioned)

The PAGE_DETAILS_EXT table contains additional attributes about page views on mobile apps or web pages. This table is updated after the session expires or when a user navigates away from the page.

The category for this table is **DISCOVER**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 30 PAGE_DETAILS_EXT

Column Name	Data Type	Description	Schema First Introduced
detail_id	VARCHAR(32)	Foreign key to link to the PAGE_DETAILS table in numeric representation.	1

Column Name	Data Type	Description	Schema First Introduced
active_sec_spent_on_page_cnt	INT	Number of seconds that a visitor spent viewing a page. The time period is calculated based on the time between a page load event (or other load event) and an endSession event, unload event, or visibilityChange events (where "hidden" is set to false).	1
seconds_spent_on_page_cnt	INT	Number of seconds that the page was loaded in the web browser. This time period is calculated based on the time between a page load event (or other load event) and when the last event occurs for that page (that is, the loadId value is the same).	1
session_id	VARCHAR(29)	Foreign key to link to the SESSION_DETAILS table in numeric representation.	1
load_dttm	TIMESTAMP	Internal UTC datetimestamp of when the record was loaded.	1
detail_id_hex (fk)	VARCHAR(32)	Foreign key to link to the PAGE_DETAILS table in hexadecimal representation.	3
session_id_hex (fk)	VARCHAR(29)	Foreign key to link to the SESSION_DETAILS table in hexadecimal representation.	3

PAGE_ERRORS (Partitioned)

The PAGE_ERRORS table provides information about the type of JavaScript errors that a visitor experiences on your website. JavaScript errors are automatically added.

The category for this table is **DISCOVER**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 31 PAGE_ERRORS

Column Name	Data Type	Description	Schema First Introduced
in_page_error_txt	VARCHAR(260)	Error text, as retrieved from the web browser, in the language of the web browser.	1
error_location_txt	VARCHAR(41)	Additional information about the error. For example, this value might be the line number of a JavaScript error if the web browser provides this information. If no additional text is available, the value of this column is a space. A comma (",") is used as the separator between the line and column numbers denoting the location of the error (line: 0, column: 0).	1
in_page_error_dttm	TIMESTAMP	UTC datetimestamp of when the error occurred.	1
in_page_error_dttm_tz	TIMESTAMP	Datetimestamp of when the error occurred in the tenant's time zone.	1
detail_id	VARCHAR(32)	Foreign key to link to the PAGE_DETAILS table in numeric representation.	1
visit_id (fk)	VARCHAR(32)	Foreign key to link to the VISIT_DETAILS table in numeric representation.	1
session_id (fk)	VARCHAR(29)	Foreign key to link to the SESSION_DETAILS table in numeric representation.	1
identity_id (fk)	VARCHAR(36)	Alphanumeric number that represents a customer.	1
load_dttm	TIMESTAMP	Internal UTC datetimestamp of when the record was loaded.	1
detail_id_hex (fk)	VARCHAR(32)	Foreign key to link to the PAGE_DETAILS table in hexadecimal representation.	3
visit_id_hex (fk)	VARCHAR(32)	Foreign key to link to the VISIT_DETAILS table in hexadecimal representation.	3
session_id_hex (fk)	VARCHAR(29)	Foreign key to link to the SESSION_DETAILS table in hexadecimal representation.	3

Column Name	Data Type	Description	Schema First Introduced
event_id ⓘ	VARCHAR(36)	Unique ID of the event that is associated with the record. This ID is the specific execution of an event.	17
event_source_cd	VARCHAR(100)	Source channel for the event. These are the possible values: ■ apiGateway ■ eventGen ■ javaScriptAPI ■ javaScriptTag ■ mobileSDK ■ serverSide ■ service	17

PRODUCT_VIEWS (Partitioned)

The PRODUCT_VIEWS table provides information about what products visitors view. The table is sourced from the product view event in SAS Customer Intelligence 360. There is no restriction on the length or number of custom attributes at the subject area level. However, there is a limit (1 MB) on the payload size of an event. This table stores all published and non-PII custom attributes. For more information, see [“Creating Product View Events for Web” in SAS Customer Intelligence 360: User’s Guide](#).

The category for this table is **DISCOVER**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 32 PRODUCT_VIEWS

Column Name	Data Type	Description	Schema First Introduced
product_nm	VARCHAR(130)	Product name defined during configuration. You must define at least one of these parameters: ■ productId ■ productName ■ productSku	1
product_group_nm	VARCHAR(130)	Product group name that the cart item belongs to (for example, sporting goods), derived from a	1

Column Name	Data Type	Description	Schema First Introduced
		product name or lookup table based on ID or SKU (stock keeping unit).	
product_id	VARCHAR(130)	Unique identifier defined during configuration. You must define at least one of these parameters: ■ productId ■ productName ■ productSku	1
product_sku	VARCHAR(100)	SKU (stock keeping unit) value for the product. You must define at least one of these parameters: ■ productId ■ productName ■ productSku	1
currency_cd	VARCHAR(6)	Currency (such as USD) that is displayed with the product.	1
price_val	DECIMAL(17,2)	Price for a single unit of the cart item. This value must be an integer or a decimal.	1
action_dttm	TIMESTAMP	UTC datetimestamp of when the product was viewed.	1
action_dttm_tz	TIMESTAMP	Datetimestamp of when the product was viewed in the tenant's time zone.	1
availability_message_txt	VARCHAR(650)	Availability message that is displayed (for example, "In Stock" or "Back Ordered").	1
saving_message_txt	VARCHAR(650)	Savings message related to discounts that is displayed (for example, "Buy One, Get One Half Price!").	1
shipping_message_txt	VARCHAR(650)	Shipping type, process, or special instructions message that is	1

Column Name	Data Type	Description	Schema First Introduced
		displayed (for example, “Ships within five business days”).	
detail_id	VARCHAR(32)	Foreign key to link to the PAGE_DETAILS table in numeric representation.	1
visit_id (fk)	VARCHAR(32)	Foreign key to link to the VISIT_DETAILS table in numeric representation. Web only.	1
session_id (fk)	VARCHAR(29)	Foreign key to link to the SESSION_DETAILS table in numeric representation.	1
identity_id (fk)	VARCHAR(36)	Alphanumeric number that represents a customer.	1
load_dttm	TIMESTAMP	Internal UTC datetimestamp of when the record was loaded.	1
event_designed_id (fk)	VARCHAR(36)	Unique identifier assigned to the event.	3
event_nm	VARCHAR(256)	Name of the event, as shown in the interface.	3
detail_id_hex (fk)	VARCHAR(32)	Foreign key to link to the PAGE_DETAILS table in hexadecimal representation.	3
visit_id_hex (fk)	VARCHAR(32)	Foreign key to link to the VISIT_DETAILS table in hexadecimal representation. Web only.	3
session_id_hex (fk)	VARCHAR(29)	Foreign key to link to the SESSION_DETAILS table in hexadecimal representation.	3
properties_map_doc	MAP<STRING,STRING>	Custom attributes of an event, stored as a map. For information about how to parse the data in this column, see “Review Special Formatting for the	3

Column Name	Data Type	Description	Schema First Introduced
		properties_map_doc Column in <i>SAS Customer Intelligence 360: Administration Guide</i> .	
event_key_cd	VARCHAR(100)	Unique identifier for an event from a JavaScript API.	7
channel_nm	VARCHAR(40)	Channel for the product.	7
mobile_app_id	VARCHAR(40)	Unique identifier for the mobile application.	7
event_id ⓘ	VARCHAR(36)	Unique ID of the event that is associated with the record. This ID is the specific execution of an event.	17
event_source_cd	VARCHAR(100)	Source channel for the event. These are the possible values: ■ apiGateway ■ eventGen ■ javaScriptAPI ■ javaScriptTag ■ mobileSDK ■ serverSide ■ service	17

PROMOTION_DISPLAYED (Partitioned)

The PROMOTION_DISPLAYED and PROMOTION_USED tables provide information about the promotions that are displayed on your website and visitor interactions with these promotions. A *promotion* is a banner, link, or advertisement on your website that is used to direct visitor traffic to a specific page or task on your website. For example, a promotion might link a visitor to a product page, a page that provides a sales offer, or a visitor registration survey. Therefore, a visitor can see and click multiple promotions during a single session and can click a single promotion more than once.

SAS Customer Intelligence 360 enables you to track each of these promotions and which ones were displayed and which were clicked. This data is sourced from a promotion event. Promotions, both those displayed and those that are clicked, are defined as events in SAS Customer Intelligence 360. For more information, see [“Creating Promotion Events for Web” in SAS Customer Intelligence 360: User’s Guide](#).

The category for this table is **DISCOVER**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 33 *PROMOTION_DISPLAYED*

Column Name	Data Type	Description	Schema First Introduced
promotion_nm	VARCHAR(260)	Name of the promotion defined during configuration.	1
promotion_tracking_cd	VARCHAR(65)	Campaign tracking code that is used to link to additional campaign information (for example, cost or media agency used) in an external table.	1
promotion_type_nm	VARCHAR(65)	Type of promotion (for example, banner ads, organic search, pay-per-click, referrals, partner sites, affiliates, email, or newspaper articles).	1
promotion_placement_nm	VARCHAR(260)	Page ID or website location of the promotion's banner or link.	1
promotion_creative_nm	VARCHAR(260)	Description of the image or theme that is used by a given promotion.	1
promotion_number	INT	Sequence number of the promotion, as defined in the configuration rules. The value of this column is used together with sessions to link records in the PROMOTION_DISPLAYED table to records in the PROMOTION_USED table.	1
display_dttm	TIMESTAMP	UTC datetimestamp of when the promotion was displayed. When the DERIVED_DISPLAY_FLG value is 1, the DISPLAY_DTTM value is the same as CLICK_DTTM in the PROMOTION_USED table.	1
display_dttm_tz	TIMESTAMP	Datetimestamp of when the promotion was displayed. When the DERIVED_DISPLAY_FLG value is 1, the DISPLAY_DTTM value is	1

Column Name	Data Type	Description	Schema First Introduced
		the same as CLICK_DTTM in the PROMOTION_USED table in the tenant's time zone.	
derived_display_flg	CHAR(1)	Deprecated; always null.	1
detail_id	VARCHAR(32)	Foreign key to link to the PAGE_DETAILS table in numeric representation.	1
visit_id (fk)	VARCHAR(32)	Foreign key to link to the VISIT_DETAILS table in numeric representation. Web only.	1
session_id (fk)	VARCHAR(29)	Foreign key to link to the SESSION_DETAILS table in numeric representation.	1
identity_id (fk)	VARCHAR(36)	Alphanumeric number that represents a customer.	1
load_dttm	TIMESTAMP	Internal UTC datetimestamp of when the record was loaded.	1
event_designed_id (fk)	VARCHAR(36)	Unique identifier assigned to the event.	3
event_nm	VARCHAR(256)	Name of the event, as shown in the interface.	3
detail_id_hex (fk)	VARCHAR(32)	Foreign key to link to the PAGE_DETAILS table in hexadecimal representation.	3
visit_id_hex (fk)	VARCHAR(32)	Foreign key to link to the VISIT_DETAILS table in hexadecimal representation. Web only.	3
session_id_hex (fk)	VARCHAR(29)	Foreign key to link to the SESSION_DETAILS table in hexadecimal representation.	3

Column Name	Data Type	Description	Schema First Introduced
properties_map_doc	MAP<STRING,STRING>	This column is a placeholder for future use.	7
event_key_cd	VARCHAR(100)	Unique identifier for an event from a JavaScript API.	7
channel_nm	VARCHAR(40)	Channel for the promotion.	7
mobile_app_id	VARCHAR(40)	Unique identifier for the mobile application.	7
event_id ⓘ	VARCHAR(36)	Unique ID of the event that is associated with the record. This ID is the specific execution of an event.	17
event_source_cd	VARCHAR(100)	Source channel for the event. These are the possible values: ■ apiGateway ■ eventGen ■ javaScriptAPI ■ javaScriptTag ■ mobileSDK ■ serverSide ■ service	17

PROMOTION_USED (Partitioned)

The PROMOTION_DISPLAYED and PROMOTION_USED tables provide information about the promotions that are displayed on your website and visitor interactions with these promotions. A *promotion* is a banner, link, or advertisement on your website that is used to direct visitor traffic to a specific page or task on your website. For example, a promotion might link a visitor to a product page, a page that provides a sales offer, or a visitor registration survey. Therefore, a visitor can see and click multiple promotions during a single session and can click a single promotion more than once.

SAS Customer Intelligence 360 enables you to track each of these promotions and which ones were displayed and which were clicked. This data is sourced from a promotion event. Promotions, both those displayed and those that are clicked, are defined as events in SAS Customer Intelligence 360. For more information, see [“Creating Promotion Events for Web” in SAS Customer Intelligence 360: User’s Guide](#).

The category for this table is **DISCOVER**. For more information, see [“Categories for Data Tables”](#) in *SAS Customer Intelligence 360: Administration Guide*.

Table 34 *PROMOTION_USED*

Column Name	Data Type	Description	Schema First Introduced
promotion_nm	VARCHAR(260)	Name of the promotion defined during configuration.	1
promotion_tracking_cd	VARCHAR(65)	Campaign tracking code that is used to link to additional campaign information (for example, cost or media agency used) in an external table.	1
promotion_type_nm	VARCHAR(65)	Type of promotion (for example, banner ads, organic search, pay-per-click, referrals, partner sites, affiliates, email, or newspaper articles).	1
promotion_placement_nm	VARCHAR(260)	Page ID or website location of the promotion's banner or link.	1
promotion_creative_nm	VARCHAR(260)	Description of the image or theme that is used by a given promotion.	1
promotion_number	INT	Sequence number of the promotion, as defined in the configuration rules.	1
click_dttm	TIMESTAMP	UTC datetimestamp of when the promotion was clicked.	1
click_dttm_tz	TIMESTAMP	Datetimestamp of when the promotion was clicked in the tenant's time zone.	1
detail_id	VARCHAR(32)	Foreign key to link to the PAGE_DETAILS table in numeric representation.	1
visit_id (fk)	VARCHAR(32)	Foreign key to link to the VISIT_DETAILS table in numeric representation. Web only.	1

Column Name	Data Type	Description	Schema First Introduced
session_id (fk)	VARCHAR(29)	Foreign key to link to the SESSION_DETAILS table in numeric representation.	1
identity_id (fk)	VARCHAR(36)	Alphanumeric number that represents a customer.	1
load_dttm	TIMESTAMP	Internal UTC datetimestamp of when the record was loaded.	1
event_designed_id (fk)	VARCHAR(36)	Unique identifier assigned to the event.	3
event_nm	VARCHAR(256)	Name of the event, as shown in the interface.	3
detail_id_hex (fk)	VARCHAR(32)	Foreign key to link to the PAGE_DETAILS table in hexadecimal representation.	3
visit_id_hex (fk)	VARCHAR(32)	Foreign key to link to the VISIT_DETAILS table in hexadecimal representation. Web only.	3
session_id_hex (fk)	VARCHAR(29)	Foreign key to link to the SESSION_DETAILS table in hexadecimal representation.	3
properties_map_doc	MAP<STRING,STRING>	This column is a placeholder for future use.	7
event_key_cd	VARCHAR(100)	Unique identifier for an event from a JavaScript API.	7
channel_nm	VARCHAR(40)	Channel for the promotion.	7
mobile_app_id	VARCHAR(40)	Unique identifier for the mobile application.	7
event_id ⓘ	VARCHAR(36)	Unique ID of the event that is associated with the record. This ID is the specific execution of an event.	17

Column Name	Data Type	Description	Schema First Introduced
event_source_cd	VARCHAR(100)	Source channel for the event. These are the possible values: ■ apiGateway ■ eventGen ■ javaScriptAPI ■ javaScriptTag ■ mobileSDK ■ serverSide ■ service	17

SEARCH_RESULTS (Partitioned)

The SEARCH_RESULTS table provides information about how visitors use the search feature on your website and how effective their search results are. Specifically, this table captures the search term and the number of results returned. This data is sourced from an internal search event in SAS Customer Intelligence 360. For more information, see [“Creating Internal Search Events for Web” in SAS Customer Intelligence 360: User’s Guide](#).

The category for this table is **DISCOVER**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 35 SEARCH_RESULTS

Column Name	Data Type	Description	Schema First Introduced
search_nm	VARCHAR(42)	Search name that is configured in SAS Customer Intelligence 360.	1
search_results_dttm	TIMESTAMP	UTC datetimestamp of when the search was submitted.	1
search_results_dttm_tz	TIMESTAMP	Datetimestamp of when the search was submitted in the tenant’s time zone.	1
results_displayed_flg	CHAR(1)	This field is deprecated. For backwards compatibility, the value is always set to 0. When results are displayed, entries are recorded in the	1

Column Name	Data Type	Description	Schema First Introduced
		SEARCH_RESULTS_EXT on page 90 table.	
search_results_displayed	INT	Value is always set to 0. When results are displayed, entries are recorded in the SEARCH_RESULTS_EXT on page 90 table.	1
srch_phrase	VARCHAR(2600)	Value entered in the search field. The value of this column is the actual search phrase that a user uses to search for something.	1
srch_field_name	VARCHAR(325)	Name of a field in the search form, as collected from the website.	1
srch_field_id	VARCHAR(325)	ID of a field in the search form, as collected from the website.	1
detail_id	VARCHAR(32)	Foreign key to link to the PAGE_DETAILS table in numeric representation.	1
visit_id (fk)	VARCHAR(32)	Foreign key to link to the VISIT_DETAILS table in numeric representation. Web only.	1
session_id (fk)	VARCHAR(29)	Foreign key to link to the SESSION_DETAILS table in numeric representation.	1
identity_id (fk)	VARCHAR(36)	Alphanumeric number that represents a customer.	1
load_dttm	TIMESTAMP	Internal UTC datetimestamp of when the record was loaded.	1
event_designed_id (fk)	VARCHAR(36)	Unique identifier assigned to the event.	3
event_nm	VARCHAR(256)	Name of the event, as shown in the interface.	3

Column Name	Data Type	Description	Schema First Introduced
search_results_sk	VARCHAR(32)	Foreign key to link to the SEARCH_RESULTS_EXT table.	3
detail_id_hex (fk)	VARCHAR(32)	Foreign key to link to the PAGE_DETAILS table in hexadecimal representation.	3
visit_id_hex (fk)	VARCHAR(32)	Foreign key to link to the VISIT_DETAILS table in hexadecimal representation. Web only.	3
session_id_hex (fk)	VARCHAR(29)	Foreign key to link to the SESSION_DETAILS table in hexadecimal representation.	3
properties_map_doc	MAP<STRING,STRING>	This column is a placeholder for future use.	7
event_key_cd	VARCHAR(100)	Unique identifier for an event from a JavaScript API.	7
channel_nm	VARCHAR(40)	Channel for the search.	7
mobile_app_id	VARCHAR(40)	Unique identifier for the mobile application.	7
event_id ⓘ	VARCHAR(36)	Unique ID of the event that is associated with the record. This ID is the specific execution of an event.	17
event_source_cd	VARCHAR(100)	Source channel for the event. These are the possible values: ■ apiGateway ■ eventGen ■ javaScriptAPI ■ javaScriptTag ■ mobileSDK ■ serverSide ■ service	17

SEARCH_RESULTS_EXT (Partitioned)

The SEARCH_RESULTS_EXT table contains additional data, along with a unique surrogate key that is generated based on the unique fields (md5 hash) of the SEARCH_RESULTS table. This surrogate key can be used to join and associate rows of the two tables.

Note: The SEARCH_RESULTS_EXT table only has a record depending on how an internal search is configured and whether data exists. This table is populated only when there is a configuration on the **Search Results** tab, it is selected to be part of the next page load, and the definition returns a numeric value.

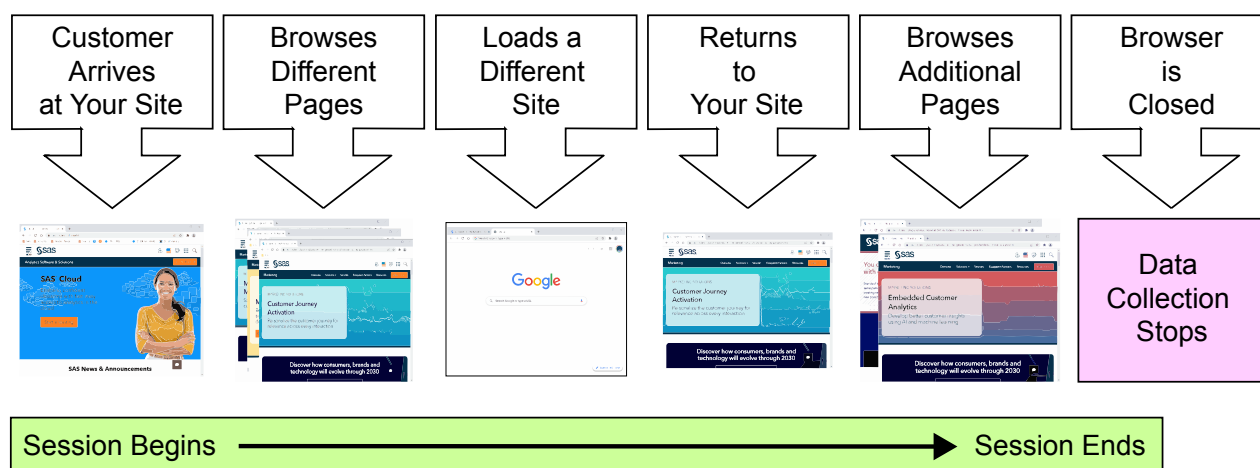
The category for this table is **DISCOVER**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 36 SEARCH_RESULTS_EXT

Column Name	Data Type	Description	Schema First Introduced
search_results_sk	VARCHAR(32)	Foreign key to link to the SEARCH_RESULTS table.	3
search_results_displayed	INT	Number of search results that were displayed for a query. Populated only if search results are derived from a subsequent event following a search action. Otherwise, this value can be found in the SEARCH_RESULTS table.	3
load_dttm	TIMESTAMP	Internal UTC datetimestamp of when the record was loaded.	3
event_designed_id (fk)	VARCHAR(36)	Unique identifier assigned to the event.	3
event_id 	VARCHAR(36)	Unique ID of the event that is associated with the record. This ID is the specific execution of an event.	19

SESSION_DETAILS (Partitioned)

A *session* is a period of activity that begins when a user first accesses your website or mobile application and ends when the web browser or mobile app is closed, or the session is inactive longer than the specified time-out period. For example, a single session occurs when a visitor uses a single instance of a web browser to access your website, navigates to a different website, and then later returns to your website. The time-out period is set in SAS Customer Intelligence 360. The default time-out period is 30 minutes, and the period can be set to a value that is between 1 minute and 12 hours.

Figure 1 How a Session Is Measured

The SESSION_DETAILS table provides information about web and mobile sessions. This information includes a wide range of data about your users. For example, you can use this table to determine which browsers are used to access your content, identify the geographic location of web or mobile app users, and identify the traffic sources that brought a user to your website.

The data in this table comes from the standard event called New Session. For more information about standard events, see [“Types of Events” in SAS Customer Intelligence 360: User's Guide](#).

The category for this table is **DISCOVER**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 37 SESSION_DETAILS

Column Name	Data Type	Description	Schema First Introduced
browser_nm	VARCHAR(52)	Name of the web browser (for example, Firefox or Google Chrome). This value is derived from the user agent and populated only for sessions that are from a web browser.	1
browser_version_no	VARCHAR(16)	Version number of the web browser. This value is derived from the user agent and populated only for sessions that are from a web browser.	1
country_nm	VARCHAR(85)	Country name.	1
country_cd	VARCHAR(2)	Country code.	1

Column Name	Data Type	Description	Schema First Introduced
state_region_cd	VARCHAR(2)	State.	1
region_nm	VARCHAR(256)	Region name.	1
city_nm	VARCHAR(390)	City name.	1
latitude	DECIMAL(13,6)	Latitude coordinate.	1
longitude	DECIMAL(13,6)	Longitude coordinate.	1
ip_address	VARCHAR(64)	IP address of the machine that made a request to the web server. This address can be for the visitor's machine or an ISP proxy server.	1
organization_nm	VARCHAR(256)	Organization name.	1
postal_cd	VARCHAR(13)	Postal code.	1
metro_cd	INT	Metropolitan area code.	1
device_nm	VARCHAR(85)	Name of the device from which the session was created (for example, iPad, Kindle, or PS3). For web sessions, this value is derived from the user agent. For mobile sessions, this value is retrieved from the mobile SDK.	1
device_type_nm	VARCHAR(32)	Type of device that triggers the session (for example, set_top_box or pc). For web sessions, this value is derived from the user agent. For mobile sessions, this value is retrieved from the mobile SDK.	1
platform_desc	VARCHAR(78)	Operating system of the client visiting the website. For web sessions, this value is derived from the user agent. For mobile sessions, this value is retrieved from the mobile SDK.	1
platform_type_nm	VARCHAR(52)	Platform type (for example, iOS, Android, or Windows 10).	1

Column Name	Data Type	Description	Schema First Introduced
		For web sessions, this value is derived from the user agent. For mobile sessions, this value is retrieved from the mobile SDK. In most situations, this value is the same as the platform_desc column.	
profile_nm1	VARCHAR(169)	Value for a profile that is defined in the Visitor Profiles page in Administration ⇒ Tasks. The visitor rules are mapped to the profile_nmx columns based on the order in which the rules are created in the user interface.	1
profile_nm2	VARCHAR(169)	Value for a profile that is defined in the Visitor Profiles page in Administration ⇒ Tasks. Value for a profile that is defined in the Visitor Profiles page in Administration ⇒ Tasks. The visitor rules are mapped to the profile_nmx columns based on the order in which the rules are created in the user interface.	1
profile_nm3	VARCHAR(169)	Value for a profile that is defined in the Visitor Profiles page in Administration ⇒ Tasks. Value for a profile that is defined in the Visitor Profiles page in Administration ⇒ Tasks.	1
profile_nm4	VARCHAR(169)	Value for a profile that is defined in the Visitor Profiles page in Administration ⇒ Tasks. Value for a profile that is defined in the Visitor Profiles page in Administration ⇒ Tasks.	1
profile_nm5	VARCHAR(169)	Value for a profile that is defined in the Visitor Profiles page in Administration ⇒ Tasks.	1

Column Name	Data Type	Description	Schema First Introduced
		Value for a profile that is defined in the Visitor Profiles page in  Administration ⇒ Tasks .	
session_id	VARCHAR(29)	Primary key in numeric representation.	1
session_dt	DATE	Date on which the session started.	1
session_start_dttm	TIMESTAMP	UTC datetimestamp of when the session started.	1
session_start_dttm_tz	TIMESTAMP	Datetimestamp of when the session started in the tenant's time zone.	1
client_session_start_dttm	TIMESTAMP	Deprecated; always null. For best results, use the SESSION_START_DTTM value that is based on the server's clock.	1
client_session_start_dttm_tz	TIMESTAMP	Deprecated; always null. For best results, use the SESSION_START_DTTM_TZ value that is based on the server's clock in the tenant's time zone.	1
previous_session_id	VARCHAR(29)	Previous session ID in numeric representation, assuming that the current session is a continuation because the previous session had timed out.	1
flash_version_no	VARCHAR(16)	This value is no longer populated.	1
flash_enabled_flg	CHAR(1)	This value is no longer populated.	1
java_version_no	VARCHAR(12)	This value is no longer populated.	1
java_enabled_flg	CHAR(1)	This value is no longer populated.	1
java_script_enabled_flg	CHAR(1)	Flag that indicates whether JavaScript is enabled. The value of this column is always 1.	1
cookies_enabled_flg	CHAR(1)	Flag that indicates whether permanent cookies are enabled.	1

Column Name	Data Type	Description	Schema First Introduced
		The value of this column is always 1.	
user_language_cd	VARCHAR(12)	Language code from the web browser.	1
screen_color_depth_no	INT	Color depth of the display that the visitor used to view web pages during the session.	1
screen_size_txt	VARCHAR(12)	Screen dimensions.	1
user_agent_nm	VARCHAR(512)	User agent information that is sent by the web browser.	1
new_visitor_flg	VARCHAR(2)	Flag that is set when the session is for a first-time visitor with a unique visitor cookie. These are the possible values: 1 specifies that the session is from a new visitor who did not have a targeting cookie on the machine when the visitor arrived on your site. The visitor might not have a cookie because the visitor has never been to the site, has deleted the cookies on the machine, or is using a device or browser that the visitor has never used before on the site. 0 specifies that the session is from a returning visitor who already has a targeting cookie when the visitor arrives on your site.	1
session_timeout	INT	Session time-out in milliseconds as defined in administration.	1
visitor_id	VARCHAR(32)	Unique visitor tracking cookie identifier that is retrieved from SAS Customer Intelligence 360. For browser-based sessions this is the persistent visitor web cookie. For more information, see “Managing Cookies” in SAS Customer Intelligence 360: User’s Guide. For mobile app sessions this is a unique identifier for a mobile device. This device identifier is generated by SAS and it can be reset. For more information, see “Reset the Mobile	1

Column Name	Data Type	Description	Schema First Introduced
		Device ID in <i>SAS Customer Intelligence 360: Developer's Guide for Mobile Applications</i> (for Android) and Reset the Mobile Device ID in <i>SAS Customer Intelligence 360: Developer's Guide for Mobile Applications</i> (for iOS).	
identity_id (fk)	VARCHAR(36)	Alphanumeric number that represents a customer.	1
load_dttm	TIMESTAMP	Internal UTC datetimestamp of when the record was loaded.	1
session_id_hex (fk)	VARCHAR(29)	Primary key in hexadecimal representation. This value is unique within this table.	3
previous_session_id_hex	VARCHAR(29)	Previous session ID in hexadecimal representation, assuming that the current session is a continuation because the previous session had timed out.	3
session_dt_tz	DATE	Date on which the session started in the tenant's time zone.	3
channel_nm	VARCHAR(40)	Channel for the session. This value is populated only for mobile sessions.	3
app_id	VARCHAR(36)	Mobile application ID. This value is populated only for mobile sessions.	3
app_version	VARCHAR(10)	Mobile application version. This value is populated only for mobile sessions.	3
sdk_version	VARCHAR(25)	Version of the SDK. This value is populated only for mobile sessions.	3
platform_version	VARCHAR(25)	Version of the platform. For web sessions, this value is derived from the user agent. For mobile	3

Column Name	Data Type	Description	Schema First Introduced
		sessions, this value is retrieved from the mobile SDK.	
device_language	VARCHAR(12)	Language set for the device. This value is populated only for mobile sessions.	3
manufacturer	VARCHAR(75)	Manufacturer of the device. For web sessions, this value is derived from the user agent. For mobile sessions, this value is retrieved from the mobile SDK.	3
mobile_country_code	VARCHAR(10)	Mobile country code. This value is populated only for mobile sessions.	3
network_code	VARCHAR(10)	Mobile network code. This value is populated only for mobile sessions.	3
carrier_name	VARCHAR(36)	Mobile carrier name. This value is populated only for mobile sessions.	3
is_portable_flag	CHAR(1)	Flag that indicates whether the device is portable. Mobile devices are set to <code>true</code> .	3
event_id ⓘ	VARCHAR(36)	Unique ID of the event that is associated with the record. This ID is the specific execution of an event.	17
parent_event_id	VARCHAR(36)	Unique ID of the event that was used to generate the new event. The ID can be linked to the event_id column on the MD_EVENTS table.	17
eventsources_cd	VARCHAR(100)	Source channel for the event. These are the possible values: ■ apiGateway ■ eventGen ■ javascriptAPI	20

Column Name	Data Type	Description	Schema First Introduced
		■ javaScriptTag ■ mobileSDK ■ serverSide ■ service	

SESSION_DETAILS_EXT (Partitioned)

The SESSION_DETAILS_EXT table contains data that is collected after the session expires (for example, data that is entered 30 minutes after the last event of the session fired). This data can then be summarized.

The category for this table is **DISCOVER**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 38 SESSION_DETAILS_EXT

Column Name	Data Type	Description	Schema First Introduced
session_id	VARCHAR(29)	Foreign key to link to the SESSION_DETAILS table in numeric representation.	1
active_sec_spent_in_sessn_cnt	INT	Length of time that a visitor spends on the website, excluding all periods of inactivity. Periods of inactivity are periods of time when no activity such as clicks, scrolls, or text changes occur for at least two minutes. The value of this column is updated over time if there is new activity.	1
last_session_activity_dttm	TIMESTAMP	UTC datetimestamp of the last session activity, in milliseconds. The value of this column is updated over time if there is new activity.	1
last_session_activity_dttm_tz	TIMESTAMP	Datetimestamp of the last session activity, in milliseconds. The value of this column is updated over time if there is new activity in the tenant's time zone.	1

Column Name	Data Type	Description	Schema First Introduced
seconds_spent_in_session_cnt	INT	Number of seconds a visitor spent in the session from session start to last activity, including all periods of inactivity.	1
load_dttm	TIMESTAMP	Internal UTC datetimestamp of when the record was loaded.	1
session_expiration_dttm	TIMESTAMP	Datetimestamp of when the session expired.	3
session_expiration_dttm_tz	TIMESTAMP	Datetimestamp of when the session expired in the tenant's time zone.	3
session_id_hex	VARCHAR(29)	Foreign key to link to the SESSION_DETAILS table in hexadecimal representation.	3

VISIT_DETAILS (Partitioned)

The VISIT_DETAILS table contains a record for every visitor's entry to your website from an external source, including the initial session start. This record is often called a *visit*.

SAS Customer Intelligence 360 writes a new record in this table for these scenarios:

- a new session starts.
- the value for the referrer of a page does not match the approved domains. The value for the referrer is **external**.
- the value for the referrer of a page is empty, but the landing page matches a campaign configuration such as a query string or landing page URL.
- the value for the referrer of a page is empty, but the landing page is one of the campaign home pages (also known as a built-in Brand Aware campaign).

Note: For the latter three scenarios, a new record is not written if the URL and referrer are the same as the last attribution record. The solution assumes that the user returned to the landing page by using the back button on the web browser.

The following example shows how sessions are tracked:

- 1 A visitor clicks a link in an email and is directed to your website. Session ID 21396559864666328281803280445 begins.
- 2 The visitor views a few pages on your website.

- 3 The visitor leaves your website, goes to a search engine, and views several pages from another website.
- 4 The visitor returns to the search engine and clicks a link that directs back to your website. If the web browser was open during all of the preceding steps and the last visit was a short time ago, then the visitor's return to your website is still considered Session ID 21396559864666328281803280445.

Note: The session cookie expires after a certain amount of inactivity, usually 30 minutes, or when the web browser is closed. Inactivity is defined as no events sent to data collection in SAS Customer Intelligence 360. You can define the inactivity time-out period to be as short as 1 minute and as long as 12 hours.

Note: There are rare edge cases causing certain orphaned sessions in the VISIT_DETAILS table without matching records in the PAGE_DETAILS table. This is due to the nature of web traffic and network latency that cannot be controlled 100 percent of the time.

This table provides an audit trail of every external entry into your website, enabling you to build your own attribution model. The data in this table comes from the standard event called Traffic Source.

The category for this table is **DISCOVER**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 39 VISIT_DETAILS

Column Name	Data Type	Description	Schema First Introduced
visit_id	VARCHAR(32)	Primary key in numeric representation.	1
origination_nm	VARCHAR(260)	Origination name.	1
origination_type_nm	VARCHAR(65)	Origination type.	1
origination_placement_nm	VARCHAR(390)	Name of ad placement within an origination.	1
origination_creative_nm	VARCHAR(260)	Name of creative material within an origination.	1
origination_tracking_cd	VARCHAR(65)	Tracking code that identifies the origination.	1
referrer_domain_nm	VARCHAR(215)	Referring domain.	1
referrer_txt	VARCHAR(1332)	Referring URL.	1

Column Name	Data Type	Description	Schema First Introduced
search_engine_domain_txt	VARCHAR(215)	Domain of search engine (for example, google.com, google.de, and google.co.uk).	1
search_engine_desc	VARCHAR(130)	Description of search engine (for example, Google, Yahoo, or Bing).	1
search_term_txt	VARCHAR(1332)	Text that is entered into a search engine.	1
session_id (fk)	VARCHAR(29)	Foreign key to link to the SESSION_DETAILS table in numeric representation.	1
visit_dttm	TIMESTAMP	UTC datetimestamp of when the re-entry and continuation of the session occurred. May not match normalization output exactly.	1
visit_dttm_tz	TIMESTAMP	Datetimestamp of when the re-entry and continuation of the session occurred in the tenant's time zone.	1
sequence_no	INT	Number that indicates the order of the external entries into the session. A value of 1 indicates that this is the first external entry, also known as the session start.	1
referrer_query_string_txt	VARCHAR(1332)	Value of the query string for the referring page.	1
identity_id (fk)	VARCHAR(36)	Alphanumeric number that represents a customer.	1
load_dttm	TIMESTAMP	Internal UTC datetimestamp of when the record was loaded.	1
visit_id_hex	VARCHAR(32)	Primary key in hexadecimal representation. This value is unique within this table.	3
session_id_hex (fk)	VARCHAR(29)	Foreign key to link to the SESSION_DETAILS table in hexadecimal representation.	3

Column Name	Data Type	Description	Schema First Introduced
event_id ⓘ	VARCHAR(36)	Unique ID of the event that is associated with the record. This ID is the specific execution of an event.	17

See Also

[“Entity Relationship Diagrams” on page 5](#)

Direct Marketing, External Task, and Custom Task Detail Tables

DIRECT_CONTACT (Partitioned)

The direct contact event in this table is the only event showing that a user has been selected in a direct marketing task execution. Unlike other tasks, there is no underlying event associated with the direct contact event.

This table captures when someone is contacted using a direct marketing task and the default contact event option that is available on the **Properties** tab within a task is enabled.

The category for this table is **ENGAGEDIRECT**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 40 DIRECT_CONTACT

Column Name	Data Type	Label	Description	Schema First Introduced
direct_contact_dttm	TIMESTAMP	Direct Contact Datetime	UTC datetimestamp of when the event occurred.	4
direct_contact_dttm_tz	TIMESTAMP	Direct Contact Datetime Local Timezone	Datetimestamp of when the event occurred in the tenant's time zone.	4
event_id ⓘ	VARCHAR(36)	Event ID	Unique group identifier of an event (that is, the instance of an event).	4

Column Name	Data Type	Label	Description	Schema First Introduced
channel_user_id	VARCHAR(300)	Channel User ID	Starting with the release of schema 20, this column is not populated.	4
identity_type_nm	VARCHAR(36)	Identity Type Name	Type of identity used in the direct marketing contact. Starting with the release of schema 20, this column is not populated.	4
task_id (fk)	VARCHAR(36)	Task ID	Unique identifier that represents the direct marketing task.	4
message_id (fk)	VARCHAR(36)	Message ID	Unique identifier for the message in a direct contact event.	4
channel_nm	VARCHAR(40)	Channel Name	Channel of the direct contact event.	4
event_nm	VARCHAR(256)	Event Name	Is always "directMarketingContact".	4
identity_id (fk)	VARCHAR(36)	Identity ID	Alphanumeric number that represents a customer.	4
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetimestamp of when the record was loaded.	4
event_designed_id (fk)	VARCHAR(36)	Event Designed ID	Unique identifier assigned to the event.	4
occurrence_id (fk)	VARCHAR(36)	Occurrence ID	Identifier representing a specific execution of a recurring or run-now task.	4
response_tracking_cd (fk)	VARCHAR(36)	Response Tracking Code	Unique ID that is used to associate contacts and responses.	7
task_version_id	VARCHAR(36)	Task Version ID	The version of the task that is based on which	7

Column Name	Data Type	Label	Description	Schema First Introduced
			instance of the task is published. Each subsequent publish adds a new version ID.	
properties_map_doc	MAP<STRING,STRING>	Custom Attributes	This column is a placeholder for future use.	7
control_group_flg	CHAR(1)	Control Group Flag	Specifies whether the user is part of a holdout control group: 0 indicates that the recipient is not part of a control group. 1 indicates that the recipient is part of a control group. You can use this value in combination with the control_active_flg column to determine whether a recipient was contacted.	10
segment_id	VARCHAR(36)	Segment ID	Unique identifier that represents the segment.	10
control_active_flg	CHAR(1)	Control Active Flag	This column specifies whether a control group is active for the item. This value might change for the same item between occurrences if a user modifies and re-publishes the item. TIP If the value for this column is 0, you can ignore the value in the control_group_flg column. These are the possible values: 0 indicates that a control group is not active for the occurrence.	12

Column Name	Data Type	Label	Description	Schema First Introduced
			1 indicates that a control group is active for the occurrence. When the control_group_flg column's value is 0, the recipient was contacted. When the control_group_flg column's value is 1, the recipient was not contacted.	
context_type_nm	VARCHAR(256)	Context Type Name	Type of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	16
context_val	VARCHAR(256)	Context Value	Value of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	16

OUTBOUND_SYSTEM (Partitioned)

This table contains the event data for [custom tasks](#).

The categories for this table are **DESTINATIONS**, **ENGAGEDIGITAL**, **ENGAGEDIRECT**, **ENGAGEWEB**, and **ENGAGEMOBILE**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 41 OUTBOUND_SYSTEM

Column Name	Data Type	Label	Description	Schema First Introduced
outbound_system_dttm	TIMESTAMP	Outbound System Datetime	UTC datetimestamp of when the event occurred.	4
outbound_system_dttm_tz	TIMESTAMP	Outbound System Datetime Local Timezone	Datetimestamp of when the event occurred in the tenant's time zone.	4
event_id 	VARCHAR(36)	Event ID	Unique group identifier of an event (that is, the instance of an event).	4
event_nm	VARCHAR(256)	Event Name	User-defined outgoing event.	4
channel_user_id	VARCHAR(300)	Channel User ID	Starting with the release of schema 20, this column is not populated.	4
task_id (fk)	VARCHAR(36)	Task ID	Unique identifier that represents the task.	4
spot_id (fk)	VARCHAR(36)	Spot ID	Unique identifier for a spot.	4
creative_id (fk)	VARCHAR(36)	Creative ID	Unique identifier that represents the creative captured as part of the task.	4
channel_nm	VARCHAR(40)	Channel Name	Channel of the outgoing task.	4
reserved_1_txt	VARCHAR(100)	Reserved Attribute 1	Placeholder for a future attribute.	4
mobile_app_id	VARCHAR(40)	Mobile Application ID	Unique identifier for the mobile application.	4

Column Name	Data Type	Label	Description	Schema First Introduced
reserved_2_txt	VARCHAR(100)	Reserved Attribute 2	Placeholder for a future attribute.	4
properties_map_doc	MAP<STRING,STRING>	Custom Attributes	Custom attributes of an event, stored as a map. For information about how to parse the data in this column, see “Review Special Formatting for the properties_map_doc Column” in SAS Customer Intelligence 360: Administration Guide .	4
parent_event_id (fk)	VARCHAR(36)	Parent Event Designed ID	Identifier of the event used to generate the new event. Can be linked to the event_id column on the MD_EVENTS table.	4
identity_id (fk)	VARCHAR(36)	Identity ID	Alphanumeric number that represents a customer.	4
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetimestamp of when the record was loaded.	4
event_designed_id (fk)	VARCHAR(36)	Event Designed ID	Unique identifier assigned to the event.	4
detail_id_hex (fk)	VARCHAR(32)	Detail ID Hexadecimal	Primary key in hexadecimal representation.	4

Column Name	Data Type	Label	Description	Schema First Introduced
visit_id_hex (fk)	VARCHAR(32)	Visit ID Hexadecimal	Visit identifier in hexadecimal representation.	4
session_id_hex (fk)	VARCHAR(29)	Session ID Hexadecimal	Session identifier in hexadecimal representation.	4
occurrence_id (fk)	VARCHAR(36)	Occurrence ID	Identifier representing a specific execution of a recurring or run-now task.	4
response_tracking_cd (fk)	VARCHAR(36)	Response Tracking Code	Unique ID that is used to associate contacts and responses.	7
task_version_id	VARCHAR(36)	Task Version ID	Version of the task that is based on which instance of the task is published. Each subsequent publish adds a new version ID.	7
message_id (fk)	VARCHAR(36)	Message ID	Unique identifier that represents the message in the task.	7
message_version_id	VARCHAR(36)	Message Version ID	Version of the message based on publishing. Each subsequent publish adds a new version ID.	7
creative_version_id	VARCHAR(36)	Creative Version ID	Version of the creative that is based on publishing. Each subsequent publish adds a new version ID.	7

Column Name	Data Type	Label	Description	Schema First Introduced
segment_id (fk)	VARCHAR(36)	Segment ID	Unique identifier that represents the segment in the task.	7
segment_version_id	VARCHAR(36)	Segment Version ID	Version of the segment based on publishing. Each subsequent publish adds a new version ID.	7
audience_id (fk)	VARCHAR(36)	Audience ID	Unique ID that represents the audience in SAS Customer Intelligence 360.	14
aud_occurrence_id (fk)	VARCHAR(36)	Audience Occurrence ID	Unique ID that represents the specific occurrence for an audience in SAS Customer Intelligence 360.	14
context_type_nm	VARCHAR(256)	Context Type Name	Type of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	16
context_val	VARCHAR(256)	Context Value	Value of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer	16

Column Name	Data Type	Label	Description	Schema First Introduced
			Intelligence 360: Administration Guide .	
journey_id (fk)	VARCHAR(36)	Journey ID	Unique ID that represents a journey in SAS Customer Intelligence 360.	17
journey_occurrence_id (fk)	VARCHAR(36)	Journey Occurrence ID	Unique ID that represents the specific occurrence of a journey in SAS Customer Intelligence 360.	17

SEGMENT_MEMBERSHIP (Partitioned)

This table records the list of identities that are part of on-premises segments that are included in a segment map's execution.

Note: Be aware of the following information:

- This table does not include information about execution of cloud segments.
- This table includes only data from the UDM schema 22 release date (July 29, 2026) and later.

The category for this table is **ENGAGEDIRECT**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 42 SEGMENT_MEMBERSHIP

Column Name	Data Type	Label	Description	Schema First Introduced
user_identifier_val ⓘ (fk)	VARCHAR(5000)	User Identifier Value	Subject ID that is used in the segment.	22
segment_id (fk)	VARCHAR(36)	Segment ID	Unique identifier that represents the segment.	22
segment_version_id ⓘ (fk)	VARCHAR(36)	Segment Version ID	Version of the segment based on publishing. Each	22

Column Name	Data Type	Label	Description	Schema First Introduced
			subsequent publish adds a new version ID.	
occurrence_id  (fk)	VARCHAR(36)	Occurrence ID	Unique identifier of the execution for a recurring or on-demand segment map. Note: This ID applies only to the segment map's occurrence and not the task's occurrence.	22
context_type_nm	VARCHAR(256)	Context Type Name	Type of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	22
context_val	VARCHAR(256)	Context Value	Value of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	22
processed_dttm	TIMESTAMP	Processed Datetime	UTC datetimestamp of when the identity was processed.	22
processed_dttm_tz	TIMESTAMP	Processed Datetime Local Timezone	Datetimestamp of when the identity was processed in the tenant's time zone.	22

Email Detail Tables

How to Interpret Data in Email Detail Tables

Some values that describe the recipients in the email detail tables is provided by the email-delivery platform for SAS Customer Intelligence 360. Use the following information to improve your content-delivery strategy based on the data in email tables.

■ Values Provided by the Email-Delivery Platform

The values for these columns are provided as-is by the email-delivery platform and copied into the email detail tables. The values are not collected by SAS Customer Intelligence 360

Table Name	Column Name
EMAIL_BOUNCE	■ reason_txt
	■ raw_reason_txt
	■ bounce_class_cd
EMAIL_CLICK	■ mailbox_provider_nm
	■ open_tracking_flg
	■ user_agent_nm
	■ agent_family_nm
	■ manufacturer_nm
	■ device_nm
	■ is_mobile_flg
	■ platform_desc
EMAIL_OPEN	■ platform_version
	■ prefetched_flg
	■ mailbox_provider_nm
	■ open_tracking_flg
	■ user_agent_nm
	■ agent_family_nm
	■ manufacturer_nm
	■ device_nm
	■ is_mobile_flg
	■ platform_desc
	■ platform_version

■ Evaluating the Prefetch Value

In the EMAIL_OPEN table, the `prefetched_flg` column indicates when the email was prefetched by an email client. A *prefetch* is a preliminary open that an email client performs, and it does not indicate that the recipient has seen the content in an email.

- ❑ The `prefetched_flg` value is set by Bird (formerly SparkPost) based on a set of internal heuristics. This value depends on a combination of user actions and the user agent data.
- ❑ Records for prefetched opens and manual opens can both exist, and they can be received in any order.
- ❑ Apple Mail currently guarantees only one open record from prefetch opens, but records from other email clients can vary.

■ Evaluating the User Agent String and Derived Values

The user agent string and derived values are sent from Bird and stored in these columns:

- ❑ `user_agent_nm` (the complete user agent string)
- ❑ `mailbox_provider_nm`
- ❑ `open_tracking_flg`
- ❑ `agent_family_nm`
- ❑ `manufacturer_nm`
- ❑ `device_nm`
- ❑ `is_mobile_flg`
- ❑ `platform_desc`
- ❑ `platform_version`

When you review these values, consider what metrics are the most important for your needs. For example:

- ❑ For user agent data, the values in the EMAIL_CLICK table are more accurate than in the EMAIL_OPEN table. This is because of the records that might be generated by prefetching and mail protections that are offered by email clients.
- ❑ Is the device a mobile device or a desktop?
- ❑ Is the operating system Android or iOS (Apple)?
- ❑ Does the browser make a difference in your email design? Ideally, emails should work in all browser types and safely fall back for unrecognized types.

See Also

- [Update on the Gmail App Prefetching Images](#) (bird.com)
- [Apple Mail Privacy Protection's Impact on Email](#) (bird.com)
- [Beyond Open Rates: Unpacking the Nuances of Email Metrics](#) (bird.com)

EMAIL_BOUNCE (Partitioned)

This table captures email bounces. For a description of the bounce types and examples, see [“Monitor Bounce Events” in SAS Customer Intelligence 360: User's Guide](#).

The categories for this table are **DESTINATIONS** and **ENGAGEEMAIL**. For more information, see “Categories for Data Tables” in *SAS Customer Intelligence 360: Administration Guide*.

Table 43 EMAIL_BOUNCE

Column Name	Data Type	Label	Description	Schema First Introduced
email_bounce_dttm	TIMESTAMP	Email Bounce Datetime	UTC datetimestamp of when the event occurred.	4
email_bounce_dttm_tz	TIMESTAMP	Email Bounce Datetime Local Timezone	Datetimestamp of when the event occurred in the tenant's time zone.	4
event_id 	VARCHAR(36)	Event ID	Unique group identifier of an event (that is, the instance of an event).	4
channel_user_id	VARCHAR(300)	Channel User ID	This column is not populated.	4
task_id (fk)	VARCHAR(36)	Task ID	Unique identifier representing the email task.	4
imprint_id	VARCHAR(36)	Imprint ID	Unique instance of an email.	4
event_nm	VARCHAR(256)	Event Name	The type of bounce. Here are the possible values: ■ admin_bounce ■ block_bounce ■ hard_bounce ■ soft_bounce ■ undetermined_bounce	4
event_designed_id (fk)	VARCHAR(36)	Event Designed ID	Unique identifier assigned to the event.	4
identity_id (fk)	VARCHAR(36)	Identity ID	Alphanumeric number that represents a customer.	4
occurrence_id (fk)	VARCHAR(36)	Occurrence ID	Identifier representing a specific execution of a recurring or run-now task.	4

Column Name	Data Type	Label	Description	Schema First Introduced
response_tracking_cd (fk)	VARCHAR(36)	Response Tracking Code	Unique ID that is used to associate contacts and responses.	7
task_version_id	VARCHAR(36)	Task Version ID	The version of the task that is based on which instance of the task is published. Each subsequent publish adds a new version ID.	7
segment_id (fk)	VARCHAR(36)	Segment ID	Unique identifier representing the segment in an email task.	7
segment_version_id	VARCHAR(36)	Segment Version ID	Version of the segment based on publishing. Each subsequent publish adds a new version ID.	7
properties_map_doc	MAP<STRING,STRING>	Custom Attributes	This column is a placeholder for future use.	7
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetimestamp of when the record was loaded.	7
program_id	VARCHAR(50)	Email Program ID	Email program.	7
recipient_domain_nm	VARCHAR(100)	Email Recipient Domain	Domain of the individual.	7
reason_txt	VARCHAR(1000)	Email Hard Bounce Reason Note: This column also contains data for other bounce types, such as soft_bounce. The column's	Reason that resulted in the bounce event (for example, an invalid email address). When SAS Customer Intelligence 360 injects a hard bounce for an email address that is malformed, the reason is a 501 error that includes the invalid email address. Otherwise, this value is received from Sparkpost.	7

Column Name	Data Type	Label	Description	Schema First Introduced
		label will be updated in a future release.		
audience_id (fk)	VARCHAR(36)	Audience ID	Unique identifier that represents an audience.	12
aud_occurrence_id (fk)	VARCHAR(36)	Audience Occurrence ID	Unique identifier that represents an audience occurrence.	12
test_flg	CHAR(1)	Test Flag	Specifies whether the task was part of a test. ■ 0 indicates that the task was not part of a test. ■ 1 indicates that the task was part of a test.	13
subject_line_txt	VARCHAR(256)	Subject Line Text	The text that is in the subject line of an email.	13
analysis_group_id	VARCHAR(36)	Analysis Group ID	Specifies the variant ID for the email.	13
raw_reason_txt	VARCHAR(1000)	Raw Reason Text	The exact response that is returned from the failed delivery attempt. This value is returned from Sparkpost. For information about how these values are generated, see Events API on developers.sparkpost.com .	15
bounce_class_cd	VARCHAR(5)	Bounce Class Code	The classification code for the bounce's reason. For a description of the bounce codes, see Bounce Classification Codes on support.sparkpost.com .	15
context_type_nm	VARCHAR(256)	Context Type Name	Type of the contextual information that is associated with the event.	16

Column Name	Data Type	Label	Description	Schema First Introduced
			For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	
context_val	VARCHAR(256)	Context Value	Value of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	16
journey_id (fk)	VARCHAR(36)	Journey ID	Unique ID that represents a journey in SAS Customer Intelligence 360.	17
journey_occurrence_id (fk)	VARCHAR(36)	Journey Occurrence ID	Unique ID that represents the specific occurrence of a journey in SAS Customer Intelligence 360.	17

EMAIL_CLICK (Partitioned)

This table captures email clicks on links in an email.

The categories for this table are **DESTINATIONS** and **ENGAGEEMAIL**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 44 EMAIL_CLICK

Column Name	Data Type	Label	Description	Schema First Introduced
email_click_dttm	TIMESTAMP	Email Click Datetime	UTC datetimestamp of when the event occurred.	4
email_click_dttm_tz	TIMESTAMP	Email Click Datetime Local Timezone	Datetimestamp of when the event occurred in the tenant's time zone.	4

Column Name	Data Type	Label	Description	Schema First Introduced
event_id ⓘ	VARCHAR(36)	Event ID	Unique group identifier of an event (that is, the instance of an event).	4
channel_user_id	VARCHAR(300)	Channel User ID	This column is not populated.	4
task_id (fk)	VARCHAR(36)	Task ID	Unique identifier representing the email task.	4
imprint_id	VARCHAR(36)	Imprint ID	Unique instance of an email.	4
uri_txt	VARCHAR(1332)	URI	URI value of a domain.	4
event_nm	VARCHAR(256)	Event Name	Is always “click”.	4
event_designed_id (fk)	VARCHAR(36)	Event Designed ID	Unique identifier assigned to the event.	4
identity_id (fk)	VARCHAR(36)	Identity ID	Alphanumeric number that represents a customer.	4
recipient_domain_nm	VARCHAR(100)	Email Recipient Domain	Domain of the individual clicking a link in an email.	4
link_tracking_id	VARCHAR(4)	Link Tracking ID	User-defined identifier assigned to a link in an email.	4
link_tracking_label_txt	VARCHAR(256)	Link Tracking Label	User-defined label assigned to a link in an email.	4
link_tracking_group_txt	VARCHAR(256)	Link Tracking Group	User-defined group to which the email link belongs.	4
occurrence_id (fk)	VARCHAR(36)	Occurrence ID	Identifier representing a specific execution	4

Column Name	Data Type	Label	Description	Schema First Introduced
			of a recurring or run-now task.	
response_tracking_cd (fk)	VARCHAR(36)	Response Tracking Code	Unique ID that is used to associate contacts and responses.	7
task_version_id	VARCHAR(36)	Task Version ID	The version of the task that is based on which instance of the task is published. Each subsequent publish adds a new version ID.	7
segment_id (fk)	VARCHAR(36)	Segment ID	Unique identifier representing the segment in an email task.	7
segment_version_id	VARCHAR(36)	Segment Version ID	Version of the segment based on publishing. Each subsequent publish adds a new version ID.	7
properties_map_doc	MAP<STRING,STRING>	Custom Attributes	This column is a placeholder for future use.	7
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetimestamp of when the record was loaded.	7
program_id	VARCHAR(50)	Email Program ID	Email program.	7
audience_id (fk)	VARCHAR(36)	Audience ID	Unique identifier that represents an audience.	12
aud_occurrence_id (fk)	VARCHAR(36)	Audience Occurrence ID	Unique identifier that represents an audience occurrence.	12

Column Name	Data Type	Label	Description	Schema First Introduced
test_flg	CHAR(1)	Test Flag	Specifies whether the task was part of a test. ■ 0 indicates that the task was not part of a test. ■ 1 indicates that the task was part of a test.	13
subject_line_txt	VARCHAR(256)	Subject Line Text	The text that is in the subject line of an email.	13
analysis_group_id	VARCHAR(36)	Analysis Group ID	Specifies the variant ID for the email.	13
click_tracking_flg	CHAR(1)	Click Tracking Flag	Flag (1/0) that indicates whether click tracking is enabled. This value is received from Sparkpost.	15
mailbox_provider_nm	VARCHAR(100)	Mailbox Provider Name	Mailbox provider of the recipient. This value is received from Sparkpost. This value is based on the recipient's email provider (that is, the service-provider for the email address) and not the application or device. For example, a company that uses Google as a mailbox provider and iOS devices would always have a Google (or GSuite) mailbox	15

Column Name	Data Type	Label	Description	Schema First Introduced
			provider regardless of the device type.	
open_tracking_flg	CHAR(1)	Open Tracking Flag	Flag (1/0) that indicates whether open tracking is enabled. This value is received from Sparkpost.	15
user_agent_nm	VARCHAR(512)	User Agent Name	The full string for the user agent that is sent by the recipient's browser. This value is received from Sparkpost. For details about how this string is processed into the related columns, see User Agent Examples on page 123 .	15
agent_family_nm	VARCHAR(100)	Agent Family Name	The value of the browser name. This value is received from Sparkpost and is derived from the user agent.	15
manufacturer_nm	VARCHAR(75)	Device Manufacturer Name	The device manufacturer. This value is received from Sparkpost and is derived from the user agent. This value is blank for devices that are considered non-mobile.	15

Column Name	Data Type	Label	Description	Schema First Introduced
device_nm	VARCHAR(85)	Device Name	The name of the device from which the session was created (for example, iPhone or iPad). This value is received from Sparkpost and is derived from the user agent. This value is blank for devices that are considered non-mobile.	15
is_mobile_flg	CHAR(1)	Is Mobile Flag	Flag (1/0) that indicates whether the recipient used a mobile device. This value is received from Sparkpost and is derived from the user agent.	15
platform_desc	VARCHAR(78)	Operating System	Operating system of the client visiting the website. This value is received from Sparkpost and is derived from the user agent.	15
platform_version	VARCHAR(25)	Operating System Version	The version of the operating system. This value is received from Sparkpost and is derived from the user agent.	15
context_type_nm	VARCHAR(256)	Context Type Name	Type of the contextual information that is	16

Column Name	Data Type	Label	Description	Schema First Introduced
			associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide.	
context_val	VARCHAR(256)	Context Value	Value of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide.	16
journey_id (fk)	VARCHAR(36)	Journey ID	Unique ID that represents a journey in SAS Customer Intelligence 360.	17
journey_occurrence_id (fk)	VARCHAR(36)	Journey Occurrence ID	Unique ID that represents the specific occurrence of a journey in SAS Customer Intelligence 360.	17

Here are some examples of how the user agent string is processed into the related column values:

Table 45 Examples of Processing User Agent Strings

Column Name	Web Browser Example	Mobile Example 1	Mobile Example 2
click_tracking_flg	1	1	1
mailbox_provider_nm	Gmail	Gmail	Gmail

Column Name	Web Browser Example	Mobile Example 1	Mobile Example 2
open_tracking_flg	1	1	1
user_agent_nm	Mozilla/5.0 (Windows NT 10.0; Win64; x64) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/121.0.0.0 Safari/537.36	Mozilla/5.0 (iPhone; CPU iPhone OS 16_5_1 like Mac OS X) AppleWebKit/605.1.15 (KHTML, like Gecko) Version/16.5.2 Mobile/15E148 Safari/604.1	Mozilla/5.0 (iPad; CPU OS 17_3 like Mac OS X) AppleWebKit/605.1.15 (KHTML, like Gecko) CriOS/122.0.6261.62 Mobile/15E148 Safari/604.1
agent_family_nm	Chrome	Mobile Safari	Chrome
manufacturer_nm		Apple	Apple
device_nm		iPhone	iPad
is_mobile_flg	0	1	1
platform_desc	Windows	iOS	iOS
platform_version	10	16.5.1	16.5.1

For a list of the most common user agents, see <https://www.useragents.me/>.

EMAIL_COMPLAINT (Partitioned)

This table captures email complaints caused by a recipient marking an email as spam.

The categories for this table are **DESTINATIONS** and **ENGAGEEMAIL**. For more information, see “Categories for Data Tables” in *SAS Customer Intelligence 360: Administration Guide*.

Table 46 EMAIL_COMPLAINT

Column Name	Data Type	Label	Description	Schema First Introduced
email_complaint_dttm	TIMESTAMP	Email Complaint Datetime	UTC datetimestamp of when the event occurred.	4
email_complaint_dttm_tz	TIMESTAMP	Email Complaint Datetime Local Timezone	Datetimestamp of when the event occurred in the tenant's time zone	4

Column Name	Data Type	Label	Description	Schema First Introduced
event_id ⓘ	VARCHAR(36)	Event ID	Unique group identifier of an event (that is, the instance of an event)	4
channel_user_id	VARCHAR(300)	Channel User ID	This column is not populated.	4
task_id (fk)	VARCHAR(36)	Task ID	Unique identifier representing the email task.	4
imprint_id	VARCHAR(36)	Imprint ID	Unique instance of an email.	4
event_nm	VARCHAR(256)	Event Name	Is always "spam".	4
event_designed_id (fk)	VARCHAR(36)	Event Designed ID	Unique identifier assigned to the event.	4
identity_id (fk)	VARCHAR(36)	Identity ID	Alphanumeric number that represents a customer.	4
occurrence_id (fk)	VARCHAR(36)	Occurrence ID	Identifier representing a specific execution of a recurring or run-now task.	4
response_tracking_cd (fk)	VARCHAR(36)	Response Tracking Code	Unique ID that is used to associate contacts and responses.	7
task_version_id	VARCHAR(36)	Task Version ID	The version of the task that is based on which instance of the task is published. Each subsequent publish adds a new version ID.	7
segment_id (fk)	VARCHAR(36)	Segment ID	Unique identifier representing the	7

Column Name	Data Type	Label	Description	Schema First Introduced
			segment in an email task.	
segment_version_id	VARCHAR(36)	Segment Version ID	Version of the segment based on publishing. Each subsequent publish adds a new version ID.	7
properties_map_doc	MAP<STRING,STRING>	Custom Attributes	This column is a placeholder for future use.	7
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetimestamp of when the record was loaded.	7
program_id	VARCHAR(50)	Email Program ID	Email program.	7
recipient_domain_nm	VARCHAR(100)	Email Recipient Domain	Domain of the individual opting out.	7
audience_id (fk)	VARCHAR(36)	Audience ID	Unique identifier that represents an audience.	12
aud_occurrence_id (fk)	VARCHAR(36)	Audience Occurrence ID	Unique identifier that represents an audience occurrence.	12
test_flg	CHAR(1)	Test Flag	Specifies whether the task was part of a test. ■ 0 indicates that the task was not part of a test. ■ 1 indicates that the task was part of a test.	13
subject_line_txt	VARCHAR(256)	Subject Line Text	The text that is in the subject line of an email.	13

Column Name	Data Type	Label	Description	Schema First Introduced
analysis_group_id	VARCHAR(36)	Analysis Group ID	Specifies the variant ID for the email.	13
context_type_nm	VARCHAR(256)	Context Type Name	Type of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	16
context_val	VARCHAR(256)	Context Value	Value of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	16
journey_id (fk)	VARCHAR(36)	Journey ID	Unique ID that represents a journey in SAS Customer Intelligence 360.	17
journey_occurrence_id (fk)	VARCHAR(36)	Journey Occurrence ID	Unique ID that represents the specific occurrence of a journey in SAS Customer Intelligence 360.	17

EMAIL_OPEN (Partitioned)

This table captures email opens.

Note: The user agent data is received by SparkPost. Based on the email client and prefetching content, the user agents for open events might not reflect a user's actual information. For more accurate information about the user agent value, see the records in the [EMAIL_CLICK table on page 117](#).

The categories for this table are **DESTINATIONS** and **ENGAGEEMAIL**. For more information, see “Categories for Data Tables” in *SAS Customer Intelligence 360: Administration Guide*.

Table 47 EMAIL_OPEN

Column Name	Data Type	Label	Description	Schema First Introduced
email_open_dttm	TIMESTAMP	Email Open Datetime	UTC datetimestamp of when the event occurred.	4
email_open_dttm_tz	TIMESTAMP	Email Open Datetime Local Timezone	Datetimestamp of when the event occurred in the tenant's time zone.	4
event_id 	VARCHAR(36)	Event ID	Unique group identifier of an event (that is, the instance of an event).	4
channel_user_id	VARCHAR(300)	Channel User ID	This column is not populated.	4
task_id (fk)	VARCHAR(36)	Task ID	Unique identifier representing the email task.	4
imprint_id	VARCHAR(36)	Imprint ID	Unique instance of an email	4
event_nm	VARCHAR(256)	Event Name	Is always “open”.	4
event_designed_id (fk)	VARCHAR(36)	Event Designed ID	Unique identifier assigned to the event.	4
identity_id (fk)	VARCHAR(36)	Identity ID	Alphanumeric number that	4

Column Name	Data Type	Label	Description	Schema First Introduced
			represents a customer.	
recipient_domain_nm	VARCHAR(100)	Email Recipient Domain	Domain of the individual opening an email.	4
occurrence_id (fk)	VARCHAR(36)	Occurrence ID	Identifier representing a specific execution of a recurring or run-now task.	4
response_tracking_cd (fk)	VARCHAR(36)	Response Tracking Code	Unique ID that is used to associate contacts and responses.	7
task_version_id	VARCHAR(36)	Task Version ID	The version of the task that is based on which instance of the task is published. Each subsequent publish adds a new version ID.	7
segment_id (fk)	VARCHAR(36)	Segment ID	Unique identifier representing the segment in an email task.	7
segment_version_id	VARCHAR(36)	Segment Version ID	Version of the segment based on publishing. Each subsequent publish adds a new version ID.	7
properties_map_doc	MAP<STRING,STRING>	Custom Attributes	This column is a placeholder for future use.	7
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetimestamp of when the record was loaded.	7

Column Name	Data Type	Label	Description	Schema First Introduced
program_id	VARCHAR(50)	Email Program ID	Email program.	7
prefetched_flg	CHAR(1)	Email Prefetched Flag	Specifies whether the email-open event was triggered automatically (prefetched) by the mail provider. Prefetching email information is common if the email recipient is using an iOS device and has activated Apple's Mail Privacy Protection feature (MPP). A value of 1 indicates that the email content was prefetched.	9
audience_id (fk)	VARCHAR(36)	Audience ID	Unique identifier that represents an audience.	12
aud_occurrence_id (fk)	VARCHAR(36)	Audience Occurrence ID	Unique identifier that represents an audience occurrence.	12
test_flg	CHAR(1)	Test Flag	Specifies whether the task was part of a test. 0 indicates that the task was not part of a test. 1 indicates that the task was part of a test.	13
subject_line_txt	VARCHAR(256)	Subject Line Text	The text that is in the subject line of an email.	13

Column Name	Data Type	Label	Description	Schema First Introduced
analysis_group_id	VARCHAR(36)	Analysis Group ID	Specifies the variant ID for the email.	13
click_tracking_flg	CHAR(1)	Click Tracking Flag	Flag (1/0) that indicates whether click tracking is enabled. This value is received from Sparkpost.	15
mailbox_provider_nm	VARCHAR(100)	Mailbox Provider Name	Mailbox provider of the recipient. This value is received from Sparkpost. This value is based on the recipient's email provider (that is, the service-provider for the email address) and not the application or device. For example, a company that uses Google as a mailbox provider and iOS devices would always have a Google (or GSuite) mailbox provider regardless of the device type.	15
open_tracking_flg	CHAR(1)	Open Tracking Flag	Flag (1/0) that indicates whether open tracking is enabled. This value is received from Sparkpost.	15
user_agent_nm	VARCHAR(512)	User Agent Name	The full string for the user agent that is sent by the recipient's browser.	15

Column Name	Data Type	Label	Description	Schema First Introduced
			This value is received from Sparkpost. For details about how this string is processed into the related columns, see User Agent Examples on page 134.	
agent_family_nm	VARCHAR(100)	Agent Family Name	The value of the browser name. This value is received from Sparkpost and is derived from the user agent.	15
manufacturer_nm	VARCHAR(75)	Device Manufacturer Name	The device manufacturer. This value is received from Sparkpost and is derived from the user agent. This value is blank for devices that are considered non-mobile.	15
device_nm	VARCHAR(85)	Device Name	The name of the device from which the session was created (for example, iPhone or iPad). This value is received from Sparkpost and is derived from the user agent. This value is blank for devices that are considered non-mobile.	15

Column Name	Data Type	Label	Description	Schema First Introduced
is_mobile_flg	CHAR(1)	Is Mobile Flag	Flag (1/0) that indicates whether the recipient used a mobile device. This value is received from Sparkpost and is derived from the user agent.	15
platform_desc	VARCHAR(78)	Operating System	Operating system of the client visiting the website. This value is received from Sparkpost and is derived from the user agent.	15
platform_version	VARCHAR(25)	Operating System Version	The version of the operating system. This value is received from Sparkpost and is derived from the user agent.	15
context_type_nm	VARCHAR(256)	Context Type Name	Type of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	16
context_val	VARCHAR(256)	Context Value	Value of the contextual information that is associated with the event. For more information, see	16

Column Name	Data Type	Label	Description	Schema First Introduced
			“Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide.	
journey_id (fk)	VARCHAR(36)	Journey ID	Unique ID that represents a journey in SAS Customer Intelligence 360.	17
journey_occurrence_id (fk)	VARCHAR(36)	Journey Occurrence ID	Unique ID that represents the specific occurrence of a journey in SAS Customer Intelligence 360.	17

Here are some examples of how the user agent string is processed into the related column values:

Table 48 Examples of Processing User Agent Strings

Column Name	Web Browser Example	Mobile Example 1	Mobile Example 2
click_tracking_flg	1	1	1
mailbox_provider_nm	Gmail	Gmail	Gmail
open_tracking_flg	1	1	1
user_agent_nm	Mozilla/5.0 (Windows NT 10.0; Win64; x64) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/121.0.0.0 Safari/537.36	Mozilla/5.0 (iPhone; CPU iPhone OS 16_5_1 like Mac OS X) AppleWebKit/605.1.15 (KHTML, like Gecko) Version/16.5.2 Mobile/15E148 Safari/604.1	Mozilla/5.0 (iPad; CPU OS 17_3 like Mac OS X) AppleWebKit/605.1.15 (KHTML, like Gecko) CriOS/122.0.6261.62 Mobile/15E148 Safari/604.1
agent_family_nm	Chrome	Mobile Safari	Chrome
manufacturer_nm		Apple	Apple
device_nm		iPhone	iPad

Column Name	Web Browser Example	Mobile Example 1	Mobile Example 2
is_mobile_flg	0	1	1
platform_desc	Windows	iOS	iOS
platform_version	10	16.5.1	16.5.1

EMAIL_OPTOUT (Partitioned)

This table captures email opt-out events.

The categories for this table are **DESTINATIONS** and **ENGAGEEMAIL**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 49 EMAIL_OPTOUT

Column Name	Data Type	Label	Description	Schema First Introduced
email_optout_dttm	TIMESTAMP	Email Optout Datetime	UTC datetimestamp of when the event occurred.	4
email_optout_dttm_tz	TIMESTAMP	Email Optout Datetime Local Timezone	Datetimestamp of when the event occurred in the tenant's time zone.	4
event_id ⓘ	VARCHAR(36)	Event ID	Unique group identifier of an event (that is, the instance of an event).	4
channel_user_id	VARCHAR(300)	Channel User ID	This column is not populated.	4
task_id (fk)	VARCHAR(36)	Task ID	Unique identifier representing the email task.	4
imprint_id	VARCHAR(36)	Imprint ID	Unique instance of an email.	4
event_nm	VARCHAR(256)	Event Name	Is always “opt-out”.	4

Column Name	Data Type	Label	Description	Schema First Introduced
event_designed_id (fk)	VARCHAR(36)	Event Designed ID	Unique identifier assigned to the event.	4
identity_id (fk)	VARCHAR(36)	Identity ID	Alphanumeric number that represents a customer.	4
recipient_domain_nm	VARCHAR(100)	Email Recipient Domain	Domain of the individual opting out.	4
link_tracking_id	VARCHAR(4)	Link Tracking ID	User-defined identifier assigned to a link in an email.	4
link_tracking_label_txt	VARCHAR(256)	Link Tracking Label	User-defined label assigned to a link in an email.	4
link_tracking_group_txt	VARCHAR(256)	Link Tracking Group	User-defined group to which the email link belongs.	4
occurrence_id (fk)	VARCHAR(36)	Occurrence ID	Identifier representing a specific execution of a recurring or run-now task.	4
response_tracking_cd (fk)	VARCHAR(36)	Response Tracking Code	Unique ID that is used to associate contacts and responses.	7
task_version_id	VARCHAR(36)	Task Version ID	The version of the task that is based on which instance of the task is published. Each subsequent publish adds a new version ID.	7
segment_id (fk)	VARCHAR(36)	Segment ID	Unique identifier representing the segment in an email task.	7
segment_version_id	VARCHAR(36)	Segment Version ID	Version of the segment based on publishing. Each	7

Column Name	Data Type	Label	Description	Schema First Introduced
			subsequent publish adds a new version ID.	
properties_map_doc	MAP<STRING,STRING>	Custom Attributes	This column is a placeholder for future use.	7
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetimestamp of when the record was loaded.	7
program_id	VARCHAR(50)	Email Program ID	Email program.	7
audience_id (fk)	VARCHAR(36)	Audience ID	Unique identifier that represents an audience.	12
aud_occurrence_id (fk)	VARCHAR(36)	Audience Occurrence ID	Unique identifier that represents an audience occurrence.	12
test_flg	CHAR(1)	Test Flag	Specifies whether the task was part of a test. 0 indicates that the task was not part of a test. 1 indicates that the task was part of a test.	13
subject_line_txt	VARCHAR(256)	Subject Line Text	The text that is in the subject line of an email.	13
analysis_group_id	VARCHAR(36)	Analysis Group ID	Specifies the variant ID for the email.	13
optout_type_nm	VARCHAR(50)	Optout Type Name	Specifies the opt-out type. The value can be link_unsubscribe or list_unsubscribe .	13
context_type_nm	VARCHAR(256)	Context Type Name	Type of the contextual information that is	16

Column Name	Data Type	Label	Description	Schema First Introduced
			associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	
context_val	VARCHAR(256)	Context Value	Value of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	16
journey_id (fk)	VARCHAR(36)	Journey ID	Unique ID that represents a journey in SAS Customer Intelligence 360.	17
journey_occurrence_id (fk)	VARCHAR(36)	Journey Occurrence ID	Unique ID that represents the specific occurrence of a journey in SAS Customer Intelligence 360.	17

EMAIL_OPTOUT_DETAILS (Partitioned)

This table captures details about email opt-out events and bounces. The EMAIL_OPTOUT_DETAILS table contains a combination of records from these tables:

- the EMAIL_OPTOUT table and the EMAIL_COMPLAINT table. All records in these tables are added to the suppression list (the CONTACT_PREFERENCE table).
- the EMAIL_BOUNCE table. This table contains hard bounces (which are added to the suppression list) and soft bounces (which are not added to the suppression list).

Although some of these records are not treated as opt-out events and are not added to the suppression list, including additional details in the EMAIL_OPTOUT_DETAILS table enables you to see the email_address values for the bounce types.

Note: The EMAIL_OPTOUT_DETAILS table is the only table that stores email_address values. As a result, the records in this table are treated appropriately based on GDPR rules about personally identifiable information (PII). The data in this table is stored for only 30 days.

The category for this table is **OPTOUTDATA**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 50 EMAIL_OPTOUT_DETAILS

Column Name	Data Type	Label	Description	Schema First Introduced
email_action_dttm	TIMESTAMP	Email Optout Datetime	UTC datetimestamp of when the event occurred.	6
email_action_dttm_tz	TIMESTAMP	Email Optout Datetime Local Timezone	Datetimestamp of when the event occurred in the tenant's time zone.	6
event_id 	VARCHAR(36)	Event ID	Unique group identifier of an event (that is, the instance of an event).	6
email_address	VARCHAR(300)	Email Address	Email address that opted out, hard bounced, or was returned with a spam complaint.	6
task_id (fk)	VARCHAR(36)	Task ID	Unique identifier representing the email task.	6
imprint_id	VARCHAR(36)	Imprint ID	Unique instance of an email.	6
event_nm	VARCHAR(256)	Event Name	The event type that resulted in the opt-out event. These are the possible values: ■ admin_bounce ■ block_bounce ■ hard_bounce ■ opt-out	6

Column Name	Data Type	Label	Description	Schema First Introduced
			■ soft_bounce ■ spam ■ undetermined_bounce	
event_designed_id (fk)	VARCHAR(36)	Event Designed ID	Unique identifier assigned to the event.	6
identity_id (fk)	VARCHAR(36)	Identity ID	Alphanumeric number that represents a customer.	6
recipient_domain_nm	VARCHAR(100)	Email Recipient Domain	Domain of the individual opting out.	6
program_id	VARCHAR(50)	Email Program ID	Email program.	6
occurrence_id (fk)	VARCHAR(36)	Occurrence ID	Identifier representing a specific execution of a recurring or run-now task.	6
response_tracking_cd (fk)	VARCHAR(36)	Response Tracking Code	Unique ID that is used to associate contacts and responses.	7
task_version_id	VARCHAR(36)	Task Version ID	The version of the task that is based on which instance of the task is published. Each subsequent publish adds a new version ID.	7
segment_id (fk)	VARCHAR(36)	Segment ID	Unique identifier representing the segment in the email task.	7
segment_version_id	VARCHAR(36)	Segment Version ID	Version of the segment based on publishing. Each subsequent	7

Column Name	Data Type	Label	Description	Schema First Introduced
			publish adds a new version ID.	
properties_map_doc	MAP<STRING,STRING>	Custom Custom attributes of an event, stored as a map.Attributes	This column is a placeholder for future use.	7
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetimestamp of when the record was loaded.	7
audience_id (fk)	VARCHAR(36)	Audience ID	Unique identifier that represents an audience.	12
aud_occurrence_id (fk)	VARCHAR(36)	Audience Occurrence ID	Unique identifier that represents an audience occurrence.	12
test_flg	CHAR(1)	Test Flag	Specifies whether the task was part of a test. ■ 0 indicates that the task was not part of a test. ■ 1 indicates that the task was part of a test.	13
subject_line_txt	VARCHAR(256)	Subject Line Text	The text that is in the subject line of an email.	13
analysis_group_id	VARCHAR(36)	Analysis Group ID	Specifies the variant ID for the email.	13
optout_type_nm	VARCHAR(50)	Optout Type Name	Specifies the opt-out type. The value can be link_unsubscribe or list_unsubscribe .	13

Column Name	Data Type	Label	Description	Schema First Introduced
context_type_nm	VARCHAR(256)	Context Type Name	Type of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	16
context_val	VARCHAR(256)	Context Value	Value of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	16
journey_id (fk)	VARCHAR(36)	Journey ID	Unique ID that represents a journey in SAS Customer Intelligence 360.	17
journey_occurrence_id (fk)	VARCHAR(36)	Journey Occurrence ID	Unique ID that represents the specific occurrence of a journey in SAS Customer Intelligence 360.	17

See Also

[“Managing Contact Preferences” in SAS Customer Intelligence 360: Administration Guide](#)

EMAIL_REPLY (Partitioned)

This table captures email reply events when an email recipient responds to the “reply-to” address. To generate records in this table, you must configure a reply-to domain and DNS settings. For more information, see [“Generate Events for Email Replies” in SAS Customer Intelligence 360: Administration Guide](#).

The categories for this table are **DESTINATIONS** and **ENGAGEEMAIL**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 51 EMAIL_REPLY

Column Name	Data Type	Label	Description	Schema First Introduced
email_reply_dttm	TIMESTAMP	Email Reply Datetime	UTC datetimestamp of when the event occurred.	4
email_reply_dttm_tz	TIMESTAMP	Email Reply Datetime Local Timezone	Datetimestamp of when the event occurred in the tenant's time zone.	4
event_id 	VARCHAR(36)	Event ID	Unique group identifier of an event (that is, the instance of an event).	4
channel_user_id	VARCHAR(300)	Channel User ID	This column is not populated.	4
task_id (fk)	VARCHAR(36)	Task ID	Unique identifier representing the email task.	4
imprint_id	VARCHAR(36)	Imprint ID	Unique instance of an email.	4
uri_txt	VARCHAR(1332)	URI	URI value of a domain.	4
event_nm	VARCHAR(256)	Event Name	Is always “reply”.	4
event_designed_id (fk)	VARCHAR(36)	Event Designed ID	Unique identifier assigned to an event.	4
identity_id (fk)	VARCHAR(36)	Identity ID	Alphanumeric number that represents a customer.	4

Column Name	Data Type	Label	Description	Schema First Introduced
occurrence_id (fk)	VARCHAR(36)	Occurrence ID	Identifier representing a specific execution of a recurring or run-now task.	4
response_tracking_cd (fk)	VARCHAR(36)	Response Tracking Code	Unique ID that is used to associate contacts and responses.	7
task_version_id	VARCHAR(36)	Task Version ID	The version of the task that is based on which instance of the task is published. Each subsequent publish adds a new version ID.	7
segment_id (fk)	VARCHAR(36)	Segment ID	Unique identifier representing the segment in the email task.	7
segment_version_id	VARCHAR(36)	Segment Version ID	Version of the segment based on publishing. Each subsequent publish adds a new version ID.	7
properties_map_doc	MAP<STRING,STRING>	Custom Attributes	This column is a placeholder for future use.	7
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetimestamp of when the record was loaded.	7
program_id	VARCHAR(50)	Email Program ID	Email program.	7
recipient_domain_nm	VARCHAR(100)	Email Recipient Domain	Domain of the individual opting out.	7

Column Name	Data Type	Label	Description	Schema First Introduced
audience_id (fk)	VARCHAR(36)	Audience ID	Unique identifier that represents an audience.	12
aud_occurrence_id (fk)	VARCHAR(36)	Audience Occurrence ID	Unique identifier that represents an audience occurrence.	12
test_flg	CHAR(1)	Test Flag	Specifies whether the task was part of a test. 0 indicates that the task was not part of a test. 1 indicates that the task was part of a test.	13
subject_line_txt	VARCHAR(256)	Subject Line Text	The text that is in the subject line of an email.	13
analysis_group_id	VARCHAR(36)	Analysis Group ID	Specifies the variant ID for the email.	13
context_type_nm	VARCHAR(256)	Context Type Name	Type of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	16
context_val	VARCHAR(256)	Context Value	Value of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS	16

Column Name	Data Type	Label	Description	Schema First Introduced
			Customer Intelligence 360: Administration Guide.	
journey_id (fk)	VARCHAR(36)	Journey ID	Unique ID that represents a journey in SAS Customer Intelligence 360.	17
journey_occurrence_id (fk)	VARCHAR(36)	Journey Occurrence ID	Unique ID that represents the specific occurrence of a journey in SAS Customer Intelligence 360.	17

EMAIL_SEND (Partitioned)

This table captures email sends.

The categories for this table are **DESTINATIONS** and **ENGAGEEMAIL**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide.](#)

Table 52 EMAIL_SEND

Column Name	Data Type	Label	Description	Schema First Introduced
email_send_dttm	TIMESTAMP	Email Send Datetime	UTC datetimestamp of when the event occurred.	4
email_send_dttm_tz	TIMESTAMP	Email Send Datetime Local Timezone	Datetimestamp of when the event occurred in the tenant's time zone.	4
event_id ⓘ	VARCHAR(36)	Event ID	Unique group identifier of an event (that is, the instance of an event).	4
channel_user_id	VARCHAR(300)	Channel User ID	This column is not populated.	4
task_id (fk)	VARCHAR(36)	Task ID	Unique identifier representing the email task.	4

Column Name	Data Type	Label	Description	Schema First Introduced
imprint_id	VARCHAR(36)	Imprint ID	Unique instance of an email.	4
event_nm	VARCHAR(256)	Event Name	Is always "send".	4
event_designed_id (fk)	VARCHAR(36)	Event Designed ID	Unique identifier assigned to the event.	4
identity_id (fk)	VARCHAR(36)	Identity ID	Alphanumeric number that represents a customer.	4
occurrence_id (fk)	VARCHAR(36)	Occurrence ID	Identifier representing a specific execution of a recurring or run-now task.	4
response_tracking_cd (fk)	VARCHAR(36)	Response Tracking Code	Unique ID that is used to associate contacts and responses.	7
task_version_id	VARCHAR(36)	Task Version ID	The version of the task that is based on which instance of the task is published. Each subsequent publish adds a new version ID.	7
segment_id (fk)	VARCHAR(36)	Segment ID	Unique identifier representing the segment in an email task.	7
segment_version_id	VARCHAR(36)	Segment Version ID	Version of the segment based on publishing. Each subsequent publish adds a new version ID.	7
properties_map_doc	MAP<STRING,STRING>	Custom Attributes	This column is a placeholder for future use.	7
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetimestamp of when the record was loaded.	7
program_id	VARCHAR(50)	Email Program ID	Email program.	7
recipient_domain_nm	VARCHAR(100)	Email Recipient Domain	Domain of the individual that received the email.	7
imprint_url_txt	VARCHAR(1332)	Email Imprint URL	Publicly available URL of an imprint that enables you to download the imprint for archival	7

Column Name	Data Type	Label	Description	Schema First Introduced
			or auditing purposes. Also provides functionality for retrieval by service center agents to view the exact imprint that a customer received. Note: This value is populated only when your email content includes a View-On-Web Text element and the link uses the merge tag value % %SYSTEM.EMAILMSG.web_view_url%.	
audience_id (fk)	VARCHAR(36)	Audience ID	Unique identifier that represents an audience.	12
aud_occurrence_id (fk)	VARCHAR(36)	Audience Occurrence ID	Unique identifier that represents an audience occurrence.	12
test_flg	CHAR(1)	Test Flag	Specifies whether the task was part of a test. 0 indicates that the task was not part of a test. 1 indicates that the task was part of a test.	13
subject_line_txt	VARCHAR(256)	Subject Line Text	The text that is in the subject line of an email.	13
analysis_group_id	VARCHAR(36)	Analysis Group ID	Specifies the variant ID for the email.	13
context_type_nm	VARCHAR(256)	Context Type Name	Type of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	16
context_val	VARCHAR(256)	Context Value	Value of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS	16

Column Name	Data Type	Label	Description	Schema First Introduced
			Customer Intelligence 360: Administration Guide.	
journey_id (fk)	VARCHAR(36)	Journey ID	Unique ID that represents a journey in SAS Customer Intelligence 360.	17
journey_occurrence_id (fk)	VARCHAR(36)	Journey Occurrence ID	Unique ID that represents the specific occurrence of a journey in SAS Customer Intelligence 360.	17
email_send_agent_name	VARCHAR(128)	Email Send Agent Name	Send agent that is selected in the email task.	22

EMAIL_VIEW (Partitioned)

This table captures email views on a web page when an email recipient clicks on the “view on web” link.

The categories for this table are **DESTINATIONS** and **ENGAGEEMAIL**. For more information, see “Categories for Data Tables” in [SAS Customer Intelligence 360: Administration Guide](#).

Table 53 EMAIL_VIEW

Column Name	Data Type	Label	Description	Schema First Introduced
email_view_dttm	TIMESTAMP	Email View Datetime	UTC datetimestamp of when the event occurred.	4
email_view_dttm_tz	TIMESTAMP	Email View Datetime Local Timezone	Datetimestamp of when the event occurred in the tenant's time zone.	4
event_id ⓘ	VARCHAR(36)	Event ID	Unique group identifier of an event (that is, the instance of an event)	4
channel_user_id	VARCHAR(300)	Channel User ID	This column is not populated.	4

Column Name	Data Type	Label	Description	Schema First Introduced
task_id (fk)	VARCHAR(36)	Task ID	Unique identifier representing the email task.	4
imprint_id	VARCHAR(36)	Imprint ID	Unique instance of an email.	4
event_nm	VARCHAR(256)	Event Name	Is always "view".	4
event_designed_id (fk)	VARCHAR(36)	Event Designed ID	Unique identifier assigned to the event.	4
identity_id (fk)	VARCHAR(36)	Identity ID	Alphanumeric number that represents a customer.	4
recipient_domain_nm	VARCHAR(100)	Email Recipient Domain	Domain of the individual viewing an email online.	4
link_tracking_id	VARCHAR(4)	Link Tracking ID	User-defined identifier assigned to a link in an email.	4
link_tracking_label_txt	VARCHAR(256)	Link Tracking Label	User-defined label assigned to a link in an email.	4
link_tracking_group_txt	VARCHAR(256)	Link Tracking Group	User-defined group to which the email link belongs.	4
occurrence_id (fk)	VARCHAR(36)	Occurrence ID	Identifier representing a specific execution of a recurring or run-now task.	4
response_tracking_cd (fk)	VARCHAR(36)	Response Tracking Code	Unique ID that is used to associate contacts and responses.	7
task_version_id	VARCHAR(36)	Task Version ID	The version of the task that is based on which instance of the task is	7

Column Name	Data Type	Label	Description	Schema First Introduced
			published. Each subsequent publish adds a new version ID.	
segment_id (fk)	VARCHAR(36)	Segment ID	Unique identifier representing the segment in an email task	7
segment_version_id	VARCHAR(36)	Segment Version ID	Version of the segment based on publishing. Each subsequent publish adds a new version ID.	7
properties_map_doc	MAP<STRING,STRING>	Custom Attributes	This column is a placeholder for future use.	7
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetimestamp of when the record was loaded.	7
program_id	VARCHAR(50)	Email Program ID	Email program.	7
audience_id (fk)	VARCHAR(36)	Audience ID	Unique identifier that represents an audience.	12
aud_occurrence_id (fk)	VARCHAR(36)	Audience Occurrence ID	Unique identifier that represents an audience occurrence.	12
test_flg	CHAR(1)	Test Flag	Specifies whether the task was part of a test. ■ 0 indicates that the task was not part of a test. ■ 1 indicates that the task was part of a test.	13

Column Name	Data Type	Label	Description	Schema First Introduced
subject_line_txt	VARCHAR(256)	Subject Line Text	The text that is in the subject line of an email.	13
analysis_group_id	VARCHAR(36)	Analysis Group ID	Specifies the variant ID for the email.	13
context_type_nm	VARCHAR(256)	Context Type Name	Type of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide.	16
context_val	VARCHAR(256)	Context Value	Value of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide.	16
journey_id (fk)	VARCHAR(36)	Journey ID	Unique ID that represents a journey in SAS Customer Intelligence 360.	20
journey_occurrence_id (fk)	VARCHAR(36)	Journey Occurrence ID	Unique ID that represents the specific occurrence of a journey in SAS Customer Intelligence 360.	20

Mobile Detail Tables

IN_APP_FAILED (Partitioned)

This table captures in-app message failure events.

The categories for this table are **DESTINATIONS**, **ENGAGEDDIGITAL** and **ENGAGEMOBILE**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 54 IN_APP_FAILED

Column Name	Data Type	Label	Description	Schema First Introduced
in_app_failed_dttm	TIMESTAMP	InApp Failure Datetime	UTC datetimestamp of when the event occurred.	4
in_app_failed_dttm_tz	TIMESTAMP	InApp Failure Datetime Local Timezone	Datetimestamp of when the event occurred in the tenant's time zone.	4
event_id 	VARCHAR(36)	Event ID	Unique group identifier of an event (that is, the instance of an event).	4
event_nm	VARCHAR(256)	Event Name	Event name, which is set to inAppFailed .	4
channel_user_id	VARCHAR(300)	Channel User ID	Unique ID for a mobile device. This device identifier is generated by SAS and it can be reset. For more information, see “Reset the Mobile Device ID” in SAS Customer Intelligence 360: Developer's Guide for Mobile Applications (for Android) and “Reset the Mobile Device ID” in SAS Customer Intelligence 360: Developer's Guide for	4

Column Name	Data Type	Label	Description	Schema First Introduced
			<i>Mobile Applications</i> (for iOS).	
task_id (fk)	VARCHAR(36)	Task ID	Unique ID that represents the in-app message.	4
spot_id (fk)	VARCHAR(36)	Spot ID	Spot identifier.	4
creative_id (fk)	VARCHAR(36)	Creative ID	Unique ID that represents the creative captured as part of the in-app failed event.	4
channel_nm	VARCHAR(40)	Channel Name	Channel of the in-app failed event. This value is set to mobile .	4
mobile_app_id	VARCHAR(40)	Mobile Application ID	Unique identifier for the mobile application.	4
error_message_txt	VARCHAR(1332)	Error Message	Message returned on the in-app failed event.	4
error_cd	VARCHAR(256)	Error Code	Error codes returned on the in-app failed event.	4
identity_id (fk)	VARCHAR(36)	Identity ID	Alphanumeric number that represents a customer	4
load_dttm	TIMESTAMP	Load Datetime	Internal UTC timestamp of when the record was loaded.	4
event_designed_id (fk)	VARCHAR(36)	Event Designed ID	Unique ID that is assigned to the event.	4
reserved_1_txt	VARCHAR(100)	Reserved Attribute 1	Placeholder for a future attribute.	4
reserved_2_txt	VARCHAR(100)	Reserved Attribute 2	Placeholder for a future attribute.	4

Column Name	Data Type	Label	Description	Schema First Introduced
occurrence_id (fk)	VARCHAR(36)	Occurrence ID	Unique ID that represents the specific occurrence for an audience in SAS Customer Intelligence 360.	4
response_tracking_cd (fk)	VARCHAR(36)	Response Tracking Code	Unique ID that is used to associate contacts and responses.	7
task_version_id	VARCHAR(36)	Task Version ID	Version of the task that is based on which instance of the task is published. Each subsequent publish adds a new version ID.	7
message_id (fk)	VARCHAR(36)	Message ID	Unique ID that represents the message in the push notification task.	7
message_version_id	VARCHAR(36)	Message Version ID	Version of the message based on publishing. Each subsequent publish adds a new version ID.	7
creative_version_id	VARCHAR(36)	Creative Version ID	Version of the creative that is based on publishing. Each subsequent publish adds a new version ID.	7
segment_id (fk)	VARCHAR(36)	Segment ID	Unique ID that represents the segment in the push notification task.	7
segment_version_id	VARCHAR(36)	Segment Version ID	Version of the segment based on publishing. Each subsequent publish adds a new version ID.	7

Column Name	Data Type	Label	Description	Schema First Introduced
properties_map_doc	MAP<STRING,STRING>	Custom Attributes	This column is a placeholder for future use.	7
context_type_nm	VARCHAR(256)	Context Type Name	Type of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	16
context_val	VARCHAR(256)	Context Value	Value of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	16

IN_APP_MESSAGE (Partitioned)

This table captures in-app message interactions.

The categories for this table are **DESTINATIONS**, **ENGAGEDIGITAL** and **ENGAGEMOBILE**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 55 IN_APP_MESSAGE

Column Name	Data Type	Label	Description	Schema First Introduced
in_app_action_dttm	TIMESTAMP	InApp Action Datetime	UTC datetimestamp of when the event occurred.	4

Column Name	Data Type	Label	Description	Schema First Introduced
in_app_action_dttm_tz	TIMESTAMP	InApp Action Datetime Local Timezone	Datetimestamp of when the event occurred in the tenant's time zone.	4
event_id 	VARCHAR(36)	Event ID	Unique group identifier of an event (that is, the instance of an event).	4
channel_user_id	VARCHAR(300)	Channel User ID	Unique ID for a mobile device. This device identifier is generated by SAS and it can be reset. For more information, see “Reset the Mobile Device ID” in SAS Customer Intelligence 360: Developer's Guide for Mobile Applications (for Android) and “Reset the Mobile Device ID” in SAS Customer Intelligence 360: Developer's Guide for Mobile Applications (for iOS).	4
mobile_app_id	VARCHAR(40)	Mobile Application ID	Unique identifier for the mobile application.	4
task_id (fk)	VARCHAR(36)	Task ID	Unique ID that represents the in-app message task.	4
spot_id (fk)	VARCHAR(36)	Spot ID	Spot identifier.	4
creative_id (fk)	VARCHAR(36)	Creative ID	Unique ID that represents the creative captured as part of the in-app message event.	4

Column Name	Data Type	Label	Description	Schema First Introduced
channel_nm	VARCHAR(40)	Channel Name	Channel of the in-app message event. This value is set to <code>mobile</code> .	4
event_nm	VARCHAR(256)	Event Name	The event name is one of these values: ■ bannerPress ■ button1Press ■ button2Press ■ button3Press ■ messageDismiss	4
identity_id (fk)	VARCHAR(36)	Identity ID	Alphanumeric number that represents a customer	4
load_dttm	TIMESTAMP	Load Datetime	Internal UTC timestamp of when the record was loaded.	4
event_designed_id (fk)	VARCHAR(36)	Event Designed ID	Unique ID that is assigned to the event.	4
reserved_1_txt	VARCHAR(100)	Reserved Attribute 1	Placeholder for a future attribute.	4
reserved_2_txt	VARCHAR(100)	Reserved Attribute 2	Placeholder for a future attribute.	4
reserved_3_txt	VARCHAR(100)	Reserved Attribute 3	Placeholder for a future attribute.	4
occurrence_id (fk)	VARCHAR(36)	Occurrence ID	Unique ID that represents the specific occurrence for an audience in SAS Customer Intelligence 360.	4
response_tracking_cd (fk)	VARCHAR(36)	Response Tracking Code	Unique ID that is used to associate contacts and responses.	7
task_version_id	VARCHAR(36)	Task Version ID	Version of the task that is based on which instance of the task is published. Each	7

Column Name	Data Type	Label	Description	Schema First Introduced
			subsequent publish adds a new version ID.	
message_id (fk)	VARCHAR(36)	Message ID	Unique ID that represents the message in the push notification task.	7
message_version_id	VARCHAR(36)	Message Version ID	Version of the message based on publishing. Each subsequent publish adds a new version ID.	7
creative_version_id	VARCHAR(36)	Creative Version ID	Version of the creative that is based on publishing. Each subsequent publish adds a new version ID.	7
segment_id (fk)	VARCHAR(36)	Segment ID	Unique ID that represents the segment in the push notification task.	7
segment_version_id	VARCHAR(36)	Segment Version ID	Version of the segment based on publishing. Each subsequent publish adds a new version ID.	7
properties_map_doc	MAP<STRING,STRING>	Custom Attributes	This column is a placeholder for future use.	7
context_type_nm	VARCHAR(256)	Context Type Name	Type of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	16
context_val	VARCHAR(256)	Context Value	Value of the contextual information	16

Column Name	Data Type	Label	Description	Schema First Introduced
			that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	

IN_APP_SEND (Partitioned)

This table captures in-app message send events.

The categories for this table are **DESTINATIONS**, **ENGAGEDIGITAL** and **ENGAGEMOBILE**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 56 IN_APP_SEND

Column Name	Data Type	Label	Description	Schema First Introduced
in_app_send_dttm	TIMESTAMP	InApp Send Datetime	UTC datetimestamp of when the event occurred.	4
in_app_send_dttm_tz	TIMESTAMP	InApp Send Datetime Local Timezone	Datetimestamp of when the event occurred in the tenant's time zone.	4
event_id 	VARCHAR(36)	Event ID	Unique group identifier of an event (that is, the instance of an event).	4
event_nm	VARCHAR(256)	Event Name	Event name, which is set to inAppSend .	4
channel_user_id	VARCHAR(300)	Channel User ID	Unique ID for a mobile device. This device identifier is generated by SAS and it can be reset. For more information, see “Reset the Mobile	4

Column Name	Data Type	Label	Description	Schema First Introduced
			Device ID” in <i>SAS Customer Intelligence 360: Developer’s Guide for Mobile Applications</i> (for Android) and “Reset the Mobile Device ID” in <i>SAS Customer Intelligence 360: Developer’s Guide for Mobile Applications</i> (for iOS).	
task_id (fk)	VARCHAR(36)	Task ID	Unique ID that represents the in-app message task.	4
spot_id (fk)	VARCHAR(36)	Spot ID	Spot identifier.	4
creative_id (fk)	VARCHAR(36)	Creative ID	Unique ID that represents the creative captured as part of the in-app send event.	4
channel_nm	VARCHAR(40)	Channel Name	Channel of the in-app send event. This value is set to mobile .	4
mobile_app_id	VARCHAR(40)	Mobile Application ID	Unique identifier for the mobile application.	4
identity_id (fk)	VARCHAR(36)	Identity ID	Alphanumeric number that represents a customer	4
load_dttm	TIMESTAMP	Load Datetime	Internal UTC timestamp of when the record was loaded.	4
event_designed_id (fk)	VARCHAR(36)	Event Designed ID	Unique ID that is assigned to the event.	4
reserved_1_txt	VARCHAR(100)	Reserved Attribute 1	Placeholder for a future attribute.	4

Column Name	Data Type	Label	Description	Schema First Introduced
reserved_2_txt	VARCHAR(100)	Reserved Attribute 2	Placeholder for a future attribute.	4
occurrence_id (fk)	VARCHAR(36)	Occurrence ID	Unique ID that represents the specific occurrence for an audience in SAS Customer Intelligence 360.	4
response_tracking_cd (fk)	VARCHAR(36)	Response Tracking Code	Unique ID that is used to associate contacts and responses.	7
task_version_id	VARCHAR(36)	Task Version ID	Version of the task that is based on which instance of the task is published. Each subsequent publish adds a new version ID.	7
message_id (fk)	VARCHAR(36)	Message ID	Unique ID that represents the message in the push notification task.	7
message_version_id	VARCHAR(36)	Message Version ID	Version of the message based on publishing. Each subsequent publish adds a new version ID.	7
creative_version_id	VARCHAR(36)	Creative Version ID	Version of the creative that is based on publishing. Each subsequent publish adds a new version ID.	7
segment_id (fk)	VARCHAR(36)	Segment ID	Unique ID that represents the segment in the push notification task.	7
segment_version_id	VARCHAR(36)	Segment Version ID	Version of the segment based on publishing. Each subsequent publish adds a new version ID.	7

Column Name	Data Type	Label	Description	Schema First Introduced
properties_map_doc	MAP<STRING,STRING>	Custom Attributes	This column is a placeholder for future use.	7
context_type_nm	VARCHAR(256)	Context Type Name	Type of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	16
context_val	VARCHAR(256)	Context Value	Value of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	16

IN_APP_TARGETING_REQUEST (Partitioned)

This table captures in-app targeting events.

The categories for this table are **DESTINATIONS**, **ENGAGEDIGITAL** and **ENGAGEMOBILE**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 57 IN_APP_TARGETING_REQUEST

Column Name	Data Type	Label	Description	Schema First Introduced
in_app_tgt_request_dttm	TIMESTAMP	InApp Targeting	UTC datetimestamp of when the event occurred.	7

Column Name	Data Type	Label	Description	Schema First Introduced
		Request Datetime		
in_app_tgt_request_dttm_tz	TIMESTAMP	InApp Targeting Request Datetime Local Timezone	Datetimestamp of when the event occurred in the tenant's time zone.	7
event_id ⓘ	VARCHAR(36)	Event ID	Unique group identifier of an event (that is, the instance of an event).	7
event_nm	VARCHAR(256)	Event Name	Event name, which is set to inAppTargetingRequest .	7
channel_user_id	VARCHAR(300)	Channel User ID	Unique ID for a mobile device. This device identifier is generated by SAS and it can be reset. For more information, see “Reset the Mobile Device ID” in SAS Customer Intelligence 360: Developer's Guide for Mobile Applications (for Android) and “Reset the Mobile Device ID” in SAS Customer Intelligence 360: Developer's Guide for Mobile Applications (for iOS).	7
channel_nm	VARCHAR(40)	Channel Name	Channel of the in-app targeting request. This value is set to mobile .	7
mobile_app_id	VARCHAR(40)	Mobile Application ID	Unique identifier for the mobile application.	7
identity_id (fk)	VARCHAR(36)	Identity ID	Alphanumeric number that represents a customer	7

Column Name	Data Type	Label	Description	Schema First Introduced
load_dttm	TIMESTAMP	Load Datetime	Internal UTC timestamp of when the record was loaded.	7
event_designed_id (fk)	VARCHAR(36)	Event Designed ID	Unique ID that is assigned to the event.	7
eligibility_flg	CHAR(1)	Eligibility Flag	Determines if device is eligible for in-app notifications.	7
context_type_nm	VARCHAR(256)	Context Type Name	Type of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	16
context_val	VARCHAR(256)	Context Value	Value of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	16

MOBILE_SPOTS (Partitioned)

This table captures mobile system events where the event type is “spot_failed”.

The categories for this table are **DESTINATIONS**, **ENGAGEDIGITAL** and **ENGAGEMOBILE**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 58 MOBILE_SPOTS

Column Name	Data Type	Label	Description	Schema First Introduced
action_dttm	TIMESTAMP	Mobile Spot Action Datetime	UTC datetimestamp of when the event occurred.	4

Column Name	Data Type	Label	Description	Schema First Introduced
action_dttm_tz	TIMESTAMP	Mobile Spot Action Datetime Local Timezone	Datetimestamp of when the event occurred in the tenant's time zone.	4
event_id 	VARCHAR(36)	Event ID	Unique group identifier of an event (that is, the instance of an event).	4
channel_user_id	VARCHAR(300)	Channel User ID	Unique ID for a mobile device. This device identifier is generated by SAS and it can be reset. For more information, see “Reset the Mobile Device ID” in SAS Customer Intelligence 360: Developer's Guide for Mobile Applications (for Android) and “Reset the Mobile Device ID” in SAS Customer Intelligence 360: Developer's Guide for Mobile Applications (for iOS).	4
mobile_app_id	VARCHAR(40)	Mobile Application ID	Unique identifier for the mobile application.	4
spot_id (fk)	VARCHAR(36)	Spot ID	Spot identifier. Note: If a mobile app sends a spot ID that is not defined in SAS Customer Intelligence 360, spot IDs are empty for records where the event_nm is spot_failed.	4
creative_id (fk)	VARCHAR(36)	Creative ID	Unique ID that represents the creative.	4
event_nm	VARCHAR(256)	Event Name	Event name, which is set to spot_failed.	4
identity_id (fk)	VARCHAR(36)	Identity ID	Alphanumeric number that represents a customer	4

Column Name	Data Type	Label	Description	Schema First Introduced
load_dttm	TIMESTAMP	Load Datetime	Internal UTC timestamp of when the record was loaded.	4
event_designed_id (fk)	VARCHAR(36)	Event Designed ID	Unique ID that is assigned to the event.	4
detail_id_hex (fk)	VARCHAR(32)	Detail ID Hexadecimal	Primary key in hexadecimal representation.	4
visit_id_hex (fk)	VARCHAR(32)	Visit ID Hexadecimal	Visit identifier in hexadecimal representation.	4
session_id_hex (fk)	VARCHAR(29)	Session ID Hexadecimal	Session identifier in hexadecimal representation.	4
context_type_nm	VARCHAR(256)	Context Type Name	Type of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	16
context_val	VARCHAR(256)	Context Value	Value of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	16

NOTIFICATION_FAILED (Partitioned)

This table captures push notification events that failed.

The categories for this table are **DESTINATIONS**, **ENGAGEDIGITAL** and **ENGAGEMOBILE**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 59 NOTIFICATION_FAILED

Column Name	Data Type	Label	Description	Schema First Introduced
notification_failed_dttm	TIMESTAMP	Push Notification Failed Datetime	UTC datetimestamp of when the event occurred.	4
notification_failed_dttm_tz	TIMESTAMP	Push Notification Failed Datetime Local Timezone	Datetimestamp of when the event occurred in the tenant's time zone.	4
event_id 	VARCHAR(36)	Event ID	Unique group identifier of an event (that is, the instance of an event).	4
channel_user_id	VARCHAR(300)	Channel User ID	Unique ID for a mobile device. This device identifier is generated by SAS and it can be reset. For more information, see “Reset the Mobile Device ID” in SAS Customer Intelligence 360: Developer's Guide for Mobile Applications (for Android) and “Reset the Mobile Device ID” in SAS Customer Intelligence 360: Developer's Guide for Mobile Applications (for iOS).	4
mobile_app_id	VARCHAR(40)	Mobile Application ID	Unique identifier for the mobile application.	4
task_id (fk)	VARCHAR(36)	Task ID	Unique ID that represents the push notification task.	4
spot_id (fk)	VARCHAR(36)	Spot ID	Spot identifier.	4

Column Name	Data Type	Label	Description	Schema First Introduced
creative_id (fk)	VARCHAR(36)	Creative ID	Unique ID that represents the creative captured as part of the notification failed event.	4
channel_nm	VARCHAR(40)	Channel Name	Channel of the notification failed event. This value is set to mobile .	4
event_nm	VARCHAR(256)	Event Name	Event name, which is set to notificationFailed .	4
error_message_txt	VARCHAR(1332)	Error Message	Message returned on the notification failed event.	4
error_cd	VARCHAR(256)	Error Code	Error codes returned on the notification failed event.	4
identity_id (fk)	VARCHAR(36)	Identity ID	Alphanumeric number that represents a customer	4
load_dttm	TIMESTAMP	Load Datetime	Internal UTC timestamp of when the record was loaded.	4
event_designed_id (fk)	VARCHAR(36)	Event Designed ID	Unique ID that is assigned to the event.	4
reserved_1_txt	VARCHAR(100)	Reserved Attribute 1	Placeholder for a future attribute.	4
reserved_2_txt	VARCHAR(100)	Reserved Attribute 2	Placeholder for a future attribute.	4
occurrence_id (fk)	VARCHAR(36)	Occurrence ID	Unique ID that represents the specific occurrence for an audience in	4

Column Name	Data Type	Label	Description	Schema First Introduced
			SAS Customer Intelligence 360.	
response_tracking_cd (fk)	VARCHAR(36)	Response Tracking Code	Unique ID that is used to associate contacts and responses.	7
task_version_id	VARCHAR(36)	Task Version ID	Version of the task that is based on which instance of the task is published. Each subsequent publish adds a new version ID.	7
message_id (fk)	VARCHAR(36)	Message ID	Unique ID that represents the message in the push notification task.	7
message_version_id	VARCHAR(36)	Message Version ID	Version of the message based on publishing. Each subsequent publish adds a new version ID.	7
creative_version_id	VARCHAR(36)	Creative Version ID	Version of the creative that is based on publishing. Each subsequent publish adds a new version ID.	7
segment_id (fk)	VARCHAR(36)	Segment ID	Unique ID that represents the segment in the push notification task.	7
segment_version_id	VARCHAR(36)	Segment Version ID	Version of the segment based on publishing. Each subsequent publish adds a new version ID.	7

Column Name	Data Type	Label	Description	Schema First Introduced
properties_map_doc	MAP<STRING,STRING>	Custom Attributes	This column is a placeholder for future use.	7
audience_id (fk)	VARCHAR(36)	Audience ID	Unique ID that represents the audience in SAS Customer Intelligence 360.	12
aud_occurrence_id (fk)	VARCHAR(36)	Audience Occurrence ID	Unique identifier that represents an audience occurrence	12
context_type_nm	VARCHAR(256)	Context Type Name	Type of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	16
context_val	VARCHAR(256)	Context Value	Value of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	16
journey_id (fk)	VARCHAR(36)	Journey ID	Unique ID that represents a journey in SAS Customer Intelligence 360.	17
journey_occurrence_id (fk)	VARCHAR(36)	Journey Occurrence ID	Unique ID that represents the specific occurrence	17

Column Name	Data Type	Label	Description	Schema First Introduced
			of a journey in SAS Customer Intelligence 360.	

NOTIFICATION_OPENED (Partitioned)

This table captures push notifications being opened.

The categories for this table are **DESTINATIONS**, **ENGAGEDIGITAL** and **ENGAGEMOBILE**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 60 NOTIFICATION_OPENED

Column Name	Data Type	Label	Description	Schema First Introduced
notification_opened_dttm	TIMESTAMP	Push Notification Opened Datetime	UTC datetimestamp of when the event occurred.	4
notification_opened_dttm_tz	TIMESTAMP	Push Notification Opened Datetime in Local Timezone	Datetimestamp of when the event occurred in the tenant's time zone.	4
event_id 	VARCHAR(36)	Event ID	Unique group identifier of an event (that is, the instance of an event).	4
channel_user_id	VARCHAR(300)	Channel User ID	Unique ID for a mobile device. This device identifier is generated by SAS and it can be reset. For more information, see “Reset the Mobile Device ID” in SAS Customer Intelligence 360: Developer's Guide for Mobile Applications (for Android) and “Reset	4

Column Name	Data Type	Label	Description	Schema First Introduced
			the Mobile Device ID” in <i>SAS Customer Intelligence 360: Developer's Guide for Mobile Applications</i> (for iOS).	
mobile_app_id	VARCHAR(40)	Mobile Application ID	Unique identifier for the mobile application.	4
task_id (fk)	VARCHAR(36)	Task ID	Unique ID that represents the push notification task.	4
spot_id (fk)	VARCHAR(36)	Spot ID	Spot identifier.	4
creative_id (fk)	VARCHAR(36)	Creative ID	Unique ID that represents the creative captured as part of the notification opened event.	4
channel_nm	VARCHAR(40)	Channel Name	Channel of the notification opened event. This value is set to mobile .	4
event_nm	VARCHAR(256)	Event Name	Event name, which is set to notificationOpened .	4
identity_id (fk)	VARCHAR(36)	Identity ID	Alphanumeric number that represents a customer	4
load_dttm	TIMESTAMP	Load Datetime	Internal UTC timestamp of when the record was loaded.	4
event_designed_id (fk)	VARCHAR(36)	Event Designed ID	Unique ID that is assigned to the event.	4
reserved_1_txt	VARCHAR(100)	Reserved Attribute 1	Placeholder for a future attribute.	4

Column Name	Data Type	Label	Description	Schema First Introduced
reserved_2_txt	VARCHAR(100)	Reserved Attribute 2	Placeholder for a future attribute.	4
reserved_3_txt	VARCHAR(100)	Reserved Attribute 3	Placeholder for a future attribute.	4
occurrence_id (fk)	VARCHAR(36)	Occurrence ID	Unique ID that represents the specific occurrence for an audience in SAS Customer Intelligence 360.	4
response_tracking_cd (fk)	VARCHAR(36)	Response Tracking Code	Unique ID that is used to associate contacts and responses.	7
task_version_id	VARCHAR(36)	Task Version ID	Version of the task that is based on which instance of the task is published. Each subsequent publish adds a new version ID.	7
message_id (fk)	VARCHAR(36)	Message ID	Unique ID that represents the message in the push notification task.	7
message_version_id	VARCHAR(36)	Message Version ID	Version of the message based on publishing. Each subsequent publish adds a new version ID.	7
creative_version_id	VARCHAR(36)	Creative Version ID	Version of the creative that is based on publishing. Each subsequent publish adds a new version ID.	7
segment_id (fk)	VARCHAR(36)	Segment ID	Unique ID that represents the	7

Column Name	Data Type	Label	Description	Schema First Introduced
			segment in the push notification task.	
segment_version_id	VARCHAR(36)	Segment Version ID	Version of the segment based on publishing. Each subsequent publish adds a new version ID.	7
properties_map_doc	MAP<STRING,STRING>	Custom Attributes	This column is a placeholder for future use.	7
audience_id (fk)	VARCHAR(36)	Audience ID	Unique ID that represents an audience.	12
aud_occurrence_id (fk)	VARCHAR(36)	Audience Occurrence ID	Unique ID that represents the specific occurrence for an audience in SAS Customer Intelligence 360.	12
context_type_nm	VARCHAR(256)	Context Type Name	Type of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	16
context_val	VARCHAR(256)	Context Value	Value of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence	16

Column Name	Data Type	Label	Description	Schema First Introduced
			360: Administration Guide .	
journey_id (fk)	VARCHAR(36)	Journey ID	Unique ID that represents a journey in SAS Customer Intelligence 360.	17
journey_occurrence_id (fk)	VARCHAR(36)	Journey Occurrence ID	Unique ID that represents the specific occurrence of a journey in SAS Customer Intelligence 360.	17

NOTIFICATION_SEND (Partitioned)

This table captures push notifications that are sent to users.

The categories for this table are **DESTINATIONS**, **ENGAGEDIGITAL** and **ENGAGEMOBILE**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 61 NOTIFICATION_SEND

Column Name	Data Type	Label	Description	Schema First Introduced
notification_send_dttm	TIMESTAMP	Push Notification Send Datetime	UTC datetimestamp of when the event occurred.	4
notification_send_dttm_tz	TIMESTAMP	Push Notification Send Datetime Local Timezone	Datetimestamp of when the event occurred in the tenant's time zone.	4
event_id 	VARCHAR(36)	Event ID	Unique group identifier of an event (that is, the instance of an event).	4

Column Name	Data Type	Label	Description	Schema First Introduced
channel_user_id	VARCHAR(300)	Channel User ID	Unique ID for a mobile device. This device identifier is generated by SAS and it can be reset. For more information, see “Reset the Mobile Device ID” in SAS Customer Intelligence 360: Developer's Guide for Mobile Applications (for Android) and “Reset the Mobile Device ID” in SAS Customer Intelligence 360: Developer's Guide for Mobile Applications (for iOS).	4
mobile_app_id	VARCHAR(40)	Mobile Application ID	Unique identifier for the mobile application.	4
task_id (fk)	VARCHAR(36)	Task ID	Unique ID that represents the push notification task.	4
spot_id (fk)	VARCHAR(36)	Spot ID	Spot identifier.	4
creative_id (fk)	VARCHAR(36)	Creative ID	Unique ID that represents the creative captured as part of the notification send event.	4
channel_nm	VARCHAR(40)	Channel Name	Channel of the notification send event. This value is set to mobile .	4

Column Name	Data Type	Label	Description	Schema First Introduced
event_nm	VARCHAR(256)	Event Name	Event name, which is set to notificationSend .	4
identity_id (fk)	VARCHAR(36)	Identity ID	Alphanumeric number that represents a customer	4
load_dttm	TIMESTAMP	Load Datetime	Internal UTC timestamp of when the record was loaded.	4
event_designed_id (fk)	VARCHAR(36)	Event Designed ID	Unique ID that is assigned to the event.	4
reserved_1_txt	VARCHAR(100)	Reserved Attribute 1	Placeholder for a future attribute.	4
reserved_2_txt	VARCHAR(100)	Reserved Attribute 2	Placeholder for a future attribute.	4
occurrence_id (fk)	VARCHAR(36)	Occurrence ID	Unique ID that represents a specific execution of a recurring or run-now task.	4
response_tracking_cd (fk)	VARCHAR(36)	Response Tracking Code	Unique ID that is used to associate contacts and responses.	7
task_version_id	VARCHAR(36)	Task Version ID	Version of the task that is based on which instance of the task is published. Each subsequent publish adds a new version ID.	7
message_id (fk)	VARCHAR(36)	Message ID	Unique ID that represents the message in the	7

Column Name	Data Type	Label	Description	Schema First Introduced
			push notification task.	
message_version_id	VARCHAR(36)	Message Version ID	Version of the message based on publishing. Each subsequent publish adds a new version ID.	7
creative_version_id	VARCHAR(36)	Creative Version ID	Version of the creative that is based on publishing. Each subsequent publish adds a new version ID.	7
segment_id (fk)	VARCHAR(36)	Segment ID	Unique ID that represents the segment in the push notification task.	7
segment_version_id	VARCHAR(36)	Segment Version ID	Version of the segment based on publishing. Each subsequent publish adds a new version ID.	7
properties_map_doc	MAP<STRING,STRING>	Custom Attributes	This column is a placeholder for future use.	7
audience_id (fk)	VARCHAR(36)	Audience ID	Unique ID that represents an audience.	12
aud_occurrence_id (fk)	VARCHAR(36)	Audience Occurrence ID	Unique ID that represents the specific occurrence for an audience in SAS Customer Intelligence 360.	12
context_type_nm	VARCHAR(256)	Context Type Name	Type of the contextual information that is	16

Column Name	Data Type	Label	Description	Schema First Introduced
			associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	
context_val	VARCHAR(256)	Context Value	Value of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	16
journey_id (fk)	VARCHAR(36)	Journey ID	Unique ID that represents a journey in SAS Customer Intelligence 360.	17
journey_occurrence_id (fk)	VARCHAR(36)	Journey Occurrence ID	Unique ID that represents the specific occurrence of a journey in SAS Customer Intelligence 360.	17

NOTIFICATION_TARGETING_REQUEST (Partitioned)

This table captures push notifications being requested.

The categories for this table are **DESTINATIONS**, **ENGAGEDIGITAL** and **ENGAGEMOBILE**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 62 NOTIFICATION_TARGETING_REQUEST

Column Name	Data Type	Label	Description	Schema First Introduced
notification_tgt_req_dttm	TIMESTAMP	Push Notification Targeting Request Datetime	UTC datetimestamp of when the event occurred.	7
notification_tgt_req_dttm_tz	TIMESTAMP	Push Notification Targeting Request Datetime Local Timezone	Datetimestamp of when the event occurred in the tenant's time zone.	7
event_id ⓘ	VARCHAR(36)	Event ID	Unique group identifier of an event (that is, the instance of an event).	7
channel_user_id	VARCHAR(300)	Channel User ID	Unique ID for a mobile device. This device identifier is generated by SAS and it can be reset. For more information, see “Reset the Mobile Device ID” in SAS Customer Intelligence 360: Developer's Guide for Mobile Applications (for Android) and “Reset the Mobile Device ID” in SAS Customer Intelligence 360: Developer's Guide for Mobile Applications (for iOS).	7
mobile_app_id	VARCHAR(40)	Mobile Application ID	Unique identifier for the mobile application.	7
channel_nm	VARCHAR(40)	Channel Name	Channel of the notification targeting request. This value is set to mobile .	7
event_nm	VARCHAR(256)	Event Name	Event name, which is set to notificationTargetingRequest .	7
identity_id (fk)	VARCHAR(36)	Identity ID	Alphanumeric number that represents a customer	7

Column Name	Data Type	Label	Description	Schema First Introduced
load_dttm	TIMESTAMP	Load Datetime	Internal UTC timestamp of when the record was loaded.	7
event_designed_id (fk)	VARCHAR(36)	Event Designed ID	Unique ID that is assigned to the event.	7
eligibility_flg	CHAR(1)	Eligibility Flag	Determines if device is eligible for push notifications.	7
audience_id (fk)	VARCHAR(36)	Audience ID	Unique ID that represents an audience.	12
aud_occurrence_id (fk)	VARCHAR(36)	Audience Occurrence ID	Unique ID that represents the specific occurrence for an audience in SAS Customer Intelligence 360.	12
context_type_nm	VARCHAR(256)	Context Type Name	Type of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	16
context_val	VARCHAR(256)	Context Value	Value of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	16
journey_id (fk)	VARCHAR(36)	Journey ID	Unique ID that represents a journey in SAS Customer Intelligence 360.	17
journey_occurrence_id (fk)	VARCHAR(36)	Journey Occurrence ID	Unique ID that represents the specific occurrence of a journey in SAS Customer Intelligence 360.	17
task_id (fk)	VARCHAR(36)	Task ID	Unique ID for the associated task.	19

Real-time Journey Detail Tables

A real-time journey is a coordinated series of tasks that are designed to meet the goals of a marketing campaign. For example, you might use a web task to present a Hotel Offer link on your website. Then, you could use an email task to send a discount offer to all users who click on the link within a week. For more information, see [“Creating Real-time Journeys” in SAS Customer Intelligence 360: User’s Guide](#).

AB_TEST_PATH_ASSIGNMENT (Partitioned)

This table captures the A/B test assignment in real-time journeys.

“Real-time journey” is the new name for an activity. Table names and fields have not been renamed to maintain backward compatibility.

The categories for this table are **DESTINATIONS**, **ENGAGEDIGITAL**, **ENGAGWEB**, and **ENGAGEMOBILE**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 63 AB_TEST_PATH_ASSIGNMENT

Column Name	Data Type	Label	Description	Schema First Introduced
abtestpath_assignment_dttm	TIMESTAMP	AbTest Path Assignment Datetime	UTC datetimestamp of when the event occurred.	7
abtestpath_assignment_dttm_tz	TIMESTAMP	AbTest Path Assignment Datetime Local Timezone	Datetimestamp of when the event occurred in the tenant’s time zone.	7
event_id ⓘ	VARCHAR(36)	Event ID	Unique group identifier of an event (that is, the instance of an event).	7
channel_user_id	VARCHAR(300)	Channel User ID	Starting with the release of schema 20, this column is not populated.	7
activity_id (fk)	VARCHAR(36)	Real-time Journey ID	Unique identifier representing the real-time journey object where an	7

Column Name	Data Type	Label	Description	Schema First Introduced
			A/B test is used inside a journey.	
abtest_path_id (fk)	VARCHAR(36)	AbTest Path ID	Unique identifier representing the A/B test path when an A/B test is used inside a real-time journey.	7
channel_nm	VARCHAR(40)	Channel Name	Channel of an A/B test path assignment.	7
event_nm	VARCHAR(256)	Event Name	Event name of an A/B test path assignment.	7
identity_id (fk)	VARCHAR(36)	Identity ID	Alphanumeric number that represents a customer.	7
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetimestamp of when the record was loaded.	7
event_designed_id (fk)	VARCHAR(36)	Event Designed ID	Unique identifier assigned to the event.	7
session_id_hex (fk)	VARCHAR(29)	Session ID Hexadecimal	Session identifier in hexadecimal representation.	7
context_type_nm	VARCHAR(256)	Context Type Name	Type of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	16

Column Name	Data Type	Label	Description	Schema First Introduced
context_val	VARCHAR(256)	Context Value	Value of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	16

ACTIVITY_CONVERSION (Partitioned)

This table captures conversions that are part of a real-time journey. More specifically, the primary and secondary metrics of the journey itself (as opposed to the tasks inside the journey) are captured.

“Real-time journey” is the new name for an activity. Table names and fields have not been renamed to maintain backward compatibility.

The categories for this table are **DESTINATIONS**, **ENGAGEDIGITAL**, **ENGAGEWEB**, and **ENGAGEMOBILE**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Note: A primary metric must be added to the journey in order for there to be data in this table.

Table 64 ACTIVITY_CONVERSION

Column Name	Data Type	Label	Description	Schema First Introduced
activity_conversion_dttm	TIMESTAMP	Real-time Journey Conversion Datetime	UTC datetimestamp of when the event occurred.	4
activity_conversion_dttm_tz	TIMESTAMP	Real-time Journey Conversion Datetime Local Timezone	Datetimestamp of when the event occurred in the tenant’s time zone.	4

Column Name	Data Type	Label	Description	Schema First Introduced
event_id ⓘ	VARCHAR(36)	Event ID	Unique group identifier of an event (that is, the instance of an event).	4
channel_user_id	VARCHAR(300)	Channel User ID	Starting with the release of schema 20, this column is not populated.	4
activity_id (fk)	VARCHAR(36)	Real-time Journey ID	Unique identifier representing the real-time journey object when a customer achieves a primary or secondary metric for the journey.	4
abtest_path_id (fk)	VARCHAR(36)	AbTest Path ID	Unique identifier representing the A/B test path when it is used inside a real-time journey.	4
goal_id	VARCHAR(36)	Goal ID	Unique identifier of the conversion or milestone.	4
channel_nm	VARCHAR(40)	Channel Name	Channel in which the conversion of a real-time journey took place.	4
activity_node_id (fk)	VARCHAR(36)	Real-time Journey Node ID	Unique node identifier used in a real-time journey.	4
event_nm	VARCHAR(256)	Event Name	Either the conversion for the primary metric or the milestone for the secondary metrics.	4
parent_event_designed_id (fk)	VARCHAR(36)	Parent Event Designed ID	Identifier of the event used to generate the new event. Can be linked to the event_id	4

Column Name	Data Type	Label	Description	Schema First Introduced
			column on the MD_EVENTS table.	
identity_id (fk)	VARCHAR(36)	Identity ID	Alphanumeric number that represents a customer.	4
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetimestamp of when the record was loaded.	4
event_designed_id (fk)	VARCHAR(36)	Event Designed ID	Unique identifier assigned to the event.	4
detail_id_hex (fk)	VARCHAR(32)	Detail ID Hexadecimal	Primary key in hexadecimal representation.	4
session_id_hex (fk)	VARCHAR(29)	Session ID Hexadecimal	Session identifier in hexadecimal representation.	4
context_type_nm	VARCHAR(256)	Context Type Name	Type of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	16
context_val	VARCHAR(256)	Context Value	Value of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence	16

Column Name	Data Type	Label	Description	Schema First Introduced
			360: Administration Guide .	

ACTIVITY_FLOW_IN (Partitioned)

This table captures the movement of individuals through a real-time journey and occurs each time that an individual passes through a node. For example, every node has a `node_id`, so for a journey that contains 10 nodes, there would be a total of 10 `activity_flow_in` events. In the future, there will be metadata table that will contain metadata for the journey node.

Note: "Real-time journey" is the new name for an activity. Table names and fields have not been renamed to maintain backward compatibility.

The categories for this table are **DESTINATIONS**, **ENGAGEDIGITAL**, **ENGAGEWEB**, and **ENGAGEMOBILE**. For more information, see ["Categories for Data Tables" in SAS Customer Intelligence 360: Administration Guide](#).

Table 65 ACTIVITY_FLOW_IN

Column Name	Data Type	Label	Description	Schema First Introduced
activity_flow_in_dt_tm	TIMESTAMP	Real-time Journey Flow In Datetime	UTC datetimestamp of when the event occurred.	4
activity_flow_in_dt_tm_tz	TIMESTAMP	Real-time Journey Flow In Datetime Local Time	Datetimestamp of when the event occurred in the tenant's time zone.	4
event_id ⓘ	VARCHAR(36)	Event ID	Unique group identifier of an event (that is, the instance of an event).	4
channel_user_id	VARCHAR(300)	Channel User ID	Starting with the release of schema 20, this column is not populated.	4
task_id (fk)	VARCHAR(36)	Task ID	Unique identifier representing the task object when used in an activity node.	4

Column Name	Data Type	Label	Description	Schema First Introduced
activity_id (fk)	VARCHAR(36)	Real-time Journey ID	Unique identifier representing the real-time journey object as users pass through the nodes in a journey.	4
abtest_path_id	VARCHAR(36)	AbTest Path ID	Unique identifier representing the A/B test path when it is used inside a real-time journey.	4
channel_nm	VARCHAR(40)	Channel Name	Channel of the node.	4
activity_node_id	VARCHAR(36)	Real-time Journey Node ID	Unique node identifier used in a real-time journey. Note: For A/B test assignments, this column can be cross-referenced with the abtest_path_id column in the MD_ACTIVITY_ABTEST_PATH table on page 340.	4
event_nm	VARCHAR(256)	Event Name	Is always "activity_flow_in".	4
identity_id (fk)	VARCHAR(36)	Identity ID	Alphanumeric number that represents a customer.	4
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetimestamp of when the record was loaded.	4
event_designed_id (fk)	VARCHAR(36)	Event Designed ID	Unique identifier assigned to the event.	4
context_type_nm	VARCHAR(256)	Context Type Name	Type of the contextual information that is associated with the event. For more information, see "Contextual Information for	16

Column Name	Data Type	Label	Description	Schema First Introduced
			Identities” in SAS Customer Intelligence 360: Administration Guide.	
context_val	VARCHAR(256)	Context Value	Value of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide.	16

ACTIVITY_START (Partitioned)

This table captures the start of a real-time journey based on when an individual enters a journey. Because journeys can have multiple starting nodes, the node initially entered upon by the individual generates the activitystart event. This occurs only when primary and secondary metrics have been selected for the journey, and it is the impression for the journey itself.

“Real-time journey” is the new name for an activity. Table names and fields have not been renamed to maintain backward compatibility.

The categories for this table are **DESTINATIONS**, **ENGAGEDIGITAL**, **ENGAGEWEB**, and **ENGAGEMOBILE**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide.](#)

Note: A primary metric must be added to the journey in order for there to be data in this table.

Table 66 ACTIVITY_START

Column Name	Data Type	Label	Description	Schema First Introduced
activity_start_dttm	TIMESTAMP	Real-time Journey Start Datetime	UTC datetimestamp of when the event occurred.	4
activity_start_dttm_tz	TIMESTAMP	Real-time Journey Start	Datetimestamp of when the event occurred in the tenant's time zone.	4

Column Name	Data Type	Label	Description	Schema First Introduced
		Datetime Local Timezone		
event_id 	VARCHAR(36)	Event ID	Unique group identifier of an event (that is, the instance of an event).	4
channel_user_id	VARCHAR(300)	Channel User ID	Starting with the release of schema 20, this column is not populated.	4
activity_id (fk)	VARCHAR(36)	Real-time Journey ID	Unique identifier representing the journey object when a user enters a journey.	4
channel_nm	VARCHAR(40)	Channel Name	Channel of the node at the start of a real-time journey.	4
event_nm	VARCHAR(256)	Event Name	Is always “activitystart”.	4
identity_id (fk)	VARCHAR(36)	Identity ID	Alphanumeric number that represents a customer	4
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetimestamp of when the record was loaded.	4
event_designed_id (fk)	VARCHAR(36)	Event Designed ID	Unique identifier assigned to the event.	4
context_type_nm	VARCHAR(256)	Context Type Name	Type of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	16
context_val	VARCHAR(256)	Context Value	Value of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	16

Scheduled Journey Detail Tables

JOURNEY_ENTRY (Partitioned)

This table captures when an individual enters a scheduled journey that is defined in SAS Customer Intelligence 360.

Note: This table is for scheduled journeys. For real-time journey tables, see [“Real-time Journey Detail Tables”](#).

The category for this table is **DESTINATIONS**.

Table 67 JOURNEY_ENTRY

Column Name	Data Type	Label	Description	Schema First Introduced
entry_dttm	TIMESTAMP	Journey Entry Date Time	UTC timestamp of when the event occurred.	17
entry_dttm_tz	TIMESTAMP	Journey Entry Datetime Local Timezone	Timestamp of when the event occurred in tenant's timezone.	17
event_id 	VARCHAR(36)	Event ID	Unique ID of the event that is associated with the journey change. This ID is the specific execution of an event.	17
event_nm	VARCHAR(256)	Event Name	The event name, which is set to journey entry .	17
journey_id	VARCHAR(36)	Journey ID	Unique ID that represents a journey in SAS Customer Intelligence 360.	17
journey_occurrence_id	VARCHAR(36)	Journey Occurrence ID	Unique ID that represents the specific occurrence of a journey in SAS Customer Intelligence 360.	17
identity_id	VARCHAR(36)	Identity ID	Alphanumeric number that represents a customer	17

Column Name	Data Type	Label	Description	Schema First Introduced
audience_id	VARCHAR(36)	Audience ID	Unique ID that represents the audience in SAS Customer Intelligence 360.	17
aud_occurrence_id	VARCHAR(36)	Audience Occurrence ID	Unique ID that represents the specific occurrence for an audience in SAS Customer Intelligence 360.	17
identity_type_nm	VARCHAR(100)	Identity Type Name	Starting with the release of schema 20, this column is not populated.	17
identity_type_val	VARCHAR(300)	Identity Type Value	Starting with the release of schema 20, this column is not populated.	17
load_dttm	TIMESTAMP	Load Datetime	Internal UTC timestamp of when the record was loaded.	17
context_type_nm	VARCHAR(256)	Context Type Name	Type of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	19
context_val	VARCHAR(256)	Context Value	Value of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	19

JOURNEY_EXIT (Partitioned)

This table captures when an individual exits a scheduled journey that is defined in SAS Customer Intelligence 360.

Note: This table is for scheduled journeys. For real-time journey tables, see [“Real-time Journey Detail Tables”](#).

The category for this table is **DESTINATIONS**.

Table 68 JOURNEY_EXIT

Column Name	Data Type	Label	Description	Schema First Introduced
exit_dttm	TIMESTAMP	Journey Exit Datetime	UTC timestamp of when the event occurred.	17
exit_dttm_tz	TIMESTAMP	Journey Exit Datetime Local Timezone	Timestamp of when the event occurred in tenant's timezone.	17
event_id ⓘ	VARCHAR(36)	Event ID	Unique ID of the event that is associated with the journey change. This ID is the specific execution of an event.	17
event_nm	VARCHAR(256)	Event Name	The event name, which is set to journey exit .	17
journey_id	VARCHAR(36)	Journey ID	Unique ID that represents a journey in SAS Customer Intelligence 360.	17
journey_occurrence_id	VARCHAR(36)	Journey Occurrence ID	Unique ID that represents the specific occurrence of a journey in SAS Customer Intelligence 360.	17
identity_id	VARCHAR(36)	Identity ID	Alphanumeric number that represents a customer	17
audience_id	VARCHAR(36)	Audience ID	Unique ID that represents the audience in SAS Customer Intelligence 360.	17
aud_occurrence_id	VARCHAR(36)	Audience Occurrence ID	Unique ID that represents the specific occurrence for an audience in SAS Customer Intelligence 360.	17
identity_type_nm	VARCHAR(100)	Identity Type Name	Starting with the release of schema 20, this column is not populated.	17

Column Name	Data Type	Label	Description	Schema First Introduced
identity_type_val	VARCHAR(300)	Identity Type Value	Starting with the release of schema 20, this column is not populated.	17
last_node_id	VARCHAR(36)	Last Node ID	ID of the last node before the individual exited the journey	17
reason_cd	VARCHAR(100)	Exit Reason Code	Reason code for why the individual left the journey. These are the possible values and their meanings: ■ drop: Dropped due to a drop condition event ■ drop_gdpr_delete: Dropped by GDPR delete ■ drop_occurrence_stopped: Dropped due to the occurrence being stopped ■ drop_success_event: Dropped due to a success event ■ exit_journey_cancelled: Dropped due to the entire journey being ended ■ holdout_exit: Exit of a holdout contact being released ■ reached_end: Natural exit after the customer reached an end node ■ task_execution_failure: Dropped due to failed task execution	17
reason_txt	VARCHAR(1000)	Exit Reason Text	Reason text for why the individual was removed from journey.	17
load_dttm	TIMESTAMP	Load Datetime	Internal UTC timestamp of when the record was loaded.	17
context_type_nm	VARCHAR(256)	Context Type Name	Type of the contextual information that is associated with the event. For more information, see	19

Column Name	Data Type	Label	Description	Schema First Introduced
			“Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide.	
context_val	VARCHAR(256)	Context Value	Value of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide.	19
group_id	VARCHAR(36)	Group ID	Represents the variant path of the journey.	20
drop_audience_id	VARCHAR(36)	Drop Audience ID	Unique ID that represents the audience when a journey is exited.	21
drop_aud_occurrence_id	VARCHAR(36)	Drop Audience Occurrence ID	Unique ID that represents the occurrence of an audience when a journey is exited.	21

JOURNEY_HOLDOUT (Partitioned)

This table captures when an individual is held out of a scheduled journey.

Note: This table is for scheduled journeys. For real-time journey tables, see [“Real-time Journey Detail Tables”](#).

The category for this table is **DESTINATIONS**.

Table 69 JOURNEY_HOLDOUT

Column Name	Data Type	Label	Description	Schema First Introduced
holdout_dttm	TIMESTAMP	Journey Holdout Datetime	UTC timestamp of when the event occurred.	17

Column Name	Data Type	Label	Description	Schema First Introduced
holdout_dttm_tz	TIMESTAMP	Journey Holdout Datetime Local Timezone	Timestamp of when the event occurred in tenant's timezone.	17
event_id ⓘ	VARCHAR(36)	Event ID	Unique ID of the event that is associated with the journey change. This ID is the specific execution of an event.	17
event_nm	VARCHAR(256)	Event Name	The event name, which is set to journey holdout .	17
journey_id	VARCHAR(36)	Journey ID	Unique ID that represents a journey in SAS Customer Intelligence 360.	17
journey_occurrence_id	VARCHAR(36)	Journey Occurrence ID	Unique ID that represents the specific occurrence of a journey in SAS Customer Intelligence 360.	17
identity_id	VARCHAR(36)	Identity ID	Alphanumeric number that represents a customer	17
audience_id	VARCHAR(36)	Audience ID	Unique ID that represents the audience in SAS Customer Intelligence 360.	17
aud_occurrence_id	VARCHAR(36)	Audience Occurrence ID	Unique ID that represents the specific occurrence for an audience in SAS Customer Intelligence 360.	17
identity_type_nm	VARCHAR(100)	Identity Type Name	Starting with the release of schema 20, this column is not populated.	17
identity_type_val	VARCHAR(300)	Identity Type Value	Starting with the release of schema 20, this column is not populated.	17
load_dttm	TIMESTAMP	Load Datetime	Internal UTC timestamp of when the record was loaded.	17

Column Name	Data Type	Label	Description	Schema First Introduced
context_type_nm	VARCHAR(256)	Context Type Name	Type of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	19
context_val	VARCHAR(256)	Context Value	Value of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	19

JOURNEY_NODE_ENTRY (Partitioned)

This table captures when an individual enters a node in a scheduled journey.

Note: This table is for scheduled journeys. For real-time journey tables, see [“Real-time Journey Detail Tables”](#).

The category for this table is **DESTINATIONS**.

Table 70 JOURNEY_NODE_ENTRY

Column Name	Data Type	Label	Description	Schema First Introduced
node_entry_dttm	TIMESTAMP	Journey Node Entry Datetime	UTC timestamp of when the event occurred.	17
node_entry_dttm_tz	TIMESTAMP	Journey Node Entry Datetime Local Timezone	Timestamp of when the event occurred in tenant's timezone.	17
event_id 	VARCHAR(36)	Event ID	Unique ID of the event that is associated with the journey change. This ID is	17

Column Name	Data Type	Label	Description	Schema First Introduced
			the specific execution of an event.	
event_nm	VARCHAR(256)	Event Name	The event name, which is set to journey node entry .	17
journey_id	VARCHAR(36)	Journey ID	Unique ID that represents a journey in SAS Customer Intelligence 360.	17
journey_occurrence_id	VARCHAR(36)	Journey Occurrence ID	Unique ID that represents the specific occurrence of a journey in SAS Customer Intelligence 360.	17
identity_id	VARCHAR(36)	Identity ID	Alphanumeric number that represents a customer	17
audience_id	VARCHAR(36)	Audience ID	Unique ID that represents the audience in SAS Customer Intelligence 360.	17
aud_occurrence_id	VARCHAR(36)	Audience Occurrence ID	Unique ID that represents the specific occurrence for an audience in SAS Customer Intelligence 360.	17
identity_type_nm	VARCHAR(100)	Identity Type Name	Starting with the release of schema 20, this column is not populated.	17
identity_type_val	VARCHAR(300)	Identity Type Value	Starting with the release of schema 20, this column is not populated.	17
node_id	VARCHAR(36)	Node ID	Unique ID for the current node in the journey.	17
previous_node_id	VARCHAR(36)	Previous Node ID	Unique ID of the previous node in the journey.	17
node_type_nm	VARCHAR(256)	Node Type Name	Type of the current node in the journey. These are the possible values: ■ split ■ wait ■ touchpoint	17

Column Name	Data Type	Label	Description	Schema First Introduced
			■ exit	
load_dttm	TIMESTAMP	Load Datetime	Internal UTC timestamp of when the record was loaded.	17
context_type_nm	VARCHAR(256)	Context Type Name	Type of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	19
context_val	VARCHAR(256)	Context Value	Value of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	19
group_id	VARCHAR(36)	Group ID	Represents the variant path of the journey.	20

JOURNEY_SUCCESS (Partitioned)

This table captures when an individual successfully completes a scheduled journey (which represents a conversion).

Note: This table is for scheduled journeys. For real-time journey tables, see [“Real-time Journey Detail Tables”](#).

The category for this table is **DESTINATIONS**.

Table 71 JOURNEY_SUCCESS

Column Name	Data Type	Label	Description	Schema First Introduced
success_dttm	TIMESTAMP	Journey Success Datetime	UTC timestamp of when the event occurred.	17

Column Name	Data Type	Label	Description	Schema First Introduced
success_dttm_tz	TIMESTAMP	Journey Success Datetime Local Timezone	Timestamp of when the event occurred in tenant's timezone.	17
event_id ⓘ	VARCHAR(36)	Event ID	Unique ID of the event that is associated with the journey change. This ID is the specific execution of an event.	17
event_nm	VARCHAR(256)	Event Name	The event name, which is set to journey success .	17
journey_id	VARCHAR(36)	Journey ID	Unique ID that represents a journey in SAS Customer Intelligence 360.	17
journey_occurrence_id	VARCHAR(36)	Journey Occurrence ID	Unique ID that represents the specific occurrence of a journey in SAS Customer Intelligence 360.	17
identity_id	VARCHAR(36)	Identity ID	Alphanumeric number that represents a customer	17
audience_id	VARCHAR(36)	Audience ID	Unique ID that represents the audience in SAS Customer Intelligence 360.	17
aud_occurrence_id	VARCHAR(36)	Audience Occurrence ID	Unique ID that represents the specific occurrence for an audience in SAS Customer Intelligence 360.	17
identity_type_nm	VARCHAR(100)	Identity Type Name	Starting with the release of schema 20, this column is not populated.	17

Column Name	Data Type	Label	Description	Schema First Introduced
identity_type_val	VARCHAR(300)	Identity Type Value	Starting with the release of schema 20, this column is not populated.	17
success_val	INT	Success Value	Numeric value of the success (the conversion's value).	17
unit_qty	INT	Success Item Quantity	Note: This field is not populated until a future release. Number of items in a purchase for the success (the number of items that were purchased in the conversion).	17
load_dttm	TIMESTAMP	Load Datetime	Internal UTC timestamp of when the record was loaded.	17
context_type_nm	VARCHAR(256)	Context Type Name	Type of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	19
context_val	VARCHAR(256)	Context Value	Value of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	19
group_id	VARCHAR(36)	Group ID	Represents the variant path of the journey.	20

Column Name	Data Type	Label	Description	Schema First Introduced
parent_event_designed_id	VARCHAR(36)	Parent Event Designed ID	Unique ID that is assigned to the parent event.	20
success_audience_id	VARCHAR(36)	Success Audience ID	Unique ID that represents the audience in a journey's success.	21
success_aud_occurrence_id	VARCHAR(36)	Success Audience Occurrence ID	Unique ID that represents an audience occurrence in a journey's success.	21

JOURNEY_SUPPRESSION (Partitioned)

This table captures when an individual is suppressed from entering a scheduled journey because of an exclusion or contact policy.

Note: This table is for scheduled journeys. For real-time journey tables, see [“Real-time Journey Detail Tables”](#).

The category for this table is **DESTINATIONS**.

Table 72 JOURNEY_SUPPRESSION

Column Name	Data Type	Label	Description	Schema First Introduced
suppression_dttm	TIMESTAMP	Journey Suppression Datetime	UTC timestamp of when the event occurred.	17
suppression_dttm_tz	TIMESTAMP	Journey Suppression Datetime Local Timezone	Timestamp of when the event occurred in tenant's timezone.	17
event_id 	VARCHAR(36)	Event ID	Unique ID of the event that is associated with the journey change. This ID is the specific execution of an event.	17

Column Name	Data Type	Label	Description	Schema First Introduced
event_nm	VARCHAR(256)	Event Name	The event name, which is set to journey suppression .	17
journey_id	VARCHAR(36)	Journey ID	Unique ID that represents a journey in SAS Customer Intelligence 360.	17
journey_occurrence_id	VARCHAR(36)	Journey Occurrence ID	Unique ID that represents the specific occurrence of a journey in SAS Customer Intelligence 360.	17
identity_id	VARCHAR(36)	Identity ID	Alphanumeric number that represents a customer	17
audience_id	VARCHAR(36)	Audience ID	Unique ID that represents the audience in SAS Customer Intelligence 360.	17
aud_occurrence_id	VARCHAR(36)	Audience Occurrence ID	Unique ID that represents the specific occurrence for an audience in SAS Customer Intelligence 360.	17
identity_type_nm	VARCHAR(100)	Identity Type Name	Starting with the release of schema 20, this column is not populated.	17
identity_type_val	VARCHAR(300)	Identity Type Value	Starting with the release of schema 20, this column is not populated.	17
reason_cd	VARCHAR(100)	Suppression Reason Code	Reason code for why an individual was suppressed from the journey. These are the possible values: ■ exclusion ■ contact policy	17
reason_txt	VARCHAR(1000)	Suppression Reason Text	Reason text for why an individual was suppressed from the journey.	17

Column Name	Data Type	Label	Description	Schema First Introduced
load_dttm	TIMESTAMP	Load Datetime	Internal UTC timestamp of when the record was loaded.	17
context_type_nm	VARCHAR(256)	Context Type Name	Type of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	19
context_val	VARCHAR(256)	Context Value	Value of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	19

JOURNEY_TEST_SUCCESS (Partitioned)

This table captures when an individual in a scheduled journey converts for a specific path that is part of path testing.

The category for this table is **DESTINATIONS**.

Table 73 JOURNEY_TEST_SUCCESS

Column Name	Data Type	Label	Description	Schema First Introduced
success_dttm	TIMESTAMP	Journey Success Date Time	UTC timestamp of when the event occurred.	20
success_dttm_tz	TIMESTAMP	Journey Success Datetime Local Timezone	Timestamp of when the event occurred in tenant's timezone.	20
event_id 	VARCHAR(36)	Event ID	Unique ID of the event that is associated with	20

Column Name	Data Type	Label	Description	Schema First Introduced
			the journey change. This ID is the specific execution of an event.	
event_nm	VARCHAR(256)	Event Name	The event name, which is set to journey test success .	20
parent_event_designed_id	VARCHAR(36)	Event Designed ID	Unique ID that is assigned to the event.	20
journey_id	VARCHAR(36)	Journey ID	Unique ID that represents a journey in SAS Customer Intelligence 360.	20
journey_occurrence_id	VARCHAR(36)	Journey Occurrence ID	Unique ID that represents the specific occurrence of a journey in SAS Customer Intelligence 360.	20
identity_id	VARCHAR(36)	Identity ID	Alphanumeric number that represents a customer	20
group_id	VARCHAR(36)	Group ID	Represents the variant path of the journey.	20
context_type_nm	VARCHAR(256)	Context Type Name	Type of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	20
context_val	VARCHAR(256)	Context Value	Value of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence	20

Column Name	Data Type	Label	Description	Schema First Introduced
			360: Administration Guide .	
success_audience_id	VARCHAR(36)	Success Audience ID	Unique ID that represents the audience in a journey's success.	21
success_aud_occurrence_id	VARCHAR(36)	Success Audience Occurrence ID	Unique ID that represents an audience occurrence in a journey's success.	21

SMS Detail Tables

SMS_MESSAGE_CLICKED (Partitioned)

This table captures when a creative in an SMS message is clicked.

The categories for this table are **DESTINATIONS** and **SMS**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 74 SMS_MESSAGE_CLICKED

Column Name	Data Type	Label	Description	Schema First Introduced
sms_click_dttm	TIMESTAMP	SMS Click Datetime	UTC timestamp of when the event occurred.	17
sms_click_dttm_tz	TIMESTAMP	SMS Click Datetime Local Timezone	Timestamp of when the event occurred in tenant's timezone.	17
event_id 	VARCHAR(36)	Event ID	Unique ID of the event that is associated with the journey change. This ID is the specific execution of an event.	17
task_id (fk)	VARCHAR(36)	Task ID	Unique ID that represents the SMS task in SAS Customer Intelligence 360.	17

Column Name	Data Type	Label	Description	Schema First Introduced
event_nm	VARCHAR(256)	Event Name	Event name, which is set to clicked .	17
event_designed_id (fk)	VARCHAR(36)	Event Designed ID	Unique ID that is assigned to the event.	17
identity_id (fk)	VARCHAR(36)	Identity ID	Alphanumeric number that represents a customer	17
occurrence_id (fk)	VARCHAR(36)	Occurrence ID	Unique ID that represents a specific execution of a recurring or run-now task.	17
response_tracking_cd (fk)	VARCHAR(36)	Response Tracking Code	Unique ID that is used to associate contacts and responses.	17
task_version_id	VARCHAR(36)	Task Version ID	Version of the task that is based on which instance of the task is published. Each subsequent publish adds a new version ID.	17
load_dttm	TIMESTAMP	Load Datetime	Internal UTC timestamp of when the record was loaded.	17
audience_id (fk)	VARCHAR(36)	Audience ID	Unique ID that represents the audience in SAS Customer Intelligence 360.	17
aud_occurrence_id (fk)	VARCHAR(36)	Audience Occurrence ID	Unique ID that represents the specific occurrence for an audience in SAS Customer Intelligence 360.	17
creative_id (fk)	VARCHAR(36)	Creative ID	Unique ID that represents the creative that is captured as part of the impression-viewable event.	17
creative_version_id	VARCHAR(36)	Creative Version ID	Version of the creative that is based on publishing. Each subsequent publish adds a new version ID.	17

Column Name	Data Type	Label	Description	Schema First Introduced
country_cd	VARCHAR(3)	Country Code	The country code where the SMS message was clicked.	17
sender_id	VARCHAR(40)	Sender ID	Value of the sender_id that is associated with the message delivery channel.	17
sms_message_id	VARCHAR(40)	SMS Message ID	Unique ID of the message.	17
context_type_nm	VARCHAR(256)	Context Type Name	Type of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	18
context_val	VARCHAR(256)	Context Value	Value of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	18
journey_id (fk)	VARCHAR(36)	Journey ID	Unique ID that represents a journey in SAS Customer Intelligence 360.	19
journey_occurrence_id (fk)	VARCHAR(36)	Journey Occurrence ID	Unique ID that represents the specific occurrence of a journey in SAS Customer Intelligence 360.	19

SMS_MESSAGE_DELIVERED (Partitioned)

This table captures when an SMS message is delivered.

The categories for this table are **DESTINATIONS** and **SMS**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 75 SMS_MESSAGE_DELIVERED

Column Name	Data Type	Label	Description	Schema First Introduced
sms_delivered_dttm	TIMESTAMP	SMS Delivered Datetime	UTC timestamp of when the event occurred.	17
sms_delivered_dttm_tz	TIMESTAMP	SMS Delivered Datetime Local Timezone	Timestamp of when the event occurred in tenant's timezone.	17
event_id 	VARCHAR(36)	Event ID	Unique ID of the event that is associated with the journey change. This ID is the specific execution of an event.	17
task_id (fk)	VARCHAR(36)	Task ID	Unique ID that represents the SMS task in SAS Customer Intelligence 360.	17
event_nm	VARCHAR(256)	Event Name	Event name, which is set to delivered .	17
event_designed_id (fk)	VARCHAR(36)	Event Designed ID	Unique ID that is assigned to the event.	17
identity_id (fk)	VARCHAR(36)	Identity ID	Alphanumeric number that represents a customer	17
occurrence_id (fk)	VARCHAR(36)	Occurrence ID	Unique ID that represents a specific execution of a recurring or run-now task.	17
response_tracking_cd (fk)	VARCHAR(36)	Response Tracking Code	Unique ID that is used to associate contacts and responses.	17
task_version_id	VARCHAR(36)	Task Version ID	Version of the task that is based on which instance of the task is published. Each subsequent publish adds a new version ID.	17
load_dttm	TIMESTAMP	Load Datetime	Internal UTC timestamp of when the record was loaded.	17

Column Name	Data Type	Label	Description	Schema First Introduced
audience_id (fk)	VARCHAR(36)	Audience ID	Unique ID that represents the audience in SAS Customer Intelligence 360.	17
aud_occurrence_id (fk)	VARCHAR(36)	Audience Occurrence ID	Unique ID that represents the specific occurrence for an audience in SAS Customer Intelligence 360.	17
creative_id (fk)	VARCHAR(36)	Creative ID	Unique ID that represents the creative that is captured as part of the impression-viewable event.	17
creative_version_id	VARCHAR(36)	Creative Version ID	Version of the creative that is based on publishing. Each subsequent publish adds a new version ID.	17
country_cd	VARCHAR(3)	Country Code	The country code where the SMS message was delivered	17
sender_id	varchar(40)	Sender ID	Value of the sender_id that is associated with the message delivery channel.	17
sms_message_id	varchar(40)	SMS Message ID	Unique ID of the message.	17
context_type_nm	VARCHAR(256)	Context Type Name	Type of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide.	18
context_val	VARCHAR(256)	Context Value	Value of the contextual information that is associated with the event. For more information, see “Contextual Information	18

Column Name	Data Type	Label	Description	Schema First Introduced
			for Identities” in SAS Customer Intelligence 360: Administration Guide.	
journey_id (fk)	VARCHAR(36)	Journey ID	Unique ID that represents a journey in SAS Customer Intelligence 360.	19
journey_occurrence_id (fk)	VARCHAR(36)	Journey Occurrence ID	Unique ID that represents the specific occurrence of a journey in SAS Customer Intelligence 360.	19

SMS_MESSAGE_FAILED (Partitioned)

This table captures when an SMS message cannot be delivered.

The categories for this table are **DESTINATIONS** and **SMS**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide.](#)

Table 76 SMS_MESSAGE_FAILED

Column Name	Data Type	Label	Description	Schema First Introduced
sms_failed_dttm	TIMESTAMP	SMS Failed Datetime	UTC timestamp of when the event occurred.	17
sms_failed_dttm_tz	TIMESTAMP	SMS Failed Datetime Local Timezone	Timestamp of when the event occurred in tenant's timezone.	17
event_id ⓘ	VARCHAR(36)	Event ID	Unique ID of the event that is associated with the journey change. This ID is the specific execution of an event.	17
task_id (fk)	VARCHAR(36)	Task ID	Unique ID that represents the SMS task in SAS Customer Intelligence 360.	17
event_nm	VARCHAR(256)	Event Name	Event name, which is set to failed .	17

Column Name	Data Type	Label	Description	Schema First Introduced
event_designed_id (fk)	VARCHAR(36)	Event Designed ID	Unique ID that is assigned to the event.	17
identity_id (fk)	VARCHAR(36)	Identity ID	Alphanumeric number that represents a customer	17
occurrence_id (fk)	VARCHAR(36)	Occurrence ID	Unique ID that represents a specific execution of a recurring or run-now task.	17
response_tracking_cd (fk)	VARCHAR(36)	Response Tracking Code	Unique ID that is used to associate contacts and responses.	17
task_version_id	VARCHAR(36)	Task Version ID	Version of the task that is based on which instance of the task is published. Each subsequent publish adds a new version ID.	17
load_dttm	TIMESTAMP	Load Datetime	Internal UTC timestamp of when the record was loaded.	17
audience_id (fk)	VARCHAR(36)	Audience ID	Unique ID that represents the audience in SAS Customer Intelligence 360.	17
aud_occurrence_id (fk)	VARCHAR(36)	Audience Occurrence ID	Unique ID that represents the specific occurrence for an audience in SAS Customer Intelligence 360.	17
reason_cd	VARCHAR(5)	Reason Code	This code indicates if the message was delivered or not to the user's handset	17
reason_description_txt	VARCHAR(1500)	Reason Description	The description of the reason_code. If reason_code = 200, then reason_description is set to "SUCCESS"	17
creative_id (fk)	VARCHAR(36)	Creative ID	Unique ID that represents the creative that is captured as part of the impression-viewable event.	17

Column Name	Data Type	Label	Description	Schema First Introduced
creative_version_id	VARCHAR(36)	Creative Version ID	Version of the creative that is based on publishing. Each subsequent publish adds a new version ID.	17
country_cd	VARCHAR(3)	Country Code	The country code where the SMS message failed.	17
sender_id	VARCHAR(40)	Sender ID	Value of the sender_id that is associated with the message delivery channel.	17
sms_message_id	VARCHAR(40)	SMS Message ID	Unique ID of the message.	17
context_type_nm	VARCHAR(256)	Context Type Name	Type of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	18
context_val	VARCHAR(256)	Context Value	Value of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	18
journey_id (fk)	VARCHAR(36)	Journey ID	Unique ID that represents a journey in SAS Customer Intelligence 360.	19
journey_occurrence_id (fk)	VARCHAR(36)	Journey Occurrence ID	Unique ID that represents the specific occurrence of a journey in SAS Customer Intelligence 360.	19

SMS_MESSAGE_REPLY (Partitioned)

This table captures when an individual replies to an SMS message.

The categories for this table are **DESTINATIONS** and **SMS**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 77 SMS_MESSAGE_REPLY

Column Name	Data Type	Label	Description	Schema First Introduced
sms_reply_dttm	TIMESTAMP	SMS Reply Datetime	UTC timestamp of when the event occurred.	17
sms_reply_dttm_tz	TIMESTAMP	SMS Reply Datetime Local Timezone	Timestamp of when the event occurred in tenant's timezone.	17
event_id 	VARCHAR(36)	Event ID	Unique ID of the event that is associated with the journey change. This ID is the specific execution of an event.	17
task_id (fk)	VARCHAR(36)	Task ID	Unique ID that represents the SMS task in SAS Customer Intelligence 360.	17
event_nm	VARCHAR(256)	Event Name	Event name, which is set to reply .	17
event_designed_id (fk)	VARCHAR(36)	Event Designed ID	Unique ID that is assigned to the event.	17
identity_id (fk)	VARCHAR(36)	Identity ID	Alphanumeric number that represents a customer	17
occurrence_id (fk)	VARCHAR(36)	Occurrence ID	Unique ID that represents a specific execution of a recurring or run-now task.	17
response_tracking_cd (fk)	VARCHAR(36)	Response Tracking Code	Unique ID that is used to associate contacts and responses.	17
task_version_id	VARCHAR(36)	Task Version ID	Version of the task that is based on which instance of the task is published. Each subsequent publish adds a new version ID.	17
load_dttm	TIMESTAMP	Load Datetime	Internal UTC timestamp of when the record was loaded.	17

Column Name	Data Type	Label	Description	Schema First Introduced
audience_id (fk)	VARCHAR(36)	Audience ID	Unique ID that represents the audience in SAS Customer Intelligence 360.	17
aud_occurrence_id (fk)	VARCHAR(36)	Audience Occurrence ID	Unique ID that represents the specific occurrence for an audience in SAS Customer Intelligence 360.	17
country_cd	VARCHAR(3)	Country Code	The country code where the SMS message was replied	17
sender_id	VARCHAR(40)	Sender ID	Value of the sender_id that is associated with the message delivery channel.	17
sms_message_id	VARCHAR(40)	SMS Message ID	Unique ID of the message.	17
sms_content	VARCHAR(40)	SMS Content	Content of the SMS reply.	18
context_type_nm	VARCHAR(256)	Context Type Name	Type of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide.	18
context_val	VARCHAR(256)	Context Value	Value of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide.	18
journey_id (fk)	VARCHAR(36)	Journey ID	Unique ID that represents a journey in SAS Customer Intelligence 360.	19
journey_occurrence_id (fk)	VARCHAR(36)	Journey Occurrence ID	Unique ID that represents the specific occurrence of a journey in SAS Customer Intelligence 360.	19

SMS_MESSAGE_SEND (Partitioned)

This table captures when an SMS message was sent (but not necessarily delivered).

The categories for this table are **DESTINATIONS** and **SMS**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 78 SMS_MESSAGE_SEND

Column Name	Data Type	Label	Description	Schema First Introduced
sms_send_dttm	TIMESTAMP	SMS Send Datetime	UTC timestamp of when the event occurred.	17
sms_send_dttm_tz	TIMESTAMP	SMS Send Datetime Local Timezone	Timestamp of when the event occurred in tenant's timezone.	17
event_id 	VARCHAR(36)	Event ID	Unique ID of the event that is associated with the journey change. This ID is the specific execution of an event.	17
task_id (fk)	VARCHAR(36)	Task ID	Unique ID that represents the SMS task in SAS Customer Intelligence 360.	17
event_nm	VARCHAR(256)	Event Name	Event name, which is set to send .	17
event_designed_id (fk)	VARCHAR(36)	Event Designed ID	Unique ID that is assigned to the event.	17
identity_id (fk)	VARCHAR(36)	Identity ID	Alphanumeric number that represents a customer	17
occurrence_id (fk)	VARCHAR(36)	Occurrence ID	Unique ID that represents a specific execution of a recurring or run-now task.	17
response_tracking_cd (fk)	VARCHAR(36)	Response Tracking Code	Unique ID that is used to associate contacts and responses.	17
task_version_id	VARCHAR(36)	Task Version ID	Version of the task that is based on which instance of the task is published. Each	17

Column Name	Data Type	Label	Description	Schema First Introduced
			subsequent publish adds a new version ID.	
load_dttm	TIMESTAMP	Load Datetime	Internal UTC timestamp of when the record was loaded.	17
audience_id (fk)	VARCHAR(36)	Audience ID	Unique ID that represents the audience in SAS Customer Intelligence 360.	17
aud_occurrence_id (fk)	VARCHAR(36)	Audience Occurrence ID	Unique ID that represents the specific occurrence for an audience in SAS Customer Intelligence 360.	17
creative_id (fk)	VARCHAR(36)	Creative ID	Unique ID that represents the creative that is captured as part of the impression-viewable event.	17
creative_version_id	VARCHAR(36)	Creative Version ID	Version of the creative that is based on publishing. Each subsequent publish adds a new version ID.	17
country_cd	VARCHAR(3)	Country Code	The country code where the SMS message was sent	17
fragment_cnt	INT	Fragment Count	The number of fragments in this message (1 fragment is 160 chars (ASCII))	17
sender_id	VARCHAR(40)	Sender ID	Value of the sender_id that is associated with the message delivery channel.	17
sms_message_id	VARCHAR(40)	SMS Message ID	Unique ID of the message.	17
context_type_nm	VARCHAR(256)	Context Type Name	Type of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide.	18

Column Name	Data Type	Label	Description	Schema First Introduced
context_val	VARCHAR(256)	Context Value	Value of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	18
journey_id (fk)	VARCHAR(36)	Journey ID	Unique ID that represents a journey in SAS Customer Intelligence 360.	19
journey_occurrence_id (fk)	VARCHAR(36)	Journey Occurrence ID	Unique ID that represents the specific occurrence of a journey in SAS Customer Intelligence 360.	19

SMS_OPTOUT (Partitioned)

This table captures when an individual opt-out of SMS messages.

The categories for this table are **DESTINATIONS** and **SMS**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 79 SMS_OPTOUT

Column Name	Data Type	Label	Description	Schema First Introduced
sms_optout_dttm	TIMESTAMP	SMS Optout Datetime	UTC timestamp of when the event occurred.	17
sms_optout_dttm_tz	TIMESTAMP	SMS Optout Datetime Local Timezone	Timestamp of when the event occurred in tenant's timezone.	17
event_id 	VARCHAR(36)	Event ID	Unique ID of the event that is associated with the journey change. This ID is the specific execution of an event.	17

Column Name	Data Type	Label	Description	Schema First Introduced
task_id (fk)	VARCHAR(36)	Task ID	Unique ID that represents the SMS task in SAS Customer Intelligence 360.	17
event_nm	VARCHAR(256)	Event Name	Event name, which is set to opt-out .	17
event_designed_id (fk)	VARCHAR(36)	Event Designed ID	Unique ID that is assigned to the event.	17
identity_id (fk)	VARCHAR(36)	Identity ID	Alphanumeric number that represents a customer	17
occurrence_id (fk)	VARCHAR(36)	Occurrence ID	Unique ID that represents a specific execution of a recurring or run-now task.	17
response_tracking_cd (fk)	VARCHAR(36)	Response Tracking Code	Unique ID that is used to associate contacts and responses.	17
task_version_id	VARCHAR(36)	Task Version ID	Version of the task that is based on which instance of the task is published. Each subsequent publish adds a new version ID.	17
load_dttm	TIMESTAMP	Load Datetime	Internal UTC timestamp of when the record was loaded.	17
audience_id (fk)	VARCHAR(36)	Audience ID	Unique ID that represents the audience in SAS Customer Intelligence 360.	17
aud_occurrence_id (fk)	VARCHAR(36)	Audience Occurrence ID	Unique ID that represents the specific occurrence for an audience in SAS Customer Intelligence 360.	17
creative_id (fk)	VARCHAR(36)	Creative ID	Unique ID that represents the creative that is captured as part of the impression-viewable event.	17
creative_version_id	VARCHAR(36)	Creative Version ID	Version of the creative that is based on publishing.	17

Column Name	Data Type	Label	Description	Schema First Introduced
			Each subsequent publish adds a new version ID.	
country_cd	VARCHAR(3)	Country Code	The country code where the SMS message was opted out	17
sender_id	VARCHAR(40)	Sender ID	Value of the sender_id that is associated with the message delivery channel.	17
sms_message_id	VARCHAR(40)	SMS Message ID	Unique ID of the message.	17
context_type_nm	VARCHAR(256)	Context Type Name	Type of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide.	18
context_val	VARCHAR(256)	Context Value	Value of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide.	18
journey_id (fk)	VARCHAR(36)	Journey ID	Unique ID that represents a journey in SAS Customer Intelligence 360.	19
journey_occurrence_id (fk)	VARCHAR(36)	Journey Occurrence ID	Unique ID that represents the specific occurrence of a journey in SAS Customer Intelligence 360.	19
optout_type_nm	VARCHAR(50)	Optout Type Name	Type code that specifies the source of the opt-out request. These are the possible values: ■ api ■ sms_reply	21

SMS_OPTOUT_DETAILS (Partitioned)

This table captures additional details about opt-out requests that are received for SMS messages.

The category for this table is **SMS_OPTOUTDATA**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 80 SMS_OPTOUT_DETAILS

Column Name	Data Type	Label	Description	Schema First Introduced
sms_optout_dttm	TIMESTAMP	SMS Optout Datetime	UTC timestamp of when the event occurred.	17
sms_optout_dttm_tz	TIMESTAMP	SMS Optout Datetime Local Timezone	Timestamp of when the event occurred in tenant's timezone.	17
event_id 	VARCHAR(36)	Event ID	Unique ID of the event that is associated with the journey change. This ID is the specific execution of an event.	17
task_id (fk)	VARCHAR(36)	Task ID	Unique ID that represents the SMS task in SAS Customer Intelligence 360.	17
event_nm	VARCHAR(256)	Event Name	Event name, which is set to opt-out .	17
event_designed_id (fk)	VARCHAR(36)	Event Designed ID	Unique ID that is assigned to the event.	17
identity_id (fk)	VARCHAR(36)	Identity ID	Alphanumeric number that represents a customer	17
occurrence_id (fk)	VARCHAR(36)	Occurrence ID	Unique ID that represents a specific execution of a recurring or run-now task.	17
response_tracking_cd (fk)	VARCHAR(36)	Response Tracking Code	Unique ID that is used to associate contacts and responses.	17
task_version_id	VARCHAR(36)	Task Version ID	Version of the task that is based on which instance of the task is published. Each	17

Column Name	Data Type	Label	Description	Schema First Introduced
			subsequent publish adds a new version ID.	
load_dttm	TIMESTAMP	Load Datetime	Internal UTC timestamp of when the record was loaded.	17
audience_id (fk)	VARCHAR(36)	Audience ID	Unique ID that represents the audience in SAS Customer Intelligence 360.	17
aud_occurrence_id (fk)	VARCHAR(36)	Audience Occurrence ID	Unique ID that represents the specific occurrence for an audience in SAS Customer Intelligence 360.	17
creative_id (fk)	VARCHAR(36)	Creative ID	Unique ID that represents the creative that is captured as part of the impression-viewable event.	17
creative_version_id	VARCHAR(36)	Creative Version ID	Version of the creative that is based on publishing. Each subsequent publish adds a new version ID.	17
address_val	VARCHAR(20)	Address	Phone number that is used for the opt out.	17
country_cd	VARCHAR(3)	Country Code	The country code where the SMS message was opted out.	17
sender_id	VARCHAR(40)	Sender ID	Value of the sender_id that is associated with the message delivery channel.	17
sms_message_id	VARCHAR(40)	SMS Message ID	Unique ID of the message.	17
context_type_nm	VARCHAR(256)	Context Type Name	Type of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide.	18

Column Name	Data Type	Label	Description	Schema First Introduced
context_val	VARCHAR(256)	Context Value	Value of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	18
journey_id (fk)	VARCHAR(36)	Journey ID	Unique ID that represents a journey in SAS Customer Intelligence 360.	19
journey_occurrence_id (fk)	VARCHAR(36)	Journey Occurrence ID	Unique ID that represents the specific occurrence of a journey in SAS Customer Intelligence 360.	19
optout_type_nm	VARCHAR(50)	Optout Type Name	Type code that specifies the source of the opt-out request. These are the possible values: ■ api ■ sms_reply	21

Task Detail Tables

The tables listed here contain data that comes from more than one task type.

CONTACT_HISTORY (Partitioned)

SAS Customer Intelligence 360 tracks contact events and adds them to this table. A contact event represents a communication with a customer, such as an email, mobile push notification, or creative on a web page. The contact event in this table is generated in addition to the underlying event, such as email_send, impression_viewable, and notification_send.

This table is populated with data when either of these actions is taken:

- A user enables the default contact event option available on the **Properties** tab within a task.
- A user classifies a primary or secondary task metric as a contact event on the **Insights** tab within a task.

The categories for this table are **DESTINATIONS**, **ENGAGEDIGITAL**, **ENGAGEEMAIL**, **ENGAGEDIRECT**, **ENGAGEWEB**, and **ENGAGEMOBILE**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 81 CONTACT_HISTORY

Column Name	Data Type	Label	Description	Schema First Introduced
contact_dttm	TIMESTAMP	Contact Datetime	UTC datetimestamp of when the event occurred. Note: For Direct tasks, the value is set to when the Direct agent created the export file.If you want this value set to when the event was injected into SAS Customer Intelligence 360, contact SAS Technical Support.	4
contact_dttm_tz	TIMESTAMP	Contact Datetime Local Timezone	Datetimestamp of when the event occurred in the tenant's time zone.	4
contact_id ⓘ	VARCHAR(36)	Contact ID	Unique group identifier of an event (that is, the instance of an event).	4
task_id	VARCHAR(36)	Task ID	Unique ID that represents the task.	4
creative_id	VARCHAR(36)	Creative ID	Unique ID that represents the creative captured as part of the contact event.	4

Column Name	Data Type	Label	Description	Schema First Introduced
message_id	VARCHAR(36)	Message ID	Unique identifier for the message in a contact event.	4
contact_channel_nm	VARCHAR(19)	Contact Channel Name	Channel where a contact is made.	4
contact_nm	VARCHAR(256)	Contact Name	Name of the event that is used as a contact, prefixed with the string <code>c_</code> . For example, if the originating event is a send event, the value for the entry is <code>c_send</code> .	4
parent_event_designed_id	VARCHAR(36)	Parent Event Designed ID	Identifier of the event used to generate the new event. Can be linked to the <code>event_id</code> column on the <code>MD_EVENTS</code> table.	4
response_tracking_cd	VARCHAR(36)	Response Tracking Code	Unique ID that is used to associate contacts and responses.	4
identity_id	VARCHAR(36)	Identity ID	Alphanumeric number that represents a customer.	4
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetimestamp of when the record was loaded.	4
event_designed_id	VARCHAR(36)	Event Designed ID	Unique identifier assigned to the event.	4

Column Name	Data Type	Label	Description	Schema First Introduced
detail_id_hex (fk)	VARCHAR(32)	Detail ID Hexadecimal	Primary key in hexadecimal representation.	4
visit_id_hex (fk)	VARCHAR(32)	Visit ID Hexadecimal	Visit identifier in hexadecimal representation.	4
session_id_hex	VARCHAR(29)	Session ID Hexadecimal	Session identifier in hexadecimal representation.	4
occurrence_id	VARCHAR(36)	Occurrence ID	Unique ID that represents a specific execution of a recurring or run-now task.	4
task_version_id	VARCHAR(36)	Task Version ID	Version of the task that is based on which instance of the task is published. Each subsequent publish adds a new version ID.	7
properties_map_doc	MAP<STRING,STRING>	Custom Attributes	Value of the custom properties from the originating event (that is, the event that generated the contact event).	7
control_group_flg	CHAR(1)	Control Group Flag	Flag (1/0) that specifies whether the user is part of a holdout control group .	10
audience_id	VARCHAR(36)	Audience ID	Unique identifier that represents an audience	12
aud_occurrence_id	VARCHAR(36)	Audience Occurrence ID	Unique ID that represents the specific	12

Column Name	Data Type	Label	Description	Schema First Introduced
			occurrence for an audience in SAS Customer Intelligence 360.	
context_type_nm	VARCHAR(256)	Context Type Name	Type of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	16
context_val	VARCHAR(256)	Context Value	Value of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	16
journey_id	VARCHAR(36)	Journey ID	Unique ID that represents a journey in SAS Customer Intelligence 360.	17
journey_occurrence_id	VARCHAR(36)	Journey Occurrence ID	Unique ID that represents the specific occurrence of a journey in SAS Customer Intelligence 360.	17

CONVERSION_MILESTONE (Partitioned)

This table captures conversion and milestone events. The `parent_event_designed_id` column is used to get the original event used for the goal and can also be used to connect to the `MD_EVENT` metadata table to get the original event name.

When an event is used in a task, there are a few things to keep in mind. For example, if there is task named "ABC" that uses a product view event as the primary metric, the `goal_id` column represents the specific event ID as the conversion or milestone for that task, and it is not linkable to anything else. The `event_id` column represents the unique instance of the conversion or milestone, and the `parent_event_designed_id` column can be used to get the event that was used as the conversion or milestone. This can then be linked to obtain Event X as provided in this example

The categories for this table are **DESTINATIONS**, **ENGAGEDIGITAL**, **ENGAGEEMAIL**, **ENGAGEDIRECT**, **ENGAGWEB**, **ENGAGEMOBILE**, and **SMS**. For more information, see ["Categories for Data Tables" in SAS Customer Intelligence 360: Administration Guide](#).

Table 82 CONVERSION_MILESTONE

Column Name	Data Type	Label	Description	Schema First Introduced
<code>conversion_milestone_dttm</code>	TIMESTAMP	Conversion/ Milestone Datetime	UTC datetimestamp of when the event occurred.	4
<code>conversion_milestone_dttm_tz</code>	TIMESTAMP	Conversion/ Milestone Datetime Local Timezone	Datetimestamp of when the event occurred in tenant's time zone.	4
<code>event_id</code> 	VARCHAR(36)	Event ID	Unique group identifier of an event (that is, the instance of an event). This column contains unique values in the table.	4
<code>event_nm</code>	VARCHAR(256)	Event Name	Either the conversion for the primary metric or the milestone for the secondary metrics.	4
<code>parent_event_designed_id (fk)</code>	VARCHAR(36)	Parent Event Designed ID	Identifier of the event used to generate the new	4

Column Name	Data Type	Label	Description	Schema First Introduced
			event. Can be linked to the event_id column on the MD_EVENTS table.	
channel_user_id	VARCHAR(300)	Channel User ID	Device, subject, or visitor identifier of a conversion milestone event that inherits the channel user ID from the underlying event.	4
task_id (fk)	VARCHAR(36)	Task ID	Unique activity identifier when the planning type is Task .	4
spot_id (fk)	VARCHAR(36)	Spot ID	Unique identifier for a spot.	4
creative_id (fk)	VARCHAR(36)	Creative ID	Unique ID that represents the creative captured as part of the conversion or milestone.	4
channel_nm	VARCHAR(40)	Channel Name	Channel of a conversion or milestone event. These are the possible values: ■ web ■ mobile ■ email ■ external ■ direct ■ push	4
mobile_app_id	VARCHAR(40)	Mobile Application ID	Unique identifier for the mobile application.	4

Column Name	Data Type	Label	Description	Schema First Introduced
reserved_1_txt	VARCHAR(100)	Reserved Attribute 1	This value is for internal use only. In schema 11 and later, this column contains a string representation of an impression's control_active_flg attribute. This column specifies whether a control group is active for the item. This value might change for the same item between occurrences if a user modifies and re-publishes the item. TIP If the value for this column is 0, you can ignore the value in the control_group_flg column. These are the possible values: ■ 0 indicates that a control group is not active for the occurrence. ■ 1 indicates that a control group is active for the occurrence. When the control_group_flg column's value is 0, the recipient was contacted. When the control_group_flg column's value is 1, the recipient	4

Column Name	Data Type	Label	Description	Schema First Introduced
			was not contacted.	
goal_id	VARCHAR(36)	Goal ID	Unique identifier of the conversion or milestone.	4
reserved_2_txt	VARCHAR(100)	Reserved Attribute 2	Placeholder for a future attribute.	4
total_cost_amt	DECIMAL(17,2)	Total Value Amount	The revenue amount collected on a conversion or milestone.	4
properties_map_doc	MAP<STRING,STRING>	Custom Attributes	This column is a placeholder for future use.	4
rec_group_id	VARCHAR(3)	Recommender Group ID	Group designation assigned to individuals in a recommendation task.	4
analysis_group_id	VARCHAR(36)	Analysis Group ID	Variant ID in multiple spots.	4
identity_id (fk)	VARCHAR(36)	Identity ID	Alphanumeric number that represents a customer.	4
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetimestamp of when record was loaded.	4
event_designed_id (fk)	VARCHAR(36)	Event Designed ID	Unique identifier assigned to the event.	4
detail_id_hex (fk)	VARCHAR(32)	Detail ID Hexadecimal	Primary key in hexadecimal representation.	4
visit_id_hex (fk)	VARCHAR(32)	Visit ID Hexadecimal	Visit identifier in hexadecimal representation.	4

Column Name	Data Type	Label	Description	Schema First Introduced
session_id_hex (fk)	VARCHAR(29)	Session ID Hexadecimal	Session identifier in hexadecimal representation.	4
activity_id (fk)	VARCHAR(36)	Real-time Journey ID	Unique ID that represents the journey that the task was a part of when a customer achieves a primary or secondary metric for a task.	4
control_group_flg	CHAR(1)	Control Group Flag	Specifies whether the user is part of a holdout control group : ■ 0 indicates that the recipient is not part of a control group. ■ 1 indicates that the recipient is part of a control group.	4
occurrence_id (fk)	VARCHAR(36)	Occurrence ID	Unique ID that represents a specific execution of a recurring or run-now task.	4
response_tracking_cd (fk)	VARCHAR(36)	Response Tracking Code	Unique ID that is used to associate contacts and responses.	7
task_version_id	VARCHAR(36)	Task Version ID	Version of the task that is based on which instance of the task is published. Each subsequent publish adds a new version ID.	7

Column Name	Data Type	Label	Description	Schema First Introduced
message_id (fk)	VARCHAR(36)	Message ID	Unique ID that represents the message.	7
message_version_id	VARCHAR(36)	Message Version ID	Version of the message based on publishing. Each subsequent publish adds a new version ID.	7
creative_version_id	VARCHAR(36)	Creative Version ID	Version of the creative that is based on publishing. Each subsequent publish adds a new version ID.	7
segment_id (fk)	VARCHAR(36)	Segment ID	Unique ID that represents the segment.	7
segment_version_id	VARCHAR(36)	Segment Version ID	Version of the segment based on publishing. Each subsequent publish adds a new version ID.	7
audience_id (fk)	VARCHAR(36)	Audience ID	Unique identifier that represents an audience.	12
aud_occurrence_id (fk)	VARCHAR(36)	Audience Occurrence ID	Unique ID that represents the specific occurrence for an audience in SAS Customer Intelligence 360.	12
test_flg	CHAR(1)	Test Flag	Specifies whether the task was part of a test. 0 indicates that the task was not part of a test.	13

Column Name	Data Type	Label	Description	Schema First Introduced
			1 indicates that the task was part of a test.	
subject_line_txt	VARCHAR(256)	Subject Line Text	The text that is in the subject line of an email.	13
context_type_nm	VARCHAR(256)	Context Type Name	Type of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	16
context_val	VARCHAR(256)	Context Value	Value of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	16
journey_id (fk)	VARCHAR(36)	Journey ID	Unique ID that represents a journey in SAS Customer Intelligence 360.	17
journey_occurrence_id (fk)	VARCHAR(36)	Journey Occurrence ID	Unique ID that represents the specific occurrence of a journey in SAS Customer Intelligence 360.	17

IMPRESSION_DELIVERED (Partitioned)

This table captures the impression event with the spot change event. This represents the fact that content has been delivered to a spot, but not necessarily that it is viewable.

The categories for this table are **DESTINATIONS**, **ENGAGEDIGITAL**, **ENGAGEWEB**, and **ENGAGEMOBILE**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 83 IMPRESSION_DELIVERED

Column Name	Data Type	Label	Description	Schema First Introduced
impression_delivered_dttm	TIMESTAMP	Impression Delivered Datetime	UTC datetimestamp of when the event occurred.	7
impression_delivered_dttm_tz	TIMESTAMP	Impression Delivered Datetime Local Timezone	Datetimestamp of when the event occurred in the tenant's time zone.	7
event_id 	VARCHAR(36)	Event ID	Unique group identifier of an event (that is, the instance of an event).	7
event_nm	VARCHAR(256)	Event Name	Value is always impression .	7
channel_user_id	VARCHAR(300)	Channel User ID	Device, subject, or visitor identifier of an event.	7
task_id (fk)	VARCHAR(36)	Task ID	Unique ID that represents the web or mobile task.	7
spot_id (fk)	VARCHAR(36)	Spot ID	Spot identifier.	7
creative_id (fk)	VARCHAR(36)	Creative ID	Unique ID that represents the creative captured as part of the impression-delivered event.	7
channel_nm	VARCHAR(40)	Channel Name	Channel of the impression delivered.	7
reserved_1_txt	VARCHAR(100)	Reserved Attribute 1	Placeholder for a future attribute.	7
mobile_app_id	VARCHAR(40)	Mobile Application ID	Unique identifier for the mobile application.	7

Column Name	Data Type	Label	Description	Schema First Introduced
reserved_2_txt	VARCHAR(100)	Reserved Attribute 2	Placeholder for a future attribute.	7
product_nm	VARCHAR(128)	Product Name	Product name collected on a delivered impression. This value is used in recommendation tasks.	7
product_sku_no	VARCHAR(100)	Product SKU	Product SKU of a product that was delivered on a delivered impression. This value is used in recommendation tasks and spots with the product_sku attribute.	7
product_qty_no	INT	Product Quantity	Product quantity of a product collected on a delivered impression. This value is used in recommendation tasks.	7
identity_id (fk)	VARCHAR(36)	Identity ID	Alphanumeric number that represents a customer.	7
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetimestamp of when the record was loaded.	7
event_designed_id (fk)	VARCHAR(36)	Event Designed ID	Unique identifier assigned to the event.	7
detail_id_hex (fk)	VARCHAR(32)	Detail ID Hexadecimal	Primary key in hexadecimal representation. When the record is generated from a server-side request, this column contains the request_id value. To find the session in which server-side content was seen and acted on, you can link this value to the request_id value in other tables (such as the IMPRESSION_SPOT_VIEWABLE table or SPOT_CLICKED table).	7
visit_id_hex (fk)	VARCHAR(32)	Visit ID Hexadecimal	Visit identifier in hexadecimal representation. When this event is recorded through the Content Server Request API, this field is set to the identity_id value.	7

Column Name	Data Type	Label	Description	Schema First Introduced
session_id_hex (fk)	VARCHAR(29)	Session ID Hexadecimal	Session identifier in hexadecimal representation. When the record is generated from a server-side request, this column contains the identity_id value.	7
response_tracking_cd (fk)	VARCHAR(36)	Response Tracking Code	Unique ID that is used to associate contacts and responses.	7
task_version_id	VARCHAR(36)	Task Version ID	Version of the task that is based on which instance of the task is published. Each subsequent publish adds a new version ID.	7
message_id (fk)	VARCHAR(36)	Message ID	Unique ID that represents the message.	7
message_version_id	VARCHAR(36)	Message Version ID	Version of the message based on publishing. Each subsequent publish adds a new version ID.	7
creative_version_id	VARCHAR(36)	Creative Version ID	Version of the creative that is based on publishing. Each subsequent publish adds a new version ID.	7
segment_id (fk)	VARCHAR(36)	Segment ID	Unique ID that represents the segment.	7
segment_version_id	VARCHAR(36)	Segment Version ID	Version of the segment based on publishing. Each subsequent publish adds a new version ID.	7
properties_map_doc	MAP<STRING,STRING>	Custom Attributes	This column is a placeholder for future use.	7
event_key_cd	VARCHAR(100)	API Event Key	Unique identifier for an event from a JavaScript API.	7
product_id	VARCHAR(130)	Product ID	Unique identifier that represents that product.	8
control_group_flg	CHAR(1)	Control Group Flag	Flag (1/0) to designate whether the individual is in a control group.	8

Column Name	Data Type	Label	Description	Schema First Introduced
rec_group_id	VARCHAR(3)	Recommender Group ID	Group designation assigned to individuals in a recommendation task.	8
audience_id	VARCHAR(36)	Audience ID	Unique identifier that represents an audience	12
aud_occurrence_id	VARCHAR(36)	Audience Occurrence ID	Unique ID that represents the specific occurrence for an audience in SAS Customer Intelligence 360.	12
context_type_nm	VARCHAR(256)	Context Type Name	Type of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	16
context_val	VARCHAR(256)	Context Value	Value of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	16
event_source_cd	VARCHAR(100)	Event Source	Source channel for the event. These are the possible values: ■ apiGateway ■ eventGen ■ javaScriptAPI ■ javaScriptTag ■ mobileSDK ■ serverSide ■ service	17
request_id	VARCHAR(36)	Request ID	Unique ID for a content request. This ID enables you relate spot-related events (SPOT_REQUESTED and SPOT_CLICKED) and impression-related events (IMPRESSION_DELIVERED and	18

Column Name	Data Type	Label	Description	Schema First Introduced
			IMPRESSION_SPOT_VIEWABLE) when content is delivered using the REST API for server-side content delivery.	
journey_id (fk)	VARCHAR(36)	Journey ID	Unique ID that represents a journey in SAS Customer Intelligence 360.	19
journey_occurrence_id (fk)	VARCHAR(36)	Journey Occurrence ID	Unique ID that represents the specific occurrence of a journey in SAS Customer Intelligence 360.	19

IMPRESSION_SPOT_VIEWABLE (Partitioned)

This table captures the impression-viewable event when an individual views a certain percentage of the spot. This event also occurs for mobile spot tasks.

The categories for this table are **DESTINATIONS**, **ENGAGEDIGITAL**, **ENGAGEWEB**, and **ENGAGEMOBILE**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 84 IMPRESSION_SPOT_VIEWABLE

Column Name	Data Type	Label	Description	Schema First Introduced
impression_viewable_dttm	TIMESTAMP	Impression Viewable Datetime	UTC timestamp of when the event occurred.	4
impression_viewable_dttm_tz	TIMESTAMP	Impression Viewable Datetime Local Timezone	Timestamp of when the event occurred in the tenant's time zone.	4
event_id ⓘ	VARCHAR(36)	Event ID	Unique group identifier of an event (that is, the instance of an event). This column contains unique values in the table.	4
event_nm	VARCHAR(256)	Event Name	Value is always impression_viewable .	4

Column Name	Data Type	Label	Description	Schema First Introduced
channel_user_id	VARCHAR(300)	Channel User ID	Unique visitor tracking identifier that is retrieved from SAS Customer Intelligence 360. ■ For browser-based sessions this is the persistent visitor web cookie. For more information, see “Managing Cookies” in SAS Customer Intelligence 360: User’s Guide. ■ For mobile app sessions this is a unique identifier for a mobile device. This device identifier is generated by SAS and it can be reset. For more information, see “Reset the Mobile Device ID” in SAS Customer Intelligence 360: Developer’s Guide for Mobile Applications (for Android) and “Reset the Mobile Device ID” in SAS Customer Intelligence 360: Developer’s Guide for Mobile Applications (for iOS).	4
task_id (fk)	VARCHAR(36)	Task ID	Unique ID that represents the web or mobile task.	4
spot_id (fk)	VARCHAR(36)	Spot ID	Unique identifier for a spot.	4
creative_id (fk)	VARCHAR(36)	Creative ID	Unique ID that represents the creative captured as part of the impression-viewable event.	4
channel_nm	VARCHAR(40)	Channel Name	Channel of the viewable impression spot. The possible values are web or mobile .	4
reserved_1_txt	VARCHAR(100)	Reserved Attribute 1	This value is for internal use only. The column contains the name of the spot that is associated with the impression.	4
mobile_app_id	VARCHAR(40)	Mobile Application ID	Unique identifier for the mobile application.	4
reserved_2_txt	VARCHAR(100)	Reserved Attribute 2	This value is for internal use only.	4

Column Name	Data Type	Label	Description	Schema First Introduced
			In schema 11 and later, this column contains a string representation of an impression's control_active_flg attribute. This column specifies whether a control group is active for the item. This value might change for the same item between occurrences if a user modifies and re-publishes the item. TIP If the value for this column is 0, you can ignore the value in the control_group_flg column. These are the possible values: ■ 0 indicates that a control group is not active for the occurrence. ■ 1 indicates that a control group is active for the occurrence. When the control_group_flg column's value is 0, the recipient was contacted. When the control_group_flg column's value is 1, the recipient was not contacted.	
product_nm	VARCHAR(128)	Product Name	Product name collected on a viewable impression spot. This value is used in recommendation tasks.	4
product_sku_no	VARCHAR(100)	Product SKU	Product SKU of a product collected on a viewable impression spot. This value is used in recommendation tasks and spots with the product_sku attribute.	4
product_qty_no	INT	Product Quantity	Product quantity of a product collected on a viewable impression spot. This value is used in recommendation tasks.	4

Column Name	Data Type	Label	Description	Schema First Introduced
rec_group_id	VARCHAR(3)	Recommender Group ID	Group designation assigned to individuals in a recommendation task.	4
analysis_group_id	VARCHAR(36)	Analysis Group ID	Variant identifier in multiple spots.	4
identity_id (fk)	VARCHAR(36)	Identity ID	Alphanumeric number that represents a customer.	4
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetimestamp of when the record was loaded.	4
event_designed_id (fk)	VARCHAR(36)	Event Designed ID	Unique identifier assigned to the event.	4
detail_id_hex (fk)	VARCHAR(32)	Detail ID Hexadecimal	Primary key in hexadecimal representation.	4
visit_id_hex (fk)	VARCHAR(32)	Visit ID Hexadecimal	Visit identifier in hexadecimal representation.	4
session_id_hex (fk)	VARCHAR(29)	Session ID Hexadecimal	Session identifier in hexadecimal representation.	4
control_group_flg	CHAR(1)	Control Group Flag	Specifies whether the user is part of a holdout control group : 0 indicates that the recipient is not part of a control group. 1 indicates that the recipient is part of a control group.	4
occurrence_id (fk)	VARCHAR(36)	Occurrence ID	Unique ID that represents a specific execution of a recurring or run-now task.	4
response_tracking_cd (fk)	VARCHAR(36)	Response Tracking Code	Unique ID that is used to associate contacts and responses.	7
task_version_id	VARCHAR(36)	Task Version ID	Version of the task that is based on which instance of the task is published. Each subsequent publish adds a new version ID.	7
message_id (fk)	VARCHAR(36)	Message ID	Unique ID that represents the message.	7

Column Name	Data Type	Label	Description	Schema First Introduced
message_version_id	VARCHAR(36)	Message Version ID	Version of the message based on publishing. Each subsequent publish adds a new version ID.	7
creative_version_id	VARCHAR(36)	Creative Version ID	Version of the creative that is based on publishing. Each subsequent publish adds a new version ID.	7
segment_id (fk)	VARCHAR(36)	Segment ID	Unique ID that represents the segment.	7
segment_version_id	VARCHAR(36)	Segment Version ID	Version of the segment based on publishing. Each subsequent publish adds a new version ID.	7
properties_map_doc	MAP<STRING,STRING>	Custom Attributes	This column is a placeholder for future use.	7
event_key_cd	VARCHAR(100)	API Event Key	Unique identifier for an event from a JavaScript API.	7
product_id	VARCHAR(128)	Product ID	Product identifier for a product collected on an impression. This value is used in recommendation tasks and spots with product_id attribute.	7
audience_id	VARCHAR(36)	Audience ID	Unique identifier that represents an audience	12
aud_occurrence_id	VARCHAR(36)	Audience Occurrence ID	Unique ID that represents the specific occurrence for an audience in SAS Customer Intelligence 360.	12
context_type_nm	VARCHAR(256)	Context Type Name	Type of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	16
context_val	VARCHAR(256)	Context Value	Value of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS	16

Column Name	Data Type	Label	Description	Schema First Introduced
			Customer Intelligence 360: Administration Guide.	
event_source_cd	VARCHAR(100)	Event Source	Source channel for the event. These are the possible values: ■ apiGateway ■ eventGen ■ javaScriptAPI ■ javaScriptTag ■ mobileSDK ■ serverSide ■ service	17
request_id	VARCHAR(36)	Request ID	Unique ID for a content request. This ID enables you relate spot-related events (SPOT_REQUESTED and SPOT_CLICKED) and impression-related events (IMPRESSION_DELIVERED and IMPRESSION_SPOT_VIEWABLE) when content is delivered using the REST API for server-side content delivery.	18
journey_id (fk)	VARCHAR(36)	Journey ID	Unique ID that represents a journey in SAS Customer Intelligence 360.	21
journey_occurrence_id (fk)	VARCHAR(36)	Journey Occurrence ID	Unique ID that represents the specific occurrence of a journey in SAS Customer Intelligence 360.	21

RESPONSE_HISTORY (Partitioned)

SAS Customer Intelligence 360 tracks response events and adds them to this table. A response event represents a defined reaction of a customer in response to a communication, such as opening an email, clicking a banner, or purchasing a product. The response event in this table is generated in addition to the underlying primary or secondary metric event that has been marked as a response.

This table is populated with data when a user classifies a primary or secondary task metric as a response event on the **Insights** tab within a task.

The categories for this table are **DESTINATIONS**, **ENGAGEDIGITAL**, **ENGAGEEMAIL**, **ENGAGEDIRECT**, **ENGAGEWEB**, and **ENGAGEMOBILE**. For more information, see “Categories for Data Tables” in *SAS Customer Intelligence 360: Administration Guide*.

Table 85 *RESPONSE_HISTORY*

Column Name	Data Type	Label	Description	Schema First Introduced
response_dttm	TIMESTAMP	Response Datetime	UTC datetimestamp of when the event occurred.	4
response_dttm_tz	TIMESTAMP	Response Datetime Local Timezone	Datetimestamp of when the event occurred in the tenant's time zone.	4
response_id	VARCHAR(36)	Response ID	Unique group identifier of an event (that is, the instance of an event).	4
task_id (fk)	VARCHAR(36)	Task ID	Unique ID that represents the task.	4
creative_id (fk)	VARCHAR(36)	Creative ID	Unique ID that represents the creative captured as part of the response event.	4
message_id (fk)	VARCHAR(36)	Message ID	Unique identifier for the message in a response event.	4
response_channel_nm	VARCHAR(40)	Response Channel	Channel where a response event took place. These are the possible values: ■ web ■ mobile ■ email ■ external ■ direct	4

Column Name	Data Type	Label	Description	Schema First Introduced
			■ push	
response_nm	VARCHAR(256)	Response Name	Name of the event that became a response.	4
parent_event_designed_id (fk)	VARCHAR(36)	Parent Event Designed ID	Identifier of the event used to generate the new event. This value can be linked to the event_id column on the MD_EVENTS table.	4
response_tracking_cd (fk)	VARCHAR(36)	Response Tracking Code	Unique ID that is used to associate contacts and responses.	4
identity_id (fk)	VARCHAR(36)	Identity ID	Alphanumeric number that represents a customer.	4
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetimestamp of when the record was loaded.	4
event_designed_id (fk)	VARCHAR(36)	Event Designed ID	Unique identifier assigned to the event.	4
detail_id_hex (fk)	VARCHAR(32)	Detail ID Hexadecimal	Primary key in hexadecimal representation.	4
visit_id_hex (fk)	VARCHAR(32)	Visit ID Hexadecimal	Visit identifier in hexadecimal representation.	4
session_id_hex (fk)	VARCHAR(29)	Session ID Hexadecimal	Session identifier in hexadecimal representation.	4

Column Name	Data Type	Label	Description	Schema First Introduced
occurrence_id (fk)	VARCHAR(36)	Occurrence ID	Unique ID that represents a specific execution of a recurring or run-now task.	4
task_version_id	VARCHAR(36)	Task Version ID	Version of the task that is based on which instance of the task is published. Each subsequent publish adds a new version ID.	7
properties_map_doc	MAP<STRING,STRING>	Custom Attributes	Values of the custom properties from the primary or secondary metric event that generated the response event.	7
audience_id	VARCHAR(36)	Audience ID	Unique identifier that represents an audience.	12
aud_occurrence_id	VARCHAR(36)	Audience Occurrence ID	Unique ID that represents the specific occurrence for an audience in SAS Customer Intelligence 360.	12
context_type_nm	VARCHAR(256)	Context Type Name	Type of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	16

Column Name	Data Type	Label	Description	Schema First Introduced
context_val	VARCHAR(256)	Context Value	Value of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	16
journey_id (fk)	VARCHAR(36)	Journey ID	Unique ID that represents a journey in SAS Customer Intelligence 360. Note: This column is not populated until a later release.	17
journey_occurrence_id (fk)	VARCHAR(36)	Journey Occurrence ID	Unique ID that represents the specific occurrence of a journey in SAS Customer Intelligence 360. Note: This column is not populated until a later release.	17

SPOT_CLICKED (Partitioned)

This table captures the spot clicked event.

The categories for this table are **DESTINATIONS**, **ENGAGEDIGITAL**, **ENGAGEWEB**, and **ENGAGEMOBILE**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 86 SPOT_CLICKED

Column Name	Data Type	Label	Description	Schema First Introduced
spot_clicked_dttm	TIMESTAMP	Spot Clicked Datetime	UTC datetimestamp of when event occurred.	4
spot_clicked_dttm_tz	TIMESTAMP	Spot Clicked Datetime Local Timezone	Datetimestamp of when event occurred in tenant's time zone.	4
event_id 	VARCHAR(36)	Event ID	Unique group identifier of an event (that is, the instance of an event). This column contains unique values in the table.	4
channel_user_id	VARCHAR(300)	Channel User ID	Unique visitor tracking identifier that is retrieved from SAS Customer Intelligence 360. ■ For browser-based sessions this is the persistent visitor web cookie. For more information, see “Managing Cookies” in SAS Customer Intelligence 360: User’s Guide . ■ For mobile app sessions this is a unique identifier for a mobile device. This device identifier is generated by SAS and it can be reset. For more information, see “Reset the Mobile Device ID” in SAS Customer Intelligence 360: Developer’s Guide for Mobile Applications (for Android) and “Reset the Mobile Device ID” in SAS Customer Intelligence 360: Developer’s Guide for Mobile Applications (for iOS).	4
task_id (fk)	VARCHAR(36)	Task ID	Unique ID that represents the web or mobile task.	4
spot_id (fk)	VARCHAR(36)	Spot ID	Unique identifier for a spot.	4

Column Name	Data Type	Label	Description	Schema First Introduced
creative_id (fk)	VARCHAR(36)	Creative ID	Unique ID that represents the creative captured as part of the spot-clicked event.	4
channel_nm	VARCHAR(40)	Channel Name	Channel of a spot click. The possible values are web or mobile .	4
reserved_1_txt	VARCHAR(100)	Reserved Attribute 1	Placeholder for a future attribute.	4
mobile_app_id	VARCHAR(40)	Mobile Application ID	Unique identifier for the mobile application.	4
reserved_2_txt	VARCHAR(100)	Reserved Attribute 2	Placeholder for a future attribute.	4
product_nm	VARCHAR(128)	Product Name	Product name collected on a viewable impression spot. This value is used in recommendation tasks.	4
product_sku_no	VARCHAR(100)	Product SKU	Product SKU of a product collected on a spot click. This value is used in recommendation tasks and spots with the product_sku attribute.	4
product_qty_no	INT	Product Quantity	Product quantity of a product collected on a spot click. This value is used in recommendation tasks.	4
product_id	VARCHAR(128)	Product ID	Product ID of a product collected on a spot click. This value is used in recommendation tasks and spots with product_id attribute.	4
identity_id (fk)	VARCHAR(36)	Identity ID	Alphanumeric number that represents a customer.	4
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetimestamp of when record was loaded.	4
event_designed_id (fk)	VARCHAR(36)	Event Designed ID	Unique identifier assigned to the event.	4
event_nm	VARCHAR(256)	Event Name	Value is always spot_clicked .	4

Column Name	Data Type	Label	Description	Schema First Introduced
detail_id_hex (fk)	VARCHAR(32)	Detail ID Hexadecimal	Primary key in hexadecimal representation.	4
visit_id_hex (fk)	VARCHAR(32)	Visit ID Hexadecimal	Visit identifier in hexadecimal representation.	4
session_id_hex (fk)	VARCHAR(29)	Session ID Hexadecimal	Session identifier in hexadecimal representation.	4
occurrence_id (fk)	VARCHAR(36)	Occurrence ID	Unique ID that represents a specific execution of a recurring or run-now task.	4
response_tracking_cd (fk)	VARCHAR(36)	Response Tracking Code	Unique ID that is used to associate contacts and responses.	7
task_version_id	VARCHAR(36)	Task Version ID	Version of the task that is based on which instance of the task is published. Each subsequent publish adds a new version ID.	7
message_id (fk)	VARCHAR(36)	Message ID	Unique ID that represents the message.	7
message_version_id	VARCHAR(36)	Message Version ID	Version of the message based on publishing. Each subsequent publish adds a new version ID.	7
creative_version_id	VARCHAR(36)	Creative Version ID	Version of the creative that is based on publishing. Each subsequent publish adds a new version ID.	7
segment_id (fk)	VARCHAR(36)	Segment ID	Unique ID that represents the segment.	7
segment_version_id	VARCHAR(36)	Segment Version ID	Version of the segment based on publishing. Each subsequent publish adds a new version ID.	7
properties_map_doc	MAP<STRING,STRING>	Custom Attributes	This column is a placeholder for future use.	7
event_key_cd	VARCHAR(100)	API Event Key	Unique identifier for an event from a JavaScript API.	7

Column Name	Data Type	Label	Description	Schema First Introduced
control_group_flg	CHAR(1)	Control Group Flag	Flag (1/0) to designate whether the individual is in a control group.	8
rec_group_id	VARCHAR(3)	Recommender Group ID	Group designation assigned to individuals in a recommendation task.	8
url_txt	VARCHAR(1332)	Spot Clicked URL	URL of the spot that was clicked.	12
context_type_nm	VARCHAR(256)	Context Type Name	Type of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	16
context_val	VARCHAR(256)	Context Value	Value of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	16
event_source_cd	VARCHAR(100)	Event Source	Source channel for the event. These are the possible values: ■ apiGateway ■ eventGen ■ javaScriptAPI ■ javaScriptTag ■ mobileSDK ■ serverSide ■ service	17
request_id	VARCHAR(36)	Request ID	Unique ID for a content request. This ID enables you relate spot-related events (SPOT_REQUESTED and SPOT_CLICKED) and impression-related events (IMPRESSION_DELIVERED and IMPRESSION_SPOT_VIEWABLE)	18

Column Name	Data Type	Label	Description	Schema First Introduced
			when content is delivered using the REST API for server-side content delivery.	

SPOT_REQUESTED (Partitioned)

This table captures mobile events where a request is made to load an inline or interstitial mobile spot.

The categories for this table are **DESTINATIONS**, **ENGAGEDIGITAL**, **ENGAGEWEB**, and **ENGAGEMOBILE**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 87 SPOT_REQUESTED

Column Name	Data Type	Label	Description	Schema First Introduced
spot_requested_dttm	TIMESTAMP	Spot Requested Datetime	UTC datetimestamp of when the event occurred.	7
spot_requested_dttm_tz	TIMESTAMP	Spot Requested Datetime Local Timezone	Datetimestamp of when the event occurred in the tenant's time zone.	7
event_id ⓘ	VARCHAR(36)	Event ID	Unique group identifier of an event (that is, the instance of an event).	7
event_nm	VARCHAR(256)	Event Name	Value is always spot_requested .	7
channel_user_id	VARCHAR(300)	Channel User ID	Device, subject, or visitor identifier of an event.	7
spot_id (fk)	VARCHAR(36)	Spot ID	Spot identifier. Note: If a mobile app sends a spot ID that is not defined in SAS Customer Intelligence 360, spot IDs are empty for records where the event_nm value is spot_requested .	7

Column Name	Data Type	Label	Description	Schema First Introduced
channel_nm	VARCHAR(40)	Channel Name	Channel of the requested spot.	7
mobile_app_id	VARCHAR(40)	Mobile Application ID	Unique identifier for the mobile application.	7
identity_id (fk)	VARCHAR(36)	Identity ID	Alphanumeric number that represents a customer.	7
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetimestamp of when the record was loaded.	7
event_designed_id (fk)	VARCHAR(36)	Event Designed ID	Unique identifier assigned to the event.	7
detail_id_hex (fk)	VARCHAR(32)	Detail ID Hexadecimal	Primary key in hexadecimal representation.	7
visit_id_hex (fk)	VARCHAR(32)	Visit ID Hexadecimal	Visit identifier in hexadecimal representation. When this event is recorded through the Content Server Request API, this field is set to the identity_id value.	7
session_id_hex (fk)	VARCHAR(29)	Session ID Hexadecimal	Session identifier in hexadecimal representation.	7
context_type_nm	VARCHAR(256)	Context Type Name	Type of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	16
context_val	VARCHAR(256)	Context Value	Value of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	16
event_source_cd	VARCHAR(100)	Event Source	Source channel for the event. These are the possible values: ■ apiGateway	17

Column Name	Data Type	Label	Description	Schema First Introduced
			■ eventGen ■ javaScriptAPI ■ javaScriptTag ■ mobileSDK ■ serverSide ■ service	
properties_map_doc	MAP<STRING,STRING>	Spot Attributes	Attributes for the spot. The values are stored as a map.	18
request_id	VARCHAR(36)	Request ID	Unique ID for a content request. This ID enables you relate spot-related events (SPOT_REQUESTED and SPOT_CLICKED) and impression-related events (IMPRESSION_DELIVERED and IMPRESSION_SPOT_VIEWABLE) when content is delivered using the REST API for server-side content delivery.	18

See Also

[“Entity Relationship Diagrams” on page 5](#)

Analytical Base Tables

About Analytical Base Tables

Analytical base tables (ABTs) contain data about user behavior that is used in analytical reports.

These tables can be downloaded using the SAS Customer Intelligence 360 download API. Use the following information when downloading ABTs:

- In your API call, use the `dbtReport` endpoint to download these tables. For more information, see [“Download Discover Base Tables \(DBTs\) and Analytical Base Tables \(ABTs\)” in SAS Customer Intelligence 360: Administration Guide](#) or [“Downloading Data Tables with the REST API” in SAS Customer Intelligence 360: Administration Guide](#).

- Only completed sessions are available for download. Hourly data is not available for ABTs because attribution data is available only on the 23rd hour of a given day. To include a specific day of data, include the 23rd hour of that day.
- Make sure that you review the [category](#) and [schema version](#) for the tables that you want to download.

TIP To download all tables that you have access to, use the **ALL** category and the most recent schema version (22).

Note: In some situations, there might be a mismatch between the contents of the tables and the schema version:

- The downloaded data might contain more columns than are documented in the Help Center or in the schema files. These columns might have been introduced for internal consumption already and will be added to a future version of the schema.

The same scenario can happen when you are not using the most recent schema. The data that you download always uses the columns from the latest schema, but you might have requested a schema version that has fewer columns.

- A schema might add columns to tables, but the columns are not populated with data until a later release of SAS Customer Intelligence 360. For example, a table in the current schema might have nine columns, but data records populate only seven columns. When columns are added but not yet populated with data, you can ignore these columns when you process the data.

When SAS Customer Intelligence 360 is updated to populate these columns, you might need to wait 2–3 days before the data is populated in the downloaded tables.

To mitigate any issues, configure your ETL processes to allow for the physical files to have more columns than what is described in the JSON schema and the documentation.

See Also

- [“List of Data Tables by Name” on page 615](#)
- [“List of Data Tables by Category” on page 636](#)

ABT_ATTRIBUTION

About the Attribution Data Table

ABT_ATTRIBUTION is the table that SAS Customer Intelligence 360 uses as a source for attribution modeling. Each row in the attribution table represents one customer interaction, so you might see multiple rows for the same person. Currently, the table shows two types of data: origination data (one row per visit) and conversion events that are associated with data views. You can download the table and take one of these actions:

- You can run the data against your own analytical models.

- You can append any other data you have, such as on-premises data, to the table for a more robust set of data.
- You can review the data that SAS Customer Intelligence 360 uses as a source for attribution modeling.

Prerequisites

Attribution data depends on data views. Data views track the conversions and common attributes for a collection of events. Those events typically track one or more goals that you have for your organization. For example, when a person purchases a product on your site or subscribes to a newsletter, they might be completing one of your organization's goals. A conversion occurs when a person completes one of the goals.

Attribution analysis also requires information about the set of actions that a person takes before converting, known as a customer journey. The data about customer journeys is tracked in traffic sources. For example, traffic sources can tell you whether a visitor went directly to a website or arrived there from a search result via a search engine, or by clicking a link in an email or clicking a banner.

These prerequisites must be met before data is added to the attribution table.

- Data views that are published and have conversions must exist.
- There must be traffic sources defined. Navigate to  **Administration** ⇒ **Tasks**. Click **Traffic Sources** in Digital.

ABT_ATTRIBUTION (Partitioned)

Table 88 ABT_ATTRIBUTION

Column Name	Data Type	Column Label	Description	Schema First Introduced
identity_id	VARCHAR(36)	Identity ID	The information that SAS Customer Intelligence 360 uses to identify a person. This information must match the identity_id that appears in other data, such as the VISIT_DETAILS table. For more information about identities, see “Overview of Identities in SAS Customer Intelligence 360” in SAS Customer Intelligence 360: Administration Guide.	3
interaction_type	VARCHAR(15)	Interaction type	Used by attribution analysis to determine how to interpret this row of data. Possible values are	3

Column Name	Data Type	Column Label	Description	Schema First Introduced
			Origination, Conversion, and Task.	
interaction_id ⓘ	VARCHAR(36)	Interaction ID	Identifies which instances of an event receives credit in attribution analysis. When the value of interaction_type is Conversion , this value matches the ID of the data view. When the value of interaction_type is Origination , this value matches the session ID.	3
interaction	VARCHAR(260)	Interaction	Identifies the interaction. The value depends on the interaction_type. For example, if the interaction_type is Task , this value is set to the task name. Alternatively, if the interaction_type is Origination , this value matches the origination_nm value in the VISIT_DETAILS table.	3
interaction_subtype	VARCHAR(100)	Interaction Subtype	Can be used to aggregate interactions that have the same interaction_type value. This value depends on the interaction_type. For example, if the interaction_type is Task , this value is set to the task name. Alternatively, if the interaction_type is Origination , this value matches the origination_type_nm value in the VISIT_DETAILS table.	3
interaction_dttm ⓘ	VARCHAR(26)	Interaction Datetime	Specifies the event timestamp in this format: YYYY-MM-DD HH:MM:SS.SSS.	3
task_id	VARCHAR(36)	Task ID	Identifies the task for this interaction. Note: This value is populated only when the value of interaction_type is Task .	3

Column Name	Data Type	Column Label	Description	Schema First Introduced
conversion_value	INT(11)	Conversion Value	This value is used in attribution analysis. However, it is not displayed in the attribution. Note: This value is populated only when interaction_type is Conversion . It has a value of 1.	3
interaction_cost	INT(11)	Interaction Cost	This column currently contains no value and is not used in any analysis.	3
load_id	VARCHAR(36)	Load ID	Identifies a specific page view instance. Note: This value is populated only when interaction_type is Task .	3
creative_id	VARCHAR(36)	Creative ID	Identifies the creative that is displayed during this interaction. Note: This value is populated only when interaction_type is Task .	3

Discover Base Tables

About the Discover Base Tables

SAS 360 Discover base tables (DBTs) combine sets of information from different detail tables to create tables that you might find useful for analysis. Each DBT is created to provide you with one place to get the most relevant information about a specific subject.

In addition, these tables are used to create the [predefined reports](#) that are available in SAS Customer Intelligence 360.

These tables can be downloaded using the SAS Customer Intelligence 360 download API. Use the following information when downloading DBTs:

- In your API call, use the `dbtReport` endpoint to download these tables. For more information, see [“Download Discover Base Tables \(DBTs\) and Analytical Base Tables \(ABTs\)” in SAS Customer Intelligence 360: Administration Guide](#) or [“Downloading Data Tables with the REST API” in SAS Customer Intelligence 360: Administration Guide](#).

- Make sure that you review the [category](#) and [schema version](#) for the tables that you want to download.

TIP To download all tables that you have access to, use the **ALL** category and the most recent schema version (22).

- The DBTs are updated about every four hours. Only completed sessions are available for download.
- Download the [entity relationship diagrams on page 5](#) to review the tables' organization and links.

Note: In some situations, there might be a mismatch between the contents of the tables and the schema version:

- The downloaded data might contain more columns than are documented in the Help Center or in the schema files. These columns might have been introduced for internal consumption already and will be added to a future version of the schema.

The same scenario can happen when you are not using the most recent schema. The data that you download always uses the columns from the latest schema, but you might have requested a schema version that has fewer columns.

- A schema might add columns to tables, but the columns are not populated with data until a later release of SAS Customer Intelligence 360. For example, a table in the current schema might have nine columns, but data records populate only seven columns. When columns are added but not yet populated with data, you can ignore these columns when you process the data.

When SAS Customer Intelligence 360 is updated to populate these columns, you might need to wait 2–3 days before the data is populated in the downloaded tables.

To mitigate any issues, configure your ETL processes to allow for the physical files to have more columns than what is described in the JSON schema and the documentation.

See Also

- [“List of Data Tables by Name” on page 615](#)
- [“List of Data Tables by Category” on page 636](#)

DBT_ADV_CAMPAIGN_VISITORS (Partitioned)

The DBT_ADV_CAMPAIGN_VISITORS table contains information about how people reach your site or mobile application, which actions they take, and which devices they use. This table contains the following types of information for websites and mobile applications that are accessed by users:

- geo-location information, which can be analyzed to learn about the geographical distribution of users and conversion rates by location.
- information about devices, which can be analyzed to learn how users are accessing your content.

The following additional information is available for websites:

- traffic source information, which can be analyzed to discover where people come from. For example, you can analyze this table to determine whether the traffic to your site is coming from paid sources, unpaid sources, or from search engines.
- browser data, which can tell you which browsers and versions people are using to access your content.

Data for this table is obtained from the following tables: VISIT_DETAILS, SESSION_DETAILS, PAGE_DETAILS, PAGE_DETAILS_EXT, and GOAL_DETAILS.

This table provides information for the Advertising and Campaigns report and the Visits report.

Table 89 DBT_ADV_CAMPAIGN_VISITORS

Column Name	Data Type	Description	Schema First Introduced
session_id 	VARCHAR(29)	Session identifier.	1
session_complete_load_dttm	TIMESTAMP	Internal UTC load datetime stamp of the batch in which the session was completed.	1
visit_id 	VARCHAR(32)	Visit identifier.	1
visitor_type	VARCHAR(10)	Indicates the difference between the types of visitor. Valid entries are either New or Returning.	1
visitor_id	VARCHAR(32)	Unique visitor tracking cookie ID that is retrieved from SAS Customer Intelligence 360.	1
bouncer	VARCHAR(12)	Possible values for this column are Bouncer or Non-Bouncer . A value of Bouncer means that the user viewed only one page during the visit.	1
cu_customer_id	VARCHAR(36)	Alphanumeric ID assigned in SAS Customer Intelligence 360 that represents a customer at a given time.	1
device_name	VARCHAR(85)	Name of the device from which the session was created (for example, iPad, Kindle, or PS3). The value of this column is	1

Column Name	Data Type	Description	Schema First Introduced
		always PC if the DEVICE_TYPE value in the table is pc.	
device_type	VARCHAR(52)	Type of device that triggers the session (for example, set_top_box or pc).	1
visit_origination_creative	VARCHAR(260)	Name of creative material within an origination.	1
visit_origination_name	VARCHAR(260)	Origination name.	1
visit_origination_placement	VARCHAR(390)	Name of ad placement within an origination.	1
visit_origination_tracking_code	VARCHAR(65)	Tracking code that identifies the origination.	1
visit_origination_type	VARCHAR(65)	Origination type (for example, direct, organic search, self-referral, organic, referrer, campaign, or social).	1
average_visit_duration	INT	Average length of time, in seconds, that a visitor stayed on the site viewing one or more pages.	1
bouncers	INT	Flag that indicates a bouncer (1) or otherwise (0).	1
br_browser_name	VARCHAR(52)	Name of the web browser (for example, Firefox or Google Chrome).	1
br_browser_version	VARCHAR(16)	Version number of the web browser.	1
co_conversions	INT	Total number of visitors who have performed an administrator-defined task that results in conversion recognition. A conversion can be converting a visitor to a customer or any other administrator-defined behavior. By default, a conversion is the	1

Column Name	Data Type	Description	Schema First Introduced
		achievement of at least one defined goal during the visit.	
ge_city	VARCHAR(390)	City.	1
ge_country	VARCHAR(85)	Country.	1
ge_latitude	DECIMAL(13,6)	Latitude coordinate.	1
ge_longitude	DECIMAL(13,6)	Longitude coordinate.	1
ge_state_region	VARCHAR(2)	State.	1
landing_page	VARCHAR(1332)	Page title of the landing page.	1
landing_page_url	VARCHAR(1332)	URL of the page that is available as a starting point for a visitor session.	1
new_visitors	INT	Number of first-time visitors to the specific digital domain or domains within the defined date range. A new visitor has an assigned ID (cookie or other identification) that has not been tracked by the data to date.	1
page_views	INT	Aggregate number of times that any page is accessed, counted across all site visitors within the specified date range.	1
pl_device_operating_system	VARCHAR(78)	Operating system of the client's device used for visiting the website.	1
return_visitors	INT	Flag that indicates whether a visitor is returning (1) or new (0).	1
rv_revenue	DECIMAL(17,2)	The actual revenue captured from purchases, as defined in SAS Customer Experience Targeting. Supported formats for the reports are USD and euros.	1

Column Name	Data Type	Description	Schema First Introduced
se_external_search_engine	VARCHAR(130)	Search engine name.	1
se_external_search_engine_domain	VARCHAR(215)	Search engine domain (for example, www.google.com.au or www.google.com.hk).	1
se_external_search_engine_phrase	VARCHAR(1332)	Search phrase used during the search.	1
visit_dttm	TIMESTAMP	UTC datetime stamp of when the re-entry and continuation of the session occurred.	1
visit_dttm_tz	TIMESTAMP	Datetime stamp of when the re-entry and continuation of the session occurred in the tenant's time zone.	1
visits	INT	Total number of times that the specific digital domain or domains have been accessed within the defined date range, with respect to any applied filters. If the same page or resource is viewed more than once in a given visit, then it is counted as a single visit with multiple views.	1
session_start_dttm	TIMESTAMP	UTC datetime stamp of when the session started.	1
session_start_dttm_tz	TIMESTAMP	Datetime stamp of when the session started in the tenant's time zone.	3
landing_page_url_domain	VARCHAR(215)	URL domain of the landing page.	3

DBT_BUSINESS_PROCESS (Partitioned)

This table provides an overview of the success and abandonment rates of the various business processes or funnels that are defined for the site. The business process must be either started and completed or started and abandoned within the same session. If the required business process steps are not fulfilled in the same session, the business process are considered abandoned. If the required

business process steps are started in one session and then finished in another session, then the business process is not counted.

Data for this table comes primarily from the SESSION_DETAILS, VISIT_DETAILS, and BUSINESS_PROCESS_DETAILS tables.

This table provides information for the Business Processes report.

Table 90 DBT_BUSINESS_PROCESS

Column Name	Data Type	Description	Schema First Introduced
session_id 	VARCHAR(29)	Foreign key.	1
session_complete_load_dttm	TIMESTAMP	Internal UTC load datetime stamp of the batch in which the session was completed.	1
visit_id	VARCHAR(32)	Foreign key.	1
visitor_type	VARCHAR(10)	Indicates the difference between the types of visitor. Valid entries are either New or Returning.	1
visitor_id	VARCHAR(32)	Unique visitor tracking cookie ID that is retrieved from SAS Customer Intelligence 360.	1
bouncer	VARCHAR(12)	Possible values for this column are Bouncer or Non-Bouncer . A value of Bouncer means that the user viewed only one page during the visit.	1
cu_customer_id	VARCHAR(36)	Alphanumeric ID assigned in SAS Customer Intelligence 360 that represents a customer at a given time.	1
device_name	VARCHAR(85)	Name of the device from which the session was created (for example, iPad, Kindle, or PS3). The value of this column is always PC if the DEVICE_TYPE value in the table is pc.	1
device_type	VARCHAR(52)	Type of device that triggers the session (for example, set_top_box or pc).	1

Column Name	Data Type	Description	Schema First Introduced
visit_origination_creative	VARCHAR(260)	Name of creative material within an origination.	1
visit_origination_name	VARCHAR(260)	Origination name.	1
visit_origination_placement	VARCHAR(390)	Name of ad placement within an origination.	1
visit_origination_tracking_code	VARCHAR(65)	Tracking code that identifies the origination.	1
visit_origination_type	VARCHAR(65)	Origination type (for example, direct, organic search, self-referral, organic, referrer, campaign, or social).	1
bus_process_started_dttm ⓘ	TIMESTAMP	UTC datetime stamp of when the first step in the business process occurred.	1
bus_process_started_dttm_tz	TIMESTAMP	Datetime stamp of when the first step in the business process occurred in the tenant's time zone.	1
business_process_attribute_1	VARCHAR(130)	First business process attribute. Always shown as "NULL".	1
business_process_attribute_2	VARCHAR(130)	Second business process attribute. Always shown as "NULL".	1
business_process_name ⓘ	VARCHAR(130)	Business process name that is defined in the Business Process configuration.	1
business_process_step_name ⓘ	VARCHAR(130)	Name of the step, as defined during configuration.	1
last_step	SMALLINT	The value of this column is 1 for the step that was the latest in the process instance, by datetime.	1
processes	SMALLINT	The value of this column is 1 for the first step in each business process instance.	1
processes_abandoned	SMALLINT	The value of this column is 1 if this instance was abandoned	1

Column Name	Data Type	Description	Schema First Introduced
		(IS_COMPLETION_FLG=0 in the BUSINESS_PROCESS_DETAILS detail table). This is derived from the last step being the current step in a business process.	
processes_completed	SMALLINT	Indicates a completed business process in any of the steps.	1
step_count	SMALLINT	Value represents the number of times a step was executed in the process instance.	1
steps	SMALLINT	The value of this column is always 1.	1
steps_abandoned	SMALLINT	Number of times visitors did not proceed to the next step.	1
steps_completed	SMALLINT	The value of this column is 1 if this instance was completed.	1
session_start_dttm	TIMESTAMP	UTC datetime stamp of when the session started.	3
session_start_dttm_tz	TIMESTAMP	Datetime stamp of when the session started in the tenant's time zone.	3

DBT_CONTENT (Partitioned)

This table provides information about pages on a website or in a mobile application that are visited by users. For example, this table contains data about the amount of time that users spend on a page and how often a page is either the first or last page that is visited within a session.

Data for this table is obtained from the following tables: PAGE_DETAILS, PAGE_DETAILS_EXT, SESSION_DETAILS, and VISIT_DETAILS.

This table provides information for the Content report.

Table 91 DBT_CONTENT

Column Name	Data Type	Description	Schema First Introduced
session_id	VARCHAR(29)	Foreign key.	1
session_complete_load_dttm	TIMESTAMP	Internal UTC load datetime stamp of the batch in which the session was completed.	1
visit_id	VARCHAR(32)	Foreign key.	1
visitor_type	VARCHAR(10)	Indicates the difference between the types of visitor. Valid entries are either New or Returning.	1
visitor_id	VARCHAR(32)	Unique visitor tracking cookie ID that is retrieved from SAS Customer Intelligence 360.	1
bouncer	VARCHAR(12)	Possible values for this column are Bouncer or Non-Bouncer . A value of Bouncer means that the user viewed only one page during the visit.	1
cu_customer_id	VARCHAR(36)	Alphanumeric ID assigned in SAS Customer Intelligence 360 that represents a customer at a given time.	1
device_name	VARCHAR(85)	Name of the device from which the session was created (for example, iPad, Kindle, or PS3). The value of this column is always pc if the DEVICE_TYPE value in the table is pc.	1
device_type	VARCHAR(52)	Type of device that triggers the session (for example, set_top_box or pc).	1
visit_origination_creative	VARCHAR(260)	Name of creative material within an origination.	1
visit_origination_name	VARCHAR(260)	Origination name.	1

Column Name	Data Type	Description	Schema First Introduced
visit_origination_placement	VARCHAR(390)	Name of ad placement within an origination.	1
visit_origination_tracking_code	VARCHAR(65)	Tracking code that identifies the origination.	1
visit_origination_type	VARCHAR(65)	Origination type (for example, direct, organic search, self-referral, organic, referrer, campaign, or social).	1
active_page_view_time	INT	The value of this column is equal to ACTIVE_SEC_SPENT_IN_SESSN_CNT in the SESSION_DETAILS_EXT table. It accounts for active tabs in cases where there is user interaction, as well as for tabs that are open related to an automated process.	1
detail_dttm	TIMESTAMP	UTC datetime stamp of when the page view occurred.	1
detail_dttm_tz	TIMESTAMP	Datetime stamp of when the page view occurred in the tenant's time zone.	1
entry_pages	INT	Number of times this page was the first page seen in a visit. This page is also called the landing page.	1
exit_pages	INT	Number of times this page was the last page seen in a visit. This page is also called the exit page. The value of this column is set to 1 for the last page in a visit. Otherwise, the value of this column is 0.	1
pg_domain_name	VARCHAR(215)	Domain name. This is the portion of the URL between :// and /. It is an identification string that defines a website. For example, www.sas.com and support.sas.com are valid values.	1
pg_page	VARCHAR(1332)	Page title.	1

Column Name	Data Type	Description	Schema First Introduced
pg_page_url	VARCHAR(1332)	Unique URL that identifies a page.	1
views	INT	Total number of times that an indicated resource is accessed by a site visitor within the specified date range.	1
class1_id	VARCHAR(650)	First classification of pages that are defined by the first alias definition in the Page category configuration. Use this classification to define the main sections of the website that you want to include in the customer activities.	1
class2_id	VARCHAR(650)	Second classification of pages that are defined by the second alias definition in the Page category configuration. Use this classification to define the main sections of the website that you want to include in the customer activities.	1
visits	INT	Total number of times that the specific digital domain or domains have been accessed within the defined date range, with respect to any applied filters. If the same page or resource is viewed more than once in a given visit, then it is counted as a single visit with multiple views.	1
bouncers	INT	Flag that indicates a bounce (1) or otherwise (0).	1
total_page_view_time	BIGINT	Total number of seconds that visitors are actively using or viewing the page.	1
session_start_dttm	TIMESTAMP	UTC datetime stamp of when the session started.	3
session_start_dttm_tz	TIMESTAMP	Datetime stamp of when the session started in the tenant's time zone.	3

Column Name	Data Type	Description	Schema First Introduced
detail_id ⓘ	VARCHAR(32)	Key column that is used to link to other tables.	20

DBT_DOCUMENTS (Partitioned)

This table lists the documents that are accessed from your site. For example, this table is updated when a user clicks a link to open or download a PDF.

Note: A record is created each time that a user accesses a document.

Data for this table is obtained from the following tables: SESSION_DETAILS, VISIT_DETAILS, PAGE_DETAILS, and DOCUMENT_DETAILS.

This table provides information for the Downloads report.

Table 92 DBT_DOCUMENTS

Column Name	Data Type	Description	Schema First Introduced
session_id	VARCHAR(29)	Foreign key.	1
session_complete_load_dttm	TIMESTAMP	Internal UTC load datetime stamp of the batch in which the session was completed.	1
visit_id	VARCHAR(32)	Foreign key.	1
visitor_type	VARCHAR(10)	Indicates the difference between the types of visitor. Valid entries are either New or Returning.	1
visitor_id	VARCHAR(32)	Unique visitor tracking cookie ID that is retrieved from SAS Customer Intelligence 360.	1
bouncer	VARCHAR(12)	Possible values for this column are Bouncer or Non-Bouncer . A value of Bouncer means that the user viewed only one page during the visit.	1

Column Name	Data Type	Description	Schema First Introduced
cu_customer_id	VARCHAR(36)	Alphanumeric ID assigned in SAS Customer Intelligence 360 that represents a customer at a given time.	1
device_name	VARCHAR(85)	Name of the device from which the session was created (for example, iPad, Kindle, or PS3). The value of this column is always pc if the DEVICE_TYPE value in the table is pc.	1
device_type	VARCHAR(52)	Type of device that triggers the session (for example, set_top_box or pc).	1
visit_origination_creative	VARCHAR(260)	Name of creative material within an origination.	1
visit_origination_name	VARCHAR(260)	Origination name.	1
visit_origination_placement	VARCHAR(390)	Name of ad placement within an origination.	1
visit_origination_tracking_code	VARCHAR(65)	Tracking code that identifies the origination.	1
visit_origination_type	VARCHAR(65)	Origination type (for example, direct, organic search, self-referral, organic, referrer, campaign, or social).	1
do_page_description	VARCHAR(1332)	Alternate text of the link to a document. If the link includes text, then that text is used as the alternate text value. If the link does not include text, then the alternate text in the HTML code is used, if available.	1
do_page_url	VARCHAR(1332)	URI link of the document.	1
document_download_dttm	TIMESTAMP	UTC datetime stamp of when the document was downloaded.	1

Column Name	Data Type	Description	Schema First Introduced
document_download_dttm_tz	TIMESTAMP	Datetime stamp of when the document was downloaded in the tenant's time zone.	1
document_downloads	INT	The value of this column is always 1.	1
class1_id	VARCHAR(650)	First classification of pages that are defined by the first alias definition in the Page category configuration. Use this classification to define the main sections of the website that you want to include in the customer activities.	1
class2_id	VARCHAR(650)	Second classification of pages that are defined by the second alias definition in the Page category configuration.	1
session_start_dttm	TIMESTAMP	UTC datetime stamp of when the session started.	3
session_start_dttm_tz	TIMESTAMP	Datetime stamp of when the session started in the tenant's time zone.	3
detail_id ⓘ	VARCHAR(32)	Key column that is used to link to other tables.	20

DBT_ECOMMERCE (Partitioned)

This table provides the following data:

- information about the e-commerce side of your website by showing the number of page views, baskets created, purchases, and revenue made
- information about the effectiveness of advertising and marketing campaigns for e-commerce
- a detailed view into the products that are shown and sold on your site

Data for this table is obtained from the following tables: SESSION_DETAILS, VISIT_DETAILS, CART_ACTIVITY_DETAILS, ORDER_DETAILS, ORDER_SUMMARY, and PRODUCT_VIEWS.

This table provides information for the Ecommerce report.

Table 93 DBT_ECOMMERCE

Column Name	Data Type	Description	Schema First Introduced
session_id	VARCHAR(29)	Foreign key.	1
session_complete_load_dttm	TIMESTAMP	Internal UTC load datetime stamp of the batch in which the session was completed.	1
visit_id ⓘ	VARCHAR(32)	Foreign key.	1
visitor_type	VARCHAR(10)	Indicates the difference between the types of visitor. Valid entries are either New or Returning.	1
visitor_id	VARCHAR(32)	Unique visitor tracking cookie ID that is retrieved from SAS Customer Intelligence 360.	1
bouncer	VARCHAR(12)	Possible values for this column are Bouncer or Non-Bouncer . A value of Bouncer means that the user viewed only one page during the visit.	1
cu_customer_id	VARCHAR(36)	Alphanumeric ID assigned in SAS Customer Intelligence 360 that represents a customer at a given time.	1
device_name	VARCHAR(85)	Name of the device from which the session was created (for example, iPad, Kindle, or PS3). The value of this column is always PC if the DEVICE_TYPE value in the table is pc.	1
device_type	VARCHAR(52)	Type of device that triggers the session (for example, set_top_box or pc).	1
visit_origination_creative	VARCHAR(260)	Name of creative material within an origination.	1
visit_origination_name	VARCHAR(260)	Origination name.	1

Column Name	Data Type	Description	Schema First Introduced
visit_origination_placement	VARCHAR(390)	Name of ad placement within an origination.	1
visit_origination_tracking_code	VARCHAR(65)	Tracking code that identifies the origination.	1
visit_origination_type	VARCHAR(65)	Origination type (for example, direct, organic search, self-referral, organic, referrer, campaign, or social).	1
basket_adds	INT	The value of this column is 1 if this product was added to a basket (including events when some or all products are subsequently removed or are added back to the basket).	1
basket_adds_revenue	DECIMAL(17,2)	The value of this column represents the total potential revenue sum for this product added to a basket (including events when some or all products are subsequently removed or are added back to the basket).	1
basket_adds_units	INT	The value of this column represents the total count of units of this product added to a basket (including events when some or all products are subsequently removed or are added back to the basket).	1
basket_id 	VARCHAR(42)	The value of this column represents the unique value of the current basket.	1
basket_removes	INT	The value of this column is 1 if this product was removed from a basket (even if not all units are removed).	1
basket_removes_revenue	DECIMAL(17,2)	The value of this column represents the total potential revenue sum for this product removed from a basket (even if not all units are removed).	1
basket_removes_units	INT	The value of this column represents the total count of units of this	1

Column Name	Data Type	Description	Schema First Introduced
		product removed from a basket (even if not all units are removed).	
baskets_abandoned	SMALLINT	The value of this column is 1 if a basket was started but not completed during the visit.	1
baskets_completed	SMALLINT	The value of this column is 1 if a basket was completed during the visit.	1
baskets_started	SMALLINT	Total number of online shopping carts that visitors started with at least one product added to the basket.	1
product_activity_dttm ⓘ	TIMESTAMP	UTC datetime stamp of when the product was viewed.	1
product_activity_dttm_tz	TIMESTAMP	Datetime stamp of when the product was viewed in the tenant's time zone.	1
product_group_name	VARCHAR(130)	Product group name. This value can be derived from a product name or a lookup table, based on ID or SKU.	1
product_name ⓘ	VARCHAR(130)	Product name defined during configuration.	1
product_purchase_revenues	DECIMAL(17,2)	The value of this column represents the total revenue for purchases of this product during the visit.	1
product_purchase_units	INT	The value of this column represents the count of purchase units for this product during the visit.	1
product_purchases	INT	The value of this column is 1 if there were any purchases of this product during the visit.	1
product_sku ⓘ	VARCHAR(100)	Product SKU.	1
product_views	INT	The value of this column represents the count of page views of the	1

Column Name	Data Type	Description	Schema First Introduced
		product page for this product in the visit.	
product_id ⓘ	VARCHAR(130)	Unique identifier defined in SAS Customer Intelligence 360 during configuration.	1
session_start_dttm	TIMESTAMP	UTC datetime stamp of when the session started.	3
session_start_dttm_tz	TIMESTAMP	Datetime stamp of when the session started in the tenant's time zone.	3

DBT_FORMS (Partitioned)

This table provides information about user interactions with web forms, such as details about the form fields that a user interacts with before abandoning the form. A record is created when a person interacts with the form. For example, either of these two situations results in the creation of one record:

- A user fills out the form fields and submits the form.
- A user fills out one form field and abandons the form without submitting it.

Data for this table is obtained from the following tables: SESSION_DETAILS, VISIT_DETAILS, and FORM_DETAILS.

This table provides information for the Forms report.

Table 94 DBT_FORMS

Column Name	Data Type	Description	Schema First Introduced
session_id	VARCHAR(29)	Foreign key.	1
session_complete_load_dttm	TIMESTAMP	Internal UTC load datetime stamp of the batch in which the session was completed.	1
visit_id	VARCHAR(32)	Foreign key.	1

Column Name	Data Type	Description	Schema First Introduced
visitor_type	VARCHAR(10)	Indicates the difference between the types of visitor. Valid entries are either New or Returning.	1
visitor_id	VARCHAR(32)	Unique visitor tracking cookie ID that is retrieved from SAS Customer Intelligence 360.	1
bouncer	VARCHAR(12)	Possible values for this column are Bouncer or Non-Bouncer . A value of Bouncer means that the user viewed only one page during the visit.	1
cu_customer_id	VARCHAR(36)	Alphanumeric ID assigned in SAS Customer Intelligence 360 that represents a customer at a given time.	1
device_name	VARCHAR(85)	Name of the device from which the session was created (for example, iPad, Kindle, or PS3). The value of this column is always PC if the DEVICE_TYPE value in the table is pc.	1
device_type	VARCHAR(52)	Type of device that triggers the session (for example, set_top_box or pc).	1
visit_origination_creative	VARCHAR(260)	Name of creative material within an origination.	1
visit_origination_name	VARCHAR(260)	Origination name.	1
visit_origination_placement	VARCHAR(390)	Name of ad placement within an origination.	1
visit_origination_tracking_code	VARCHAR(65)	Tracking code that identifies the origination.	1
visit_origination_type	VARCHAR(65)	Origination type (for example, direct, organic search, self-referral, organic, referrer, campaign, or social).	1

Column Name	Data Type	Description	Schema First Introduced
attempts	INT	The value of this column represents a count of the number of attempts to submit, even if the submissions are unsuccessful.	1
form_attempt_dttm	TIMESTAMP	UTC datetime stamp of when the user interacted with the form field.	1
form_attempt_dttm_tz	TIMESTAMP	Datetime stamp of when the user interacted with the form field in the tenant's time zone.	1
form_nm	VARCHAR(65)	The value of this column represents the unique name of the current form.	1
forms_completed	SMALLINT	The value of this column is 1 when a successful form submission is completed.	1
forms_not_submitted	SMALLINT	The value of this column is set to 1 when a form submission has not been attempted.	1
forms_started	SMALLINT	The value of this column is always 1.	1
last_field	VARCHAR(325)	The value of this column represents the name of the last form field in the data for this form attempt.	1
session_start_dttm	TIMESTAMP	UTC datetime stamp of when the session started.	3
session_start_dttm_tz	TIMESTAMP	Datetime stamp of when the session started in the tenant's time zone.	3
detail_id 	VARCHAR(32)	Key column that is used to link to other tables.	20

DBT_GOALS (Partitioned)

This table provides information about custom events. For example, this table includes data about traffic sources and revenue that is associated with the custom event.

Note: The custom event must be triggered to be added to this table.

Data for this table is obtained from the following tables: SESSION_DETAILS, VISIT_DETAILS, GOAL_DETAILS, and GOAL_DETAILS_EXT.

This table provides information for the Custom Events report.

Table 95 DBT_GOALS

Column Name	Data Type	Description	Schema First Introduced
session_id	VARCHAR(29)	Foreign key.	1
session_complete_load_dttm	TIMESTAMP	Internal UTC load datetime stamp of the batch in which the session was completed.	1
visit_id	VARCHAR(32)	Foreign key.	1
visitor_type	VARCHAR(10)	Indicates the difference between the types of visitor. Valid entries are either New or Returning.	1
visitor_id	VARCHAR(32)	Unique visitor tracking cookie ID that is retrieved from SAS Customer Intelligence 360.	1
bouncer	VARCHAR(12)	Possible values for this column are Bouncer or Non-Bouncer . A value of Bouncer means that the user viewed only one page during the visit.	1
cu_customer_id	VARCHAR(36)	Alphanumeric ID assigned in SAS Customer Intelligence 360 that represents a customer at a given time.	1
device_name	VARCHAR(85)	Name of the device from which the session was created (for example, iPad, Kindle, or PS3). The value of this column is always PC if the	1

Column Name	Data Type	Description	Schema First Introduced
		DEVICE_TYPE value in the table is pc.	
device_type	VARCHAR(52)	Type of device that triggers the session (for example, set_top_box or pc).	1
visit_origination_creative	VARCHAR(260)	Name of creative material within an origination.	1
visit_origination_name	VARCHAR(260)	Origination name.	1
visit_origination_placement	VARCHAR(390)	Name of ad placement within an origination.	1
visit_origination_tracking_code	VARCHAR(65)	Tracking code that identifies the origination.	1
visit_origination_type	VARCHAR(65)	Origination type (for example, direct, organic search, self-referral, organic, referrer, campaign, or social).	1
goal_group_name ⓘ	VARCHAR(130)	Goal group name.	1
goal_name ⓘ	VARCHAR(260)	Goal name.	1
goal_reached_dttm	TIMESTAMP	UTC datetime stamp of when the goal was reached.	1
goal_reached_dttm_tz	TIMESTAMP	Datetime stamp of when the goal was reached in the tenant's time zone.	1
goal_revenue	DECIMAL(17,2)	Amount of revenue associated with the goal.	1
goals	TINYINT	User-defined, administrator-configured behaviors of interest on the website. This includes, but is not limited to, any behavior that is seen as a conversion.	1
visits	INT	Value of this column is always 1.	1

Column Name	Data Type	Description	Schema First Introduced
session_start_dttm	TIMESTAMP	UTC datetime stamp of when the session started.	3
session_start_dttm_tz	TIMESTAMP	Datetime stamp of when the session started in the tenant's time zone.	3
detail_id ⓘ	VARCHAR(32)	Key column that is used to link to other tables.	20

DBT_MEDIA_CONSUMPTION (Partitioned)

This table provides insight about media consumption activities such as types of media viewed, how much content is viewed, and which content is most frequently viewed.

Data for this table is obtained from the following tables: MEDIA_DETAILS, MEDIA_DETAILS_EXT, SESSION_DETAILS, and VISIT_DETAILS.

This table provides information for the Media report.

Table 96 DBT_MEDIA_CONSUMPTION

Column Name	Data Type	Description	Schema First Introduced
session_id	VARCHAR(29)	Foreign key.	1
session_complete_load_dttm	TIMESTAMP	Internal UTC load datetime stamp of the batch in which the session was completed.	1
visit_id ⓘ	VARCHAR(32)	Foreign key.	1
visitor_type	VARCHAR(10)	Indicates the difference between the types of visitor. Valid entries are either New or Returning.	1
visitor_id	VARCHAR(32)	Unique visitor tracking cookie ID that is retrieved from SAS Customer Intelligence 360.	1
bouncer	VARCHAR(12)	Possible values for this column are Bouncer or Non-Bouncer .	1

Column Name	Data Type	Description	Schema First Introduced
		A value of Bouncer means that the user viewed only one page during the visit.	
cu_customer_id	VARCHAR(36)	Alphanumeric ID assigned in SAS Customer Intelligence 360 that represents a customer at a given time.	1
device_name	VARCHAR(85)	Name of the device from which the session was created (for example, iPad, Kindle, or PS3). The value of this column is always PC if the DEVICE_TYPE value in the table is pc.	1
device_type	VARCHAR(52)	Type of device that triggers the session (for example, set_top_box or pc).	1
visit_origination_creative	VARCHAR(260)	Name of creative material within an origination.	1
visit_origination_name	VARCHAR(260)	Origination name.	1
visit_origination_placement	VARCHAR(390)	Name of ad placement within an origination.	1
visit_origination_tracking_code	VARCHAR(65)	Tracking code that identifies the origination.	1
visit_origination_type	VARCHAR(65)	Origination type (for example, direct, organic search, self-referral, organic, referrer, campaign, or social).	1
content_viewed	DECIMAL(11,3)	Total amount of unique video content that a visitor consumes. The value of this column is based on the amount of video content that a visitor watches, not the amount of time that is spent watching it. For example, if a visitor watches the same 10 seconds of a given video three times, then the value of this column is 10 seconds.	1

Column Name	Data Type	Description	Schema First Introduced
detail_id ⓘ	VARCHAR(32)	Foreign key.	1
duration	DECIMAL(11,3)	Length of time for an indicated media source.	1
interactions_count ⓘ	INT	Number of total interactions (for example, stops, pauses, rewinds, or skips) or status updates that the visitor performed with the media object while viewing it.	1
maximum_progress ⓘ	DECIMAL(11,3)	Maximum playhead time of the video that a visitor reached over the course of viewing the media object. This value reflects the latest point in a video that the media player plays the video. For example, if a viewer fast forwards a video to minute five (00:05:00) and watches only 10 seconds, then the value of this column is 00:05:10.	1
media_completion_rate ⓘ	VARCHAR(35)	Proportion of media sources that are viewed from beginning to end.	1
media_name	VARCHAR(260)	This column is the same as the media-level record column.	1
media_section ⓘ	VARCHAR(35)	This column contains value ranges such as 00.00.50 to 00.01:00. The values in this column correspond to a MEDIA_DETAILS record that includes a second between 50 and 60. In an example where the MEDIA_DETAILS record had a viewing from 50 to 70 seconds, a second record would be generated with a value such as 00.01.00 to 00.01:10.	1
media_section_view	TINYINT	The value of this column is always 1.	1

Column Name	Data Type	Description	Schema First Introduced
media_start_dttm	TIMESTAMP	UTC datetime stamp of when the visitor began playing the media object.	1
media_start_dttm_tz	TIMESTAMP	Datetime stamp of when the visitor began playing the media object in the tenant's time zone.	1
time_viewing	DECIMAL(11,3)	Total time that a visitor spent viewing the media object.	1
views	TINYINT	Contains a flag of "1" that indicates a view for a media object.	1
views_completed	TINYINT	The value of this column is 1 if the visitor views 10% or more of the total duration of the video. Otherwise, the value of this column is 0. The value of this column is also 0 when the duration of the video is 0.	1
views_started	TINYINT	The value of this column is always 1.	1
media_uri_txt	VARCHAR(2024)	URL of the media object.	1
counter	INT	Counter of the number of media sections. For example, if a media has three sections (0-10, 10-20, and 20-30), then the counter for each record would be 0, 10, and 20.	1
session_start_dttm	TIMESTAMP	UTC datetime stamp of when the session started.	3
session_start_dttm_tz	TIMESTAMP	Datetime stamp of when the session started in the tenant's time zone.	3

DBT_PROMOTIONS (Partitioned)

This table contains information about web content that is displayed using promotions. In addition, this table tracks other information about the content, including whether the content that is displayed resulted in a conversion.

Note: The promotions can be internal advertising offers or third-party advertising.

Data for this table is obtained from the following tables: SESSION_DETAILS, VISIT_DETAILS, PROMOTION_DISPLAYED, and PROMOTION_USED.

This table provides information for the Promotions report.

Table 97 DBT_PROMOTIONS

Column Name	Data Type	Description	Schema First Introduced
session_id	VARCHAR(29)	Foreign key.	1
session_complete_load_dttm	TIMESTAMP	Internal UTC load datetime stamp of the batch in which the session was completed.	1
visit_id	VARCHAR(32)	Foreign key.	1
visitor_type	VARCHAR(10)	Indicates the difference between the types of visitor. Valid entries are either New or Returning.	1
visitor_id	VARCHAR(32)	Unique visitor tracking cookie ID that is retrieved from SAS Customer Intelligence 360.	1
bouncer	VARCHAR(12)	Possible values for this column are Bouncer or Non-Bouncer . A value of Bouncer means that the user viewed only one page during the visit.	1
cu_customer_id	VARCHAR(36)	Alphanumeric ID assigned in SAS Customer Intelligence 360 that represents a customer at a given time.	1
device_name	VARCHAR(85)	Name of the device from which the session was created (for example,	1

Column Name	Data Type	Description	Schema First Introduced
		iPad, Kindle, or PS3). The value of this column is always PC if the DEVICE_TYPE value in the table is pc.	
device_type	VARCHAR(52)	Type of device that triggers the session (for example, set_top_box or pc).	1
visit_origination_creative	VARCHAR(260)	Name of creative material within an origination.	1
visit_origination_name	VARCHAR(260)	Origination name.	1
visit_origination_placement	VARCHAR(390)	Name of ad placement within an origination.	1
visit_origination_tracking_code	VARCHAR(65)	Tracking code that identifies the origination.	1
visit_origination_type	VARCHAR(65)	Origination type (for example, direct, organic search, self-referral, organic, referrer, campaign, or social).	1
click_throughs	INT	This column is a count of the conversions associated with the content displayed.	1
displays	INT	Number of promotion-display records for a session and a promotion. The value of this column is always 1.	1
promotion_creative	VARCHAR(260)	Description of the image or theme that is used by a given promotion defined in SAS Customer Intelligence 360.	1
promotion_name	VARCHAR(260)	Name of the promotion defined during configuration.	1
promotion_placement	VARCHAR(260)	Page or website location of the promotion defined in SAS Customer Intelligence 360.	1

Column Name	Data Type	Description	Schema First Introduced
promotion_shown_dttm	TIMESTAMP	UTC datetime stamp of when the promotion was displayed.	1
promotion_shown_dttm_tz	TIMESTAMP	Datetime stamp of when the promotion was displayed in the tenant's time zone.	1
promotion_tracking_code	VARCHAR(65)	Tracking code that enables you to identify the promotion.	1
promotion_type	VARCHAR(65)	Type of promotion.	1
session_start_dttm	TIMESTAMP	UTC datetime stamp of when the session started.	3
session_start_dttm_tz	TIMESTAMP	Datetime stamp of when the session started in the tenant's time zone.	3
detail_id 	VARCHAR(32)	Key column that is used to link to other tables.	20

DBT_SEARCH (Partitioned)

This table contains information about searches. For example:

- what items people are searching for
- the number of times an item is searched for
- whether search results are found

Data for this table is obtained from the following tables: SESSION_DETAILS, VISIT_DETAILS, PAGE_DETAILS, SEARCH_RESULTS, and SEARCH_RESULTS_EXT.

This table provides information for the Internal Searches report.

Table 98 DBT_SEARCH

Column Name	Data Type	Description	Schema First Introduced
session_id	VARCHAR(29)	Foreign key.	1

Column Name	Data Type	Description	Schema First Introduced
session_complete_load_dttm	TIMESTAMP	Internal UTC load datetime stamp of the batch in which the session was completed.	1
visit_id	VARCHAR(32)	Foreign key.	1
visitor_type	VARCHAR(10)	Indicates the difference between the types of visitor. Valid entries are either New or Returning.	1
visitor_id	VARCHAR(32)	Unique visitor tracking cookie ID that is retrieved from SAS Customer Intelligence 360.	1
bouncer	VARCHAR(12)	Possible values for this column are Bouncer or Non-Bouncer . A value of Bouncer means that the user viewed only one page during the visit.	1
cu_customer_id	VARCHAR(36)	Alphanumeric ID assigned in SAS Customer Intelligence 360 that represents a customer at a given time.	1
device_name	VARCHAR(85)	Name of the device from which the session was created (for example, iPad, Kindle, or PS3). The value of this column is always PC if the DEVICE_TYPE value in the table is pc.	1
device_type	VARCHAR(52)	Type of device that triggers the session (for example, set_top_box or pc).	1
visit_origination_creative	VARCHAR(260)	Name of creative material within an origination.	1
visit_origination_name	VARCHAR(260)	Origination name.	1
visit_origination_placement	VARCHAR(390)	Name of ad placement within an origination.	1

Column Name	Data Type	Description	Schema First Introduced
visit_origination_tracking_code	VARCHAR(65)	Tracking code that identifies the origination.	1
visit_origination_type	VARCHAR(65)	Origination type (for example, direct, organic search, self-referral, organic, referrer, campaign, or social).	1
exit_pages	INT	The value of this column is set to 1 for the last page in a visit. Otherwise, the value of this column is 0.	1
internal_search_term	VARCHAR(128)	Value entered in the search field. The value of this column is the actual search phrase that a user uses for the search.	1
num_additional_searches	INT	Number of additional searches after the current search.	1
num_pages_viewed_afterwards	INT	Number of pages viewed after the current search.	1
search_name	VARCHAR(42)	Search name that is configured in SAS Customer Intelligence 360. This column originates from the SEARCH_RESULTS table.	1
search_results_dttm	TIMESTAMP	UTC datetime stamp of when the search was submitted.	1
search_results_dttm_tz	TIMESTAMP	Datetime stamp of when the search was submitted in the tenant's time zone.	1
search_no_results_returned	INT	Flag (1 or 0) indicating that the search did not return any results.	1
search_returned_results	INT	Flag (1 or 0) indicating that the search returned results.	1
search_unknown_results	INT	Flag (1 or 0) indicating that the search returned unknown results.	1

Column Name	Data Type	Description	Schema First Introduced
searches	INT	The value of this column is always 1.	1
visits	INT	The value of this column is always 1.	1
session_start_dttm	TIMESTAMP	UTC datetime stamp of when the session started.	3
session_start_dttm_tz	TIMESTAMP	Datetime stamp of when the session started in the tenant's time zone.	3
detail_id 	VARCHAR(32)	Key column that is used to link to other tables.	20

See Also

[“Entity Relationship Diagrams” on page 5](#)

Identity Tables

About Identity Database Tables

Identity tables contain the identity data that SAS Customer Intelligence 360 collects using customers' presence. An identity is a piece of information that uniquely identifies a customer. One customer can be associated with multiple identity types, and identity types are associated with each other to form a comprehensive profile of a customer. Data for the identity profile can come from multiple channels (such as websites, email, and mobile apps) and external data that you import from other sources.

For more information about identity management, see [“Managing Customer Identities” in SAS Customer Intelligence 360: Administration Guide](#).

Use the following information when downloading the identity tables:

- You must have a license for either SAS 360 Discover or SAS 360 Foundations.
- If you have a license for SAS 360 Foundations, use version 4 or later of the database schema. If you have a license for SAS 360 Discover you can use any valid schema version.

- In your API call, use the `detail/nonPartitionedData` endpoint to download these tables. For more information, see [“Download Identity Tables, Metadata Tables, and SAS 360 Plan Tables” in SAS Customer Intelligence 360: Administration Guide](#).
- Download the [entity relationship diagrams on page 5](#) to review the tables’ organization and links.

These tables are updated about every 60 minutes. They can be downloaded using the SAS Customer Intelligence 360 download API. For more information, see [“Downloading Data Tables with the REST API” in SAS Customer Intelligence 360: Administration Guide](#).

Note: In some situations, there might be a mismatch between the contents of the tables and the schema version:

- The downloaded data might contain more columns than are documented in the Help Center or in the schema files. These columns might have been introduced for internal consumption already and will be added to a future version of the schema.

The same scenario can happen when you are not using the most recent schema. The data that you download always uses the columns from the latest schema, but you might have requested a schema version that has fewer columns.

- A schema might add columns to tables, but the columns are not populated with data until a later release of SAS Customer Intelligence 360. For example, a table in the current schema might have nine columns, but data records populate only seven columns. When columns are added but not yet populated with data, you can ignore these columns when you process the data.

When SAS Customer Intelligence 360 is updated to populate these columns, you might need to wait 2–3 days before the data is populated in the downloaded tables.

To mitigate any issues, configure your ETL processes to allow for the physical files to have more columns than what is described in the JSON schema and the documentation.

IDENTITY (Non-partitioned)

The IDENTITY table lists the current identities. This is the full list of active identities in the system.

The categories for this table are **DISCOVER**, **ENGAGEDIGITAL**, **ENGAGEEMAIL**, **ENGAGEDIRECT**, **ENGAGEWEB**, and **ENGAGEMOBILE**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Note: This table was deprecated as of the December 2020 release (20.11).

Table 99 IDENTITY

Column Name	Data Type	Description	Schema First Introduced
identity_id	VARCHAR(36)	Alphanumeric number that represents a customer	1

IDENTITY_ADDRESSABLE_DEVICES (Non-partitioned)

This table records a list of devices that have a token associated with them. The presence of a token does not guarantee that the device is addressable, but the absence of a valid token does mean that a device is not addressable.

The categories for this table are **DESTINATIONS** and **ENGAGEMENTMOBILE**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 100 IDENTITY_ADDRESSABLE_DEVICES

Column Name	Data Type	Label	Description	Schema First Introduced
identity_id (fk)	VARCHAR(36)	Identity ID	Alphanumeric number that represents a customer	21
device_id ⓘ	VARCHAR(36)	Mobile Device ID	Unique ID for a mobile device. This device identifier is generated by SAS and it can be reset. For more information, see “Reset the Mobile Device ID” in SAS Customer Intelligence 360: Developer's Guide for Mobile Applications (for Android) and “Reset the Mobile Device ID” in SAS Customer Intelligence 360: Developer's Guide for Mobile Applications (for iOS).	21
reachable_flg	CHAR(1)	Reachable Device	Flag (1/0) that specifies whether the device was reachable when the record is generated.	21
mobile_app_id	VARCHAR(40)	Mobile App ID	Unique identifier for the mobile application.	21
entrytime	TIMESTAMP	Entry Time	Datetime stamp for when the token is generated. This time also represents when the values are recorded for the attributes and the mobile app ID.	21

IDENTITY_ATTRIBUTES (Non-partitioned)

The IDENTITY_ATTRIBUTES table contains information about a person's identity. Data is stored in this table when any of these actions occur:

- Identity events created in SAS Customer Intelligence 360 are triggered, and the events contain a customer_id or login_id. This includes identity events sent through the JavaScript API and the mobile SDK. For more information, see [“Managing User Identities” in SAS Customer Intelligence 360: Administration Guide](#).
- External events are sent to SAS Customer Intelligence 360 using either the external API gateway or the on-premises API gateway. The events must contain a subject_id, login_id, or customer_id. For more information, see [“About Injecting Content and Events” in SAS Customer Intelligence 360: Administration Guide](#) and [“Injecting an External Event into SAS Customer Intelligence 360” in SAS Customer Intelligence 360: Administration Guide](#).
- Customer data is imported into SAS Customer Intelligence 360. For more information, see [“Importing and Exporting Identity Data” in SAS Customer Intelligence 360: Administration Guide](#).

The categories for this table are **DESTINATIONS**, **DISCOVER**, **ENGAGEDIGITAL**, **ENGAGEEMAIL**, **ENGAGEDIRECT**, **ENGAGWEB**, and **ENGAGEMOBILE**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 101 IDENTITY_ATTRIBUTES

Column Name	Data Type	Description	Schema First Introduced
identifier_type_id 	VARCHAR(36)	Type of identity, which is usually linked with the source of the identity. These are the possible values: ■ customer_id ■ login_id ■ subject_id	1
user_identifier_val 	VARCHAR(5000)	Identifier value, commonly referred to as the channel user ID. The value of this column is immutable.	1
identity_id	VARCHAR(36)	Alphanumeric number that represents a customer	1
entrytime 	TIMESTAMP	UTC datetimestamp mapped or merged in the SAS Customer Intelligence 360 identity service.	1
processed_dttm	TIMESTAMP	Internal UTC datetimestamp of when the record was loaded.	1

IDENTITY_MAP (Non-partitioned)

The IDENTITY_MAP table stores the associations between anonymous users and identified users, and is updated when an anonymous user is identified by SAS Customer Intelligence 360. An anonymous user can be identified through an identity event or a data import. These examples illustrate when an entry is added to this table:

- When an anonymous user signs in to your site and triggers an event that captures the login_id or customer_id, that anonymous user becomes an identified user.
- When the same person is identified by SAS Customer Intelligence 360 across different devices, an entry is added. For example, a user first signs in to your mobile application, then the same user navigates to your site without signing in. The user is identified on the mobile app, but anonymous on the site. After the user signs in to your site, SAS Customer Intelligence 360 associates the anonymous user with the identified user that logged in to the mobile application.
- If you import data that has information in multiple ID columns and one of those columns is already known in SAS Customer Intelligence 360, the system merges the IDs and their attributes into one ID. For example, SAS Customer Intelligence 360 has a customer_id for a user from an identity event and a subject_id for the same user from an external event. To associate these two IDs, you can import data that contains all of the identifying information for this user, and SAS Customer Intelligence 360 merges all the known information about this user to a single customer identity.

When an entry is added to this table, any attributes that are associated with anonymous user become associated with the identified user. In addition, the anonymous identity ID becomes inactive. For more information, see [“Managing Customer Identities” in SAS Customer Intelligence 360: Administration Guide](#).

Note: The anonymous identity ID becomes the source_identity_id in this table and the known identity_id becomes the target_identity_id.

The categories for this table are DISCOVER, ENGAGEDIGITAL, ENGAGEEMAIL, ENGAGEDIRECT, ENGAGEWEB, and ENGAGEMOBILE. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Note: This table contains only one year of historical data. When you [download this table](#), you can use the processed_dttm column to determine the newer records in the tables. Then, use the UPSERT method to add these rows to your local data.

Note: There may be instances of recursive mappings in this table. These mappings cannot be completely avoided as there is the potential late arrival of data if there is a problem within the system or if there is an outage that occurs while synchronization of identity data is in transition.

Table 102 IDENTITY_MAP

Column Name	Data Type	Description	Schema First Introduced
source_identity_id 	VARCHAR(36)	Original identity ID that the channel user ID is associated with for the event	1
target_identity_id (fk)	VARCHAR(36)	Current identity ID of the channel user based on various associations or merging along the path	1
entrytime	TIMESTAMP	UTC datetimestamp mapped or merged in the SAS Customer Intelligence 360 identity service	1
processed_dttm	TIMESTAMP	Internal UTC datetimestamp of when the record was loaded	1

Metadata Tables

About Metadata Tables

Metadata tables are non-partitioned detail tables that contain information about published items. This information includes items that are active and completed. For example, the MD_CREATIVE table contains information about published creatives, but the table does not contain information about creatives that have a ready or designing status.

Note: When the status of an item is completed, the item is either complete, manually stopped, or deleted.

To download metadata tables, you should choose one of these categories:

- **ENGAGEMENTMETADATA:** downloads metadata tables with the most recent metadata for items. For example, if a creative is published three times, the MD_CREATIVE table contains information about the creative only at the third publishing.
- **METADATA_ALL:** downloads the *_ALL tables with the most recent metadata and the historical metadata. These tables were introduced with schema 20.

With either category, you receive the same number of tables, covering all areas of metadata.

Note: When you download tables with category **METADATA_ALL**, the primary key in the table is `<object>_version_id`, rather than `<object>_id`.

Use the following information when downloading metadata tables:

- You can download only the metadata tables that are available for your license. To download the tables that are listed in this chapter, you must have a license for SAS 360 Foundations or SAS 360 Discover.
- Use version 4 or later of the database schema.
- In your API call, use the `detail/nonPartitionedData` endpoint to download non-partitioned detail tables. For more information, see [“Download Identity Tables, Metadata Tables, and SAS 360 Plan Tables” in SAS Customer Intelligence 360: Administration Guide](#).
- Download the [entity relationship diagrams on page 5](#) to review the tables’ organization and links.

TIP These tables are refreshed every hour. To maintain a history of publishes, you can perform regular downloads of the tables and append them to the same table output.

The tables can be downloaded using the SAS Customer Intelligence 360 download API. For more information, see [“Downloading Data Tables with the REST API” in SAS Customer Intelligence 360: Administration Guide](#).

Note: In some situations, there might be a mismatch between the contents of the tables and the schema version:

- The downloaded data might contain more columns than are documented in the Help Center or in the schema files. These columns might have been introduced for internal consumption already and will be added to a future version of the schema.

The same scenario can happen when you are not using the most recent schema. The data that you download always uses the columns from the latest schema, but you might have requested a schema version that has fewer columns.

- A schema might add columns to tables, but the columns are not populated with data until a later release of SAS Customer Intelligence 360. For example, a table in the current schema might have nine columns, but data records populate only seven columns. When columns are added but not yet populated with data, you can ignore these columns when you process the data.

When SAS Customer Intelligence 360 is updated to populate these columns, you might need to wait 2–3 days before the data is populated in the downloaded tables.

To mitigate any issues, configure your ETL processes to allow for the physical files to have more columns than what is described in the JSON schema and the documentation.

Audience Metadata Tables

MD_AUDIENCE (Non-partitioned)

This table captures metadata about an audience.

The categories for this table are **AUDIENCE**, **DESTINATIONS**, **ENGAGEMENTMETADATA**, and **SMS**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Note: The category value was updated in schema 20.

Table 103 MD_AUDIENCE

Column Name	Data Type	Label	Description	Schema First Introduced
audience_id 	VARCHAR(36)	Audience ID	Unique ID that represents the audience in SAS Customer Intelligence 360.	12
audience_nm	VARCHAR(128)	Audience Name	Name of the audience	12
audience_desc	VARCHAR(1332)	Audience Description	Description of the audience	12
created_user_nm	VARCHAR(256) Note: The length of this column was updated in schema 16.	Audience Created By User	User that created the audience	12
audience_expiration_val	INT	Audience Expiration	Number of days that the data for an audience is stored (until the data is deleted) Note: The column name was updated in schema 13.	12
audience_schedule_flg	CHAR(1)	Audience Schedule Flag	Specifies whether the audience is run on a schedule:	12

Column Name	Data Type	Label	Description	Schema First Introduced
			0 means that the audience does not have a schedule. 1 means that the audience is run on a schedule. Note: The data type was updated in schema 13.	
audience_source_nm	VARCHAR(100)	Audience Source Name	Name of the table that is used as the audience source	12
audience_data_source_nm	VARCHAR(100)	Audience Data Source Name	Name of the data source that is used in an audience	12
create_dttm	TIMESTAMP	Audience Creation Datetime	Timestamp of when the audience was created	12
delete_dttm	TIMESTAMP	Audience Deletion Datetime	Timestamp of when the audience was deleted	12
update_dttm	TIMESTAMP	Audience Update Datetime	Timestamp of when the audience was updated.	20

MD_AUDIENCE_OCCURRENCE (Non-partitioned)

This table captures metadata about when an audience is run (that is, when the query that determines audience membership is processed).

The categories for this table are **AUDIENCE**, **DESTINATIONS**, **ENGAGEMENTMETADATA**, and **SMS**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Note: The category value was updated in schema 20.

Table 104 MD_AUDIENCE_OCCURRENCE

Column Name	Data Type	Label	Description	Schema First Introduced
audience_id	VARCHAR(36)	Audience ID	Unique ID that represents the audience in SAS Customer Intelligence 360.	12
aud_occurrence_id ⓘ	VARCHAR(36)	Audience Occurrence Id	Unique ID that represents the specific occurrence for an audience in SAS Customer Intelligence 360.	12
execution_status_cd	VARCHAR(100)	Audience Occurrence Status	Status of the occurrence	12
audience_size_val	INT	Audience Size	Size of the audience occurrence	12
started_by_nm	VARCHAR(256) Note: The length of this column was updated in schema 16.	Started By	User that ran the audience	12
occurrence_type_nm	VARCHAR(100)	Type of Occurrence	Specifies how the occurrence was triggered (either through a schedule or manually)	12
start_tm	TIMESTAMP	Start Time	Start time for when the occurrence was run	12
end_tm	TIMESTAMP	End Time	End time for when the occurrence was run	12
update_dttm	TIMESTAMP	Audience Update Datetime	Timestamp of when the audience was updated.	20

MD_AUDIENCE_X_SEGMENT (Non-partitioned)

This table captures metadata about audiences and the related segments.

The categories for this table are **AUDIENCE**, **DESTINATIONS**, **ENGAGEMENTMETADATA**, **METADATA_ALL**, and **SMS**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 105 MD_AUDIENCE_X_SEGMENT

Column Name	Data Type	Label	Description	Schema First Introduced
audience_id	VARCHAR(36)	Audience ID	Unique ID that represents the audience in SAS Customer Intelligence 360.	19
segment_id	VARCHAR(36)	Segment Id	Unique ID for a segment.	19

Business Context Metadata Table

MD_BUSINESS_CONTEXT (Non-partitioned)

This table contains information about published business contexts. For more information, see [“About Business Contexts” in SAS Customer Intelligence 360: User’s Guide](#).

The categories for this table are **DESTINATIONS**, **ENGAGEDIGITAL**, **ENGAGEEMAIL**, **ENGAGEDIRECT**, **ENGAGEMENTMETADATA**, **ENGAGEWEB**, **ENGAGEMOBILE**, and **SMS**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 106 MD_BUSINESS_CONTEXT

Column Name	Data Type	Label	Description	Schema First Introduced
business_context_id ⓘ	VARCHAR(36)	Business Context ID	Unique identifier for the business context object.	6
business_context_nm	VARCHAR(256)	Business Context Name	Name of the business context.	6
business_context_status_cd	VARCHAR(20)	Business Context Status	Publish status of the business context (active, completed, or history).	6

Column Name	Data Type	Label	Description	Schema First Introduced
business_context_version_id	VARCHAR(36)	Business Context Version ID	Version of the business context based on publishing. Each subsequent publish adds a new version ID.	6
valid_from_dttm	TIMESTAMP	Business Context Valid From Datetime	Timestamp of when an item was published.	6
valid_to_dttm	TIMESTAMP	Business Context Valid To Datetime	Timestamp of when an item was ended. The value of the column is based on the item's status: ■ For active items, the value is blank. ■ For completed items, the value is the date that the item is marked complete.	6
business_context_desc	VARCHAR(1332)	Business Context Description	Description of the business context.	6
created_user_nm	VARCHAR(256) Note: The length of the column is updated in schema 16.	Business Context Created By User	User that created the object.	6
owner_nm	VARCHAR(256) Note: The length of the column is updated in schema 16.	Business Context Published By User	User that modified the object.	6

Column Name	Data Type	Label	Description	Schema First Introduced
last_published_dttm	TIMESTAMP	Business Context Last Published Date	Datetime stamp for when the object was last published.	6
business_context_src_cd	VARCHAR(40)	Business Context Source	Source for the business context.	6
information_map_nm	VARCHAR(40)	Business Context Information Map	Placeholder for a future attribute.	6
locked_information_map_nm	VARCHAR(40)	Business Context Locked Information Map	Placeholder for a future attribute.	6

MD_BUSINESS_CONTEXT_ALL (Non-partitioned)

This table contains information about published business contexts. For more information, see [“About Business Contexts” in SAS Customer Intelligence 360: User’s Guide](#). This table includes the complete history of metadata for the items.

The category for this table is **METADATA_ALL**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 107 MD_BUSINESS_CONTEXT_ALL

Column Name	Data Type	Label	Description	Schema First Introduced
business_context_id 	VARCHAR(36)	Business Context ID	Unique identifier for the business context object.	20
business_context_nm	VARCHAR(256)	Business Context Name	Name of the business context.	20
business_context_status_cd	VARCHAR(20)	Business Context Status	Publish status of the business context (active, completed, or history).	20

Column Name	Data Type	Label	Description	Schema First Introduced
business_context_version_id	VARCHAR(36)	Business Context Version ID	Version of the business context based on publishing. Each subsequent publish adds a new version ID.	20
valid_from_dttm	TIMESTAMP	Business Context Valid From Datetime	Timestamp of when an item was published.	20
valid_to_dttm	TIMESTAMP	Business Context Valid To Datetime	Timestamp of when an item was ended. The value of the column is based on the item's status: ■ For active items, the value is blank. ■ For completed items, the value is the date that the item is marked complete.	20
business_context_desc	VARCHAR(1332)	Business Context Description	Description of the business context.	20
created_user_nm	VARCHAR(256)	Business Context Created By User	User that created the object.	20
owner_nm	VARCHAR(256)	Business Context Published By User	User that modified the object.	20
last_published_dttm	TIMESTAMP	Business Context Last Published Date	Datetime stamp for when the object was last published.	20
business_context_src_cd	VARCHAR(40)	Business Context Source	Source for the business context.	20

Column Name	Data Type	Label	Description	Schema First Introduced
information_map_nm	VARCHAR(40)	Business Context Information Map	Placeholder for a future attribute.	20
locked_information_map_nm	VARCHAR(40)	Business Context Locked Information Map	Placeholder for a future attribute.	20

Asset, Creative, and Message Metadata Tables

MD_ASSET (Non-partitioned)

This table contains information about published assets.

The categories for this table are **DESTINATIONS**, **ENGAGEMENTMETADATA**, **ENGAGEDIRECT**, **ENGAGEDIGITAL**, **ENGAGEEMAIL**, **ENGAGEWEB**, **ENGAGEMOBILE**, and **PLAN**. For more information, see “Categories for Data Tables” in *SAS Customer Intelligence 360: Administration Guide*.

Table 108 MD_ASSET

Column Name	Data Type	Label	Description	Schema First Introduced
asset_id ⓘ	VARCHAR(36)	Asset ID	Unique identifier for the asset object.	6
asset_nm	VARCHAR(256)	Asset Name	Name of the asset.	6
asset_status_cd	VARCHAR(20)	Asset Status	Publish status of the activity (active, completed, or history).	6
asset_version_id	VARCHAR(36)	Asset Version ID	Version of the asset based on publishing. Each subsequent publish adds a new version ID.	6

Column Name	Data Type	Label	Description	Schema First Introduced
valid_from_dttm	TIMESTAMP	Asset Valid From Datetime	Timestamp of when an item was published.	6
valid_to_dttm	TIMESTAMP	Asset Valid To Datetime	Timestamp of when an item was ended. The value of the column is based on the item's status: ■ For active items, the value is blank. ■ For completed items, the value is the date that the item is marked complete.	6
asset_desc	VARCHAR(1332)	Asset Description	Description of the asset.	6
created_user_nm	VARCHAR(256) Note: The length of the column is updated in schema 16.	Asset Created By User	User that created the object.	6
owner_nm	VARCHAR(256) Note: The length of the column is updated in schema 16.	Asset Published By User	User that modified the object.	6
last_published_dttm	TIMESTAMP	Asset Last Published Date	Datetime stamp for when the object was last published.	6
asset_type_nm	VARCHAR(40)	Asset Type	Type of asset.	6

MD_ASSET_ALL (Non-partitioned)

This table contains information about published assets. This table includes the complete history of metadata for the items.

The category for this table is **METADATA_ALL**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 109 MD_ASSET_ALL

Column Name	Data Type	Label	Description	Schema First Introduced
asset_id	VARCHAR(36)	Asset ID	Unique identifier for the asset object.	20
asset_nm	VARCHAR(256)	Asset Name	Name of the asset.	20
asset_status_cd	VARCHAR(20)	Asset Status	Publish status of the activity (active, completed, or history).	20
asset_version_id 	VARCHAR(36)	Asset Version ID	Version of the asset based on publishing. Each subsequent publish adds a new version ID.	20
valid_from_dttm	TIMESTAMP	Asset Valid From Datetime	Timestamp of when an item was published.	20
valid_to_dttm	TIMESTAMP	Asset Valid To Datetime	Timestamp of when an item was ended. The value of the column is based on the item's status: ■ For active items, the value is blank. ■ For completed items, the value is the date that the item is marked complete.	20
asset_desc	VARCHAR(1332)	Asset Description	Description of the asset.	20
created_user_nm	VARCHAR(256)	Asset Created By User	User that created the object.	20
owner_nm	VARCHAR(256)	Asset Published By User	User that modified the object.	20
last_published_dttm	TIMESTAMP	Asset Last Published Date	Datetime stamp for when the object was last published.	20
asset_type_nm	VARCHAR(40)	Asset Type	Type of asset.	20

MD_CREATIVE (Non-partitioned)

This table contains information about published creatives.

The categories for this table are **DESTINATIONS**, **ENGAGEDIGITAL**, **ENGAGEEMAIL**, **ENGAGEDIRECT**, **ENGAGEMENTADATA**, **ENGAGEWEB**, **ENGAGEMOBILE**, **PLAN**, and **SMS**. For more information, see “Categories for Data Tables” in *SAS Customer Intelligence 360: Administration Guide*.

Table 110 MD_CREATIVE

Column Name	Data Type	Label	Description	Schema First Introduced
creative_id 	VARCHAR(36)	Creative ID	Unique identifier for a creative.	4
creative_nm	VARCHAR(60)	Creative Name	Name of the creative.	4
creative_status_cd	VARCHAR(20)	Creative Status	Publish status of the creative (active, completed, or history).	4
creative_version_id	VARCHAR(36)	Creative Version ID	Version of the creative that is based on publishing. Each subsequent publish adds a new version ID.	4
valid_from_dttm	TIMESTAMP	Creative Valid From Datetime	Timestamp of when an item was published.	4
valid_to_dttm	TIMESTAMP	Creative Valid To Datetime	Timestamp of when an item was ended. The value of the column is based on the item's status: ■ For active items, the value is blank. ■ For completed items, the value is the date that the item is	4

Column Name	Data Type	Label	Description	Schema First Introduced
			marked complete.	
creative_desc	VARCHAR(256)	Creative Description	Description of the creative.	4
created_user_nm	VARCHAR(256) Note: The length of the column is updated in schema 16.	Creative Created By User	User that created the object.	4
owner_nm	VARCHAR(256) Note: The length of the column is updated in schema 16.	Creative Published By User	User that modified the object.	4
last_published_dttm	TIMESTAMP	Creative Last Published Date	Timestamp of when an item was last published.	4
creative_type_nm	VARCHAR(40)	Creative Type	Type of creative (HTML, JSON, or text).	4
creative_category_nm	VARCHAR(100)	Creative Category	Category assigned to the creative by the user.	4
creative_cd	VARCHAR(60)	Creative Code	Code assigned to the creative in order to map to external applications.	4
recommender_template_id	VARCHAR(36)	Creative Recommender Template ID	Unique identifier for the template used in a recommendation task.	4
recommender_template_nm	VARCHAR(60)	Creative Recommender Template Name	Name of the recommender template.	4

Column Name	Data Type	Label	Description	Schema First Introduced
business_context_id	VARCHAR(36)	Business Context ID	Unique identifier used to define a business context.	6
folder_path_nm	VARCHAR(256)	Folder Path Name	Placeholder for a future attribute.	6
creative_txt	VARCHAR(1500)	Creative Text	Text message in an SMS creative.	17

MD_CREATIVE_ALL (Non-partitioned)

This table contains information about published creatives. This table includes the complete history of metadata for the items.

The category for this table is **METADATA_ALL**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 111 MD_CREATIVE_ALL

Column Name	Data Type	Label	Description	Schema First Introduced
creative_id	VARCHAR(36)	Creative ID	Unique identifier for a creative.	20
creative_nm	VARCHAR(60)	Creative Name	Name of the creative.	20
creative_status_cd	VARCHAR(20)	Creative Status	Publish status of the creative (active, completed, or history).	20
creative_version_id ⓘ	VARCHAR(36)	Creative Version ID	Version of the creative that is based on publishing. Each subsequent publish adds a new version ID.	20
valid_from_dttm	TIMESTAMP	Creative Valid From Datetime	Timestamp of when an item was published.	20

Column Name	Data Type	Label	Description	Schema First Introduced
valid_to_dttm	TIMESTAMP	Creative Valid To Datetime	Timestamp of when an item was ended. The value of the column is based on the item's status: ■ For active items, the value is blank. ■ For completed items, the value is the date that the item is marked complete.	20
creative_desc	VARCHAR(256)	Creative Description	Description of the creative.	20
created_user_nm	VARCHAR(256)	Creative Created By User	User that created the object.	20
owner_nm	VARCHAR(256)	Creative Published By User	User that modified the object.	20
last_published_dttm	TIMESTAMP	Creative Last Published Date	Timestamp of when an item was last published.	20
creative_type_nm	VARCHAR(40)	Creative Type	Type of creative (HTML, JSON, or text).	20
creative_category_nm	VARCHAR(100)	Creative Category	Category assigned to the creative by the user.	20
creative_cd	VARCHAR(60)	Creative Code	Code assigned to the creative in order to map to external applications.	20
recommender_template_id	VARCHAR(36)	Creative Recommender Template ID	Unique identifier for the template used in a recommendation task.	20

Column Name	Data Type	Label	Description	Schema First Introduced
recommender_template_nm	VARCHAR(60)	Creative Recommender Template Name	Name of the recommender template.	20
business_context_id	VARCHAR(36)	Business Context ID	Unique identifier used to define a business context.	20
folder_path_nm	VARCHAR(256)	Folder Path Name	Placeholder for a future attribute.	20
creative_txt	VARCHAR(1500)	Creative Text	Text message in an SMS creative.	20

MD_CREATIVE_CUSTOM_PROP (Non-partitioned)

This table contains information about published creatives and their custom properties.

The categories for this table are **DESTINATIONS**, **ENGAGEDIGITAL**, **ENGAGEEMAIL**, **ENGAGEDIRECT**, **ENGAGEMENTADATA**, **ENGAGEWEB**, **ENGAGEMOBILE**, and **SMS**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 112 MD_CREATIVE_CUSTOM_PROP

Column Name	Data Type	Label	Description	Schema First Introduced
creative_id 	VARCHAR(36)	Creative ID	Unique identifier for a creative.	4
creative_status_cd	VARCHAR(36)	Creative Status	Publish status of the creative (active, completed, or history).	4
creative_version_id	VARCHAR(36)	Creative Version ID	Version of the creative that is based on publishing. Each subsequent publish adds a new version ID.	4
valid_from_dttm	TIMESTAMP	Creative Custom Property Valid From Datetime	Timestamp of when an item was published.	4

Column Name	Data Type	Label	Description	Schema First Introduced
valid_to_dttm	TIMESTAMP	Creative Custom Property Valid To Datetime	Timestamp of when an item was ended. The value of the column is based on the item's status: ■ For active items, the value is blank. ■ For completed items, the value is the date that the item is marked complete.	4
property_nm ⓘ	VARCHAR(256)	Creative Custom Property Name	Name of the custom property of an object.	4
property_datatype_cd ⓘ	VARCHAR(256)	Creative Custom Property Data Type	Data type of the custom property of an object. These are the possible values: ■ BOOLEAN ■ DATETIME ■ DATEONLY Note: This value corresponds to custom properties that are defined with a data type value of DATE. ■ DOUBLE ■ INTEGER ■ TEXT	4
property_val ⓘ	VARCHAR(1332)	Creative Custom Property Value	Value of the custom property of an object.	4

MD_CREATIVE_CUSTOM_PROP_ALL (Non-partitioned)

This table contains information about published creatives and their custom properties. This table includes the complete history of metadata for the items.

The category for this table is **METADATA_ALL**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 113 MD_CREATIVE_CUSTOM_PROP_ALL

Column Name	Data Type	Label	Description	Schema First Introduced
creative_id	VARCHAR(36)	Creative ID	Unique identifier for a creative.	20
creative_status_cd	VARCHAR(36)	Creative Status	Publish status of the creative (active, completed, or history).	20
creative_version_id ⓘ	VARCHAR(36)	Creative Version ID	Version of the creative that is based on publishing. Each subsequent publish adds a new version ID.	20
valid_from_dttm	TIMESTAMP	Creative Custom Property Valid From Datetime	Timestamp of when an item was published.	20
valid_to_dttm	TIMESTAMP	Creative Custom Property Valid To Datetime	Timestamp of when an item was ended. The value of the column is based on the item's status: ■ For active items, the value is blank. ■ For completed items, the value is the date that the item is marked complete.	20
property_nm ⓘ	VARCHAR(256)	Creative Custom Property Name	Name of the custom property of an object.	20
property_datatype_cd ⓘ	VARCHAR(256)	Creative Custom Property Data Type	Data type of the custom property of an object. These are the possible values: ■ BOOLEAN ■ DATETIME ■ DATEONLY Note: This value corresponds to custom properties that are	20

Column Name	Data Type	Label	Description	Schema First Introduced
			defined with a data type value of DATE. ■ DOUBLE ■ INTEGER ■ TEXT	
property_val ⓘ	VARCHAR(1332)	Creative Custom Property Value	Value of the custom property of an object.	20

MD_CREATIVE_X_ASSET (Non-partitioned)

This table shows the relationships between published creatives and assets.

The categories for this table are **DESTINATIONS**, **ENGAGEDIGITAL**, **ENGAGEEMAIL**, **ENGAGEDIRECT**, **ENGAGEMETADATA**, **ENGAGWEB**, **ENGAGEMOBILE**, and **PLAN**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 114 MD_CREATIVE_X_ASSET

Column Name	Data Type	Label	Description	Schema First Introduced
creative_id ⓘ	VARCHAR(36)	Creative ID	Unique identifier for the creative.	6
creative_status_cd	VARCHAR(20)	Creative Status	Publish status of the creative (active, completed, or history).	6
creative_version_id	VARCHAR(36)	Creative Version ID	Version of the creative that is based on publishing. Each subsequent publish adds a new version ID.	6
asset_id ⓘ	VARCHAR(36)	Asset ID	Unique identifier for the asset.	6

MD_CREATIVE_X_ASSET_ALL (Non-partitioned)

This table shows the relationships between published creatives and assets. This table includes the complete history of metadata for the items.

The category for this table is **METADATA_ALL**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 115 MD_CREATIVE_X_ASSET_ALL

Column Name	Data Type	Label	Description	Schema First Introduced
creative_id	VARCHAR(36)	Creative ID	Unique identifier for the creative.	20
creative_status_cd	VARCHAR(20)	Creative Status	Publish status of the creative (active, completed, or history).	20
creative_version_id ⓘ	VARCHAR(36)	Creative Version ID	Version of the creative that is based on publishing. Each subsequent publish adds a new version ID.	20
asset_id ⓘ	VARCHAR(36)	Asset ID	Unique identifier for the asset.	20

MD_MESSAGE (Non-partitioned)

This table contains information about published messages.

The categories for this table are **DESTINATIONS**, **ENGAGEDIGITAL**, **ENGAGEEMAIL**, **ENGAGEDIRECT**, **ENGAGEMENTADATA**, **ENGAGWEB**, **ENGAGEMOBILE**, and **PLAN**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 116 MD_MESSAGE

Column Name	Data Type	Label	Description	Schema First Introduced
message_id ⓘ	VARCHAR(36)	Message ID	Unique identifier for a message.	4
message_nm	VARCHAR(60)	Message Name	Category assigned to the message by the user.	4
message_status_cd	VARCHAR(20)	Message Status	Publish status of the message (active, completed, or history).	4
message_version_id	VARCHAR(36)	Message Version	Version of the message based on publishing. Each subsequent	4

Column Name	Data Type	Label	Description	Schema First Introduced
			publish adds a new version ID.	
valid_from_dttm	TIMESTAMP	Message Valid From Datetime	Timestamp of when an item was published.	4
valid_to_dttm	TIMESTAMP	Message Valid To Datetime	Timestamp of when an item was ended. The value of the column is based on the item's status: ■ For active items, the value is blank. ■ For completed items, the value is the date that the item is marked complete.	4
message_desc	VARCHAR(1332)	Message Description	Description of the message.	4
created_user_nm	VARCHAR(256) Note: The length of the column is updated in schema 16.	Message Created By User	User that created the object.	4
owner_nm	VARCHAR(256) Note: The length of the column is updated in schema 16.	Message Published By User	User that modified the object.	4
last_published_dttm	TIMESTAMP	Message Last Published Date	Timestamp of when an item was last published.	4
message_type_nm	VARCHAR(40)	Message Type	Type of message based on a user-defined property.	4

Column Name	Data Type	Label	Description	Schema First Introduced
message_category_nm	VARCHAR(100)	Message Category	User-defined category assigned to the message.	4
message_cd	VARCHAR(60)	Message Code	Code assigned to the message in order to map to external applications.	4
business_context_id	VARCHAR(36)	Business Context ID	Unique identifier used to define a business context.	6
folder_path_nm	VARCHAR(256)	Folder Path Name	Placeholder for a future attribute.	6

MD_MESSAGE_ALL (Non-partitioned)

This table contains information about published messages. This table includes the complete history of metadata for the items.

The category for this table is **METADATA_ALL**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 117 MD_MESSAGE_ALL

Column Name	Data Type	Label	Description	Schema First Introduced
message_id	VARCHAR(36)	Message ID	Unique identifier for a message.	20
message_nm	VARCHAR(60)	Message Name	Category assigned to the message by the user.	20
message_status_cd	VARCHAR(20)	Message Status	Publish status of the message (active, completed, or history).	20
message_version_id ⓘ	VARCHAR(36)	Message Version ID	Version of the message based on publishing. Each subsequent publish adds a new version ID.	20
valid_from_dttm	TIMESTAMP	Message Valid From Datetime	Timestamp of when an item was published.	20

Column Name	Data Type	Label	Description	Schema First Introduced
valid_to_dttm	TIMESTAMP	Message Valid To Datetime	Timestamp of when an item was ended. The value of the column is based on the item's status: ■ For active items, the value is blank. ■ For completed items, the value is the date that the item is marked complete.	20
message_desc	VARCHAR(1332)	Message Description	Description of the message.	20
created_user_nm	VARCHAR(256)	Message Created By User	User that created the object.	20
owner_nm	VARCHAR(256)	Message Published By User	User that modified the object.	20
last_published_dttm	TIMESTAMP	Message Last Published Date	Timestamp of when an item was last published.	20
message_type_nm	VARCHAR(40)	Message Type	Type of message based on a user-defined property.	20
message_category_nm	VARCHAR(100)	Message Category	User-defined category assigned to the message.	20
message_cd	VARCHAR(60)	Message Code	Code assigned to the message in order to map to external applications.	20
business_context_id	VARCHAR(36)	Business Context ID	Unique identifier used to define a business context.	20
folder_path_nm	VARCHAR(256)	Folder Path Name	Placeholder for a future attribute.	20

MD_MESSAGE_CUSTOM_PROP (Non-partitioned)

This table contains information about custom properties that are associated with a published message.

The categories for this table are **DESTINATIONS**, **ENGAGEDIGITAL**, **ENGAGEEMAIL**, **ENGAGEDIRECT**, **ENGAGEMENTADATA**, **ENGAGEWEB**, and **ENGAGEMOBILE**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 118 MD_MESSAGE_CUSTOM_PROP

Column Name	Data Type	Label	Description	Schema First Introduced
message_id ⓘ	VARCHAR(36)	Prop ID	Unique identifier for a message.	4
message_status_cd	VARCHAR(36)	Message Status	Publish status of the message (active, completed, or history).	4
message_version_id	VARCHAR(36)	Prop Version	Version of the message based on publishing. Each subsequent publish adds a new version ID.	4
valid_from_dttm	TIMESTAMP	Message Custom Property Valid From Datetime	Timestamp of when an item was published.	4
valid_to_dttm	TIMESTAMP	Message Custom Property Valid To Datetime	Timestamp of when an item was ended. The value of the column is based on the item's status: ■ For active items, the value is blank. ■ For completed items, the value is the date that the item is marked complete.	4
property_nm ⓘ	VARCHAR(256)	Message Custom Property Name	Name of the custom property of an object.	4
property_datatype_cd ⓘ	VARCHAR(256)	Message Custom	Data type of the custom property of an object.	4

Column Name	Data Type	Label	Description	Schema First Introduced
		Property Data Type	These are the possible values: ■ BOOLEAN ■ DATETIME ■ DATEONLY Note: This value corresponds to custom properties that are defined with a data type value of DATE. ■ DOUBLE ■ INTEGER ■ TEXT	
property_val ⓘ	VARCHAR(1332)	Message Custom Property Value	Value of the custom property of an object.	4

MD_MESSAGE_CUSTOM_PROP_ALL (Non-partitioned)

This table contains information about custom properties that are associated with a published message. This table includes the complete history of metadata for the items.

The category for this table is **METADATA_ALL**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 119 MD_MESSAGE_CUSTOM_PROP_ALL

Column Name	Data Type	Label	Description	Schema First Introduced
message_id	VARCHAR(36)	Message ID	Unique identifier for a message.	20
message_status_cd	VARCHAR(36)	Message Status	Publish status of the message (active, completed, or history).	20
message_version_id ⓘ	VARCHAR(36)	Message Version ID	Version of the message based on publishing. Each subsequent publish adds a new version ID.	20

Column Name	Data Type	Label	Description	Schema First Introduced
valid_from_dttm	TIMESTAMP	Message Custom Property Valid From Datetime	Timestamp of when an item was published.	20
valid_to_dttm	TIMESTAMP	Message Custom Property Valid To Datetime	Timestamp of when an item was ended. The value of the column is based on the item's status: ■ For active items, the value is blank. ■ For completed items, the value is the date that the item is marked complete.	20
property_nm ⓘ	VARCHAR(256)	Message Custom Property Name	Name of the custom property of an object.	20
property_datatype_cd ⓘ	VARCHAR(256)	Message Custom Property Data Type	Data type of the custom property of an object. These are the possible values: ■ BOOLEAN ■ DATETIME ■ DATEONLY Note: This value corresponds to custom properties that are defined with a data type value of DATE. ■ DOUBLE ■ INTEGER ■ TEXT	20
property_val ⓘ	VARCHAR(1332)	Message Custom Property Value	Value of the custom property of an object.	20

MD_MESSAGE_X_CREATIVE (Non-partitioned)

This table shows which creatives are associated with a published message.

The categories for this table are **DESTINATIONS**, **ENGAGEMENTMETADATA**, **ENGAGEDIRECT**, **ENGAGEDIGITAL**, **ENGAGEEMAIL**, **ENGAGWEB**, **ENGAGEMOBILE**, and **PLAN**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 120 MD_MESSAGE_X_CREATIVE

Column Name	Data Type	Label	Description	Schema First Introduced
message_id ⓘ	VARCHAR(36)	Message ID	Unique identifier for the message.	6
message_status_cd	VARCHAR(20)	Message Status	Publish status of the message (active, completed, or history).	6
message_version_id	VARCHAR(36)	Message Version	Version of the message based on publishing. Each subsequent publish adds a new version ID.	6
creative_id ⓘ	VARCHAR(36)	Creative ID	Unique identifier for the creative.	6

MD_MESSAGE_X_CREATIVE_ALL (Non-partitioned)

This table shows which creatives are associated with a published message. This table includes the complete history of metadata for the items.

The category for this table is **METADATA_ALL**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 121 MD_MESSAGE_X_CREATIVE_ALL

Column Name	Data Type	Label	Description	Schema First Introduced
message_id	VARCHAR(36)	Message ID	Unique identifier for the message.	20
message_status_cd	VARCHAR(20)	Message Status	Publish status of the message (active, completed, or history).	20
message_version_id ⓘ	VARCHAR(36)	Message Version ID	Version of the message based on publishing. Each	20

Column Name	Data Type	Label	Description	Schema First Introduced
			subsequent publish adds a new version ID.	
creative_id ⓘ	VARCHAR(36)	Creative ID	Unique identifier for the creative.	20

Event and Data View Metadata Tables

MD_DATAVIEW (Non-partitioned)

This table contains information about published data views.

The valid categories for this table are **DESTINATIONS**, **DISCOVER**, and **ENGAGEMENTMETADATA**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 122 MD_DATAVIEW

Column Name	Data Type	Label	Description	Schema First Introduced
dataview_id ⓘ	VARCHAR(36)	Dataview ID	Unique identifier for a data view.	4
dataview_nm	VARCHAR(60)	Dataview Name	Name of a data view.	4
dataview_status_cd	VARCHAR(20)	Dataview Status	Publish status of the data view (active, completed, or history).	4
dataview_version_id	VARCHAR(36)	Dataview Version ID	Version of the data view based on publishing. Each subsequent publish adds a new version ID.	4
valid_from_dttm	TIMESTAMP	Dataview Valid From Datetime	Timestamp of when an item was published.	4

Column Name	Data Type	Label	Description	Schema First Introduced
valid_to_dttm	TIMESTAMP	Dataview Valid To Datetime	Timestamp of when an item was ended. The value of the column is based on the item's status: ■ For active items, the value is blank. ■ For completed items, the value is the date that the item is marked complete.	4
dataview_desc	VARCHAR(1332)	Dataview Description	Description of the data view.	4
created_user_nm	VARCHAR(256) Note: The length of the column is updated in schema 16.	Dataview Created By User	User that created the object.	4
owner_nm	VARCHAR(256) Note: The length of the column is updated in schema 16.	Dataview Published By User	User that modified the object.	4
last_published_dttm	TIMESTAMP	Dataview Last Published Date	Timestamp of when an item was last published.	4
analytic_active_flg	CHAR(1)	Analytics Active Flag	Denotes whether analytics (for example, attribution) is being run for the dataview.	7
include_internal_flg	CHAR(1)	Include Internal Flag	Denotes whether the dataview is using tasks in attribution.	7
include_external_flg	CHAR(1)	Include External Flag	Denotes whether the dataview is using	7

Column Name	Data Type	Label	Description	Schema First Introduced
			traffic sources in attribution.	
selected_task_list	VARCHAR(1000)	Selected Task List for Analytics	List of task IDs used in attribution.	7
analytics_period_val	INT	Analytics Period	Denotes the number of days to be included in the attribution.	7
analytics_period_type_nm	VARCHAR(10)	Analytics Period Type	Denotes the type of time dimension being used. Initially this will be in days.	7
max_path_length_val	INT	Maximum Path Length	User-defined maximum number of touchpoints that a customer journey can contain in attribution model.	7
max_path_time_val	INT	Maximum Path Time	User-defined maximum time period that can occur before the conversion in order for a customer journey to be included for analysis.	7
max_path_time_type_nm	VARCHAR(10)	Maximum Path Time Type	Denotes the type of time dimension being used. Initially this will always be in days.	7
half_life_time_val	INT	Half-Life for Time Decay Model	User-defined half-life value that impacts the decay rate of the time decay model.	7
custom_recent_cd	VARCHAR(36)	Custom Recent	User-defined last instance of the touchpoint to receive all of the credit.	7
custom_recent_exclude_cd	VARCHAR(36)	Custom Recent with Exclusions	User-defined touchpoint that does not receive credit	7

Column Name	Data Type	Label	Description	Schema First Introduced
			when it is part of the customer journey. Instead, the last touchpoint not selected by the user is given credit.	

MD_DATAVIEW_ALL (Non-partitioned)

This table contains information about published data views. This table includes the complete history of metadata for the items.

The category for this table is **METADATA_ALL**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 123 MD_DATAVIEW_ALL

Column Name	Data Type	Label	Description	Schema First Introduced
dataview_id	VARCHAR(36)	Dataview ID	Unique identifier for a data view.	20
dataview_nm	VARCHAR(60)	Dataview Name	Name of a data view.	20
dataview_status_cd	VARCHAR(20)	Dataview Status	Publish status of the data view (active, completed, or history).	20
dataview_version_id ⓘ	VARCHAR(36)	Dataview Version ID	Version of the data view based on publishing. Each subsequent publish adds a new version ID.	20
valid_from_dttm	TIMESTAMP	Dataview Valid From Datetime	Timestamp of when an item was published.	20
valid_to_dttm	TIMESTAMP	Dataview Valid To Datetime	Timestamp of when an item was ended. The value of the column is based on the item's status:	20

Column Name	Data Type	Label	Description	Schema First Introduced
			■ For active items, the value is blank. ■ For completed items, the value is the date that the item is marked complete.	
dataview_desc	VARCHAR(1332)	Dataview Description	Description of the data view.	20
created_user_nm	VARCHAR(256)	Dataview Created By User	User that created the object.	20
owner_nm	VARCHAR(256)	Dataview Published By User	User that modified the object.	20
last_published_dttm	TIMESTAMP	Dataview Last Published Date	Timestamp of when an item was last published.	20
analytic_active_flg	CHAR(1)	Analytics Active Flag	Denotes whether analytics (for example, attribution) is being run for the dataview.	20
include_internal_flg	CHAR(1)	Include Internal Flag	Denotes whether the dataview is using tasks in attribution.	20
include_external_flg	CHAR(1)	Include External Flag	Denotes whether the dataview is using traffic sources in attribution.	20
selected_task_list	VARCHAR(1000)	Selected Task List for Analytics	List of task IDs used in attribution.	20
analytics_period_val	INT	Analytics Period	Denotes the number of days to be included in the attribution.	20
analytics_period_type_nm	VARCHAR(10)	Analytics Period Type	Denotes the type of time dimension being	20

Column Name	Data Type	Label	Description	Schema First Introduced
			used. Initially this will be in days.	
max_path_length_val	INT	Maximum Path Length	User-defined maximum number of touchpoints that a customer journey can contain in attribution model.	20
max_path_time_val	INT	Maximum Path Time	User-defined maximum time period that can occur before the conversion in order for a customer journey to be included for analysis.	20
max_path_time_type_nm	VARCHAR(10)	Maximum Path Time Type	Denotes the type of time dimension being used. Initially this will always be in days.	20
half_life_time_val	INT	Half-life for Time Decay Model	User-defined half-life value that impacts the decay rate of the time decay model.	20
custom_recent_cd	VARCHAR(36)	Custom Recent	User-defined last instance of the touchpoint to receive all of the credit.	20
custom_recent_exclude_cd	VARCHAR(36)	Custom Recent with Exclusions	User-defined touchpoint that does not receive credit when it is part of the customer journey. Instead, the last touchpoint not selected by the user is given credit.	20

MD_DATAVIEW_X_EVENT (Non-partitioned)

This table shows which events are part of a published data view.

The categories for this table are **DESTINATIONS**, **DISCOVER**, **ENGAGEMETADATA**, **ENGAGEDIRECT**, **ENGAGEDIGITAL**, **ENGAGEEMAIL**, **ENGAGEWEB**, and **ENGAGEMOBILE**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 124 MD_DATAVIEW_X_EVENT

Column Name	Data Type	Label	Description	Schema First Introduced
dataview_id ⓘ	VARCHAR(36)	Dataview ID	Unique identifier for the data view.	6
dataview_status_cd	VARCHAR(20)	Dataview Status	Publish status of the data view (active, completed, or history).	6
dataview_version_id	VARCHAR(36)	Dataview Version ID	Version of the data view based on publishing. Each subsequent publish adds a new version ID.	6
event_id ⓘ	VARCHAR(36)	Event ID	Unique identifier assigned to the event.	6

MD_DATAVIEW_X_EVENT_ALL (Non-partitioned)

This table shows which events are part of a published data view. This table includes the complete history of metadata for the items.

The category for this table is **METADATA_ALL**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 125 MD_DATAVIEW_X_EVENT_ALL

Column Name	Data Type	Label	Description	Schema First Introduced
dataview_id	VARCHAR(36)	Dataview ID	Unique identifier for the data view.	20
dataview_status_cd	VARCHAR(20)	Dataview Status	Publish status of the data view (active, completed, or history).	20
dataview_version_id ⓘ	VARCHAR(36)	Dataview Version ID	Version of the data view based on publishing. Each subsequent publish adds a new version ID.	20
event_id ⓘ	VARCHAR(36)	Event ID	Unique identifier assigned to the event.	20

MD_EVENT (Non-partitioned)

This table contains information about published events.

The categories for this table are **DESTINATIONS**, **DISCOVER** and **ENGAGEMENTDATA**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 126 MD_EVENT

Column Name	Data Type	Label	Description	Schema First Introduced
event_id 	VARCHAR(36)	Event ID	Unique identifier assigned to the event.	4
event_nm	VARCHAR(60)	Event Name	Name of the event.	4
event_status_cd	VARCHAR(20)	Event Status	Publish status of the event (active, completed, or history).	4
event_version_id	VARCHAR(36)	Event Version ID	Version of the event based on publishing. Each subsequent publish adds a new version ID.	4
valid_from_dttm	TIMESTAMP	Event Valid From Datetime	Timestamp of when an item was published.	4
valid_to_dttm	TIMESTAMP	Event Valid To Datetime	Timestamp of when an item was ended. The value of the column is based on the item's status: ■ For active items, the value is blank. ■ For completed items, the value is the date that the item is	4

Column Name	Data Type	Label	Description	Schema First Introduced
			marked complete.	
event_desc	VARCHAR(1332)	Event Description	Description of the event.	4
created_user_nm	VARCHAR(256) Note: The length of the column is updated in schema 16.	Event Created By User	User that created the object.	4
owner_nm	VARCHAR(256) Note: The length of the column is updated in schema 16.	Event Published By User	User that modified the object.	4
last_published_dttm	TIMESTAMP	Event Last Published Date	Timestamp of when an item was last published.	4
event_type_nm	VARCHAR(40)	Event Type	Category of events.	4
event_subtype_nm	VARCHAR(100)	Event SubType	Raw event used to create a business event such as a click, page view, or form submit.	4
channel_nm	VARCHAR(40)	Event Channel	Channel where the event is occurring.	4
event_key_cd	VARCHAR(100)	API Event Key	API event key that is associated with the event. When events are sent through the Server-Side Events API or mobile SDK, some events must be defined in the user interface with an associated with an API event key:	21

Column Name	Data Type	Label	Description	Schema First Introduced
			■ For the mobile channel, set the key in the user interface in Events ⇒ <Event Type> ⇒ Mobile App Action. When you send the event, the event's payload must include the mobile event key from this definition and the Mobile Application ID from one of the mobile applications that are associated with the event. ■ For the web channel, set the key in the user interface in Events ⇒ <Event Type> ⇒ Event API. When you send the event, the event's payload must include the API event key from this definition. For more information, see “Important Considerations for Sending Events” in SAS Customer Intelligence 360: Programming Interfaces.	

MD_EVENT_ALL (Non-partitioned)

This table contains information about published events. This table includes the complete history of metadata for the items.

The category for this table is **METADATA_ALL**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 127 MD_EVENT_ALL

Column Name	Data Type	Label	Description	Schema First Introduced
event_id	VARCHAR(36)	Event ID	Unique identifier assigned to the event.	20
event_nm	VARCHAR(60)	Event Name	Name of the event.	20
event_status_cd	VARCHAR(20)	Event Status	Publish status of the event (active, completed, or history).	20
event_version_id 	VARCHAR(36)	Event Version ID	Version of the event based on publishing. Each subsequent publish adds a new version ID.	20
valid_from_dttm	TIMESTAMP	Event Valid From Datetime	Timestamp of when an item was published.	20
valid_to_dttm	TIMESTAMP	Event Valid To Datetime	Timestamp of when an item was ended. The value of the column is based on the item's status: ■ For active items, the value is blank. ■ For completed items, the value is the date that the item is marked complete.	20
event_desc	VARCHAR(1332)	Event Description	Description of the event.	20
created_user_nm	VARCHAR(256)	Event Created By User	User that created the object.	20

Column Name	Data Type	Label	Description	Schema First Introduced
owner_nm	VARCHAR(256)	Event Published By User	User that modified the object.	20
last_published_dttm	TIMESTAMP	Event Last Published Date	Timestamp of when an item was last published.	20
event_type_nm	VARCHAR(40)	Event Type	Category of events.	20
event_subtype_nm	VARCHAR(100)	Event SubType	Raw event used to create a business event such as a click, page view, or form submit.	20
channel_nm	VARCHAR(40)	Event Channel	Channel where the event is occurring.	20
event_key_cd	VARCHAR(100)	API Event Key	API event key that is associated with the event. When events are sent through the Server-Side Events API or mobile SDK, some events must be defined in the user interface with an associated with an API event key: ■ For the mobile channel, set the key in the user interface in Events ⇒ <Event Type> ⇒ Mobile App Action. When you send the event, the event's payload must include the mobile event key from this definition and the Mobile Application ID from one of the mobile applications that are associated with the event. ■ For the web channel, set the key in the user interface in Events ⇒ <Event Type> ⇒ Event API. When you send the event, the event's payload	21

Column Name	Data Type	Label	Description	Schema First Introduced
			must include the API event key from this definition. For more information, see “Important Considerations for Sending Events” in SAS Customer Intelligence 360: Programming Interfaces.	

Real-time Journey Metadata Tables

MD_ACTIVITY (Non-partitioned)

This table contains information about published real-time journeys.

The categories for this table are **DESTINATIONS**, **ENGAGEDIGITAL**, **ENGAGEEMAIL**, **ENGAGEDIRECT**, **ENGAGEMENTADATA**, **ENGAGEWEB**, and **ENGAGEMOBILE**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide.](#)

“Real-time journey” is the new name for an activity. Table names and fields have not been renamed to maintain backward compatibility.

Table 128 MD_ACTIVITY

Column Name	Data Type	Label	Description	Schema First Introduced
activity_id ⓘ	VARCHAR(36)	Real-time Journey ID	Unique identifier for a real-time journey.	4
activity_nm	VARCHAR(60)	Real-time Journey Name	Name of the real-time journey.	4
activity_version_id	VARCHAR(36)	Real-time Journey Version ID	Version of the journey based on publishing. Each subsequent publish adds a new version ID.	4
activity_status_cd	VARCHAR(20)	Real-time Journey Status	Publish status of the journey (active, completed, or history).	4

Column Name	Data Type	Label	Description	Schema First Introduced
valid_from_dttm	TIMESTAMP	Real-time Journey Valid From Datetime	Timestamp of when an object was published.	4
valid_to_dttm	TIMESTAMP	Real-time Journey Valid To Datetime	Timestamp of when an item was ended. The value of the column is based on the item's status: ■ For active items, the value is blank. ■ For completed items, the value is the date that the item is marked complete.	4
last_published_dttm	TIMESTAMP	Real-time Journey Last Published Date	Timestamp of when an object was last published.	4
activity_cd	VARCHAR(60)	Real-time Journey Code	Code assigned to the journey in order to map to external applications.	4
activity_desc	VARCHAR(1332)	Real-time Journey Description	Description of the journey.	4
activity_category_nm	VARCHAR(100)	Real-time Journey Category	Category assigned to the activity by the user.	4
business_context_id (fk)	VARCHAR(36)	Business Context ID	Unique identifier used to define a business context.	6
folder_path_nm	VARCHAR(256)	Folder Path Name	Placeholder for a future attribute.	6

MD_ACTIVITY_ALL (Non-partitioned)

This table contains information about published real-time journeys. This table includes the complete history of metadata for the items.

The category for this table is **METADATA_ALL**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 129 MD_ACTIVITY_ALL

Column Name	Data Type	Label	Description	Schema First Introduced
activity_id	VARCHAR(36)	Activity ID	Unique identifier for a real-time journey.	20
activity_nm	VARCHAR(60)	Activity Name	Name of the real-time journey.	20
activity_version_id ⓘ	VARCHAR(36)	Activity Version ID	Version of the journey based on publishing. Each subsequent publish adds a new version ID.	20
activity_status_cd	VARCHAR(20)	Activity Status	Publish status of the journey (active, completed, or history).	20
valid_from_dttm	TIMESTAMP	Activity Valid From Datetime	Timestamp of when an object was published.	20
valid_to_dttm	TIMESTAMP	Activity Valid To Datetime	Timestamp of when an item was ended. The value of the column is based on the item's status: ■ For active items, the value is blank. ■ For completed items, the value is the date that the item is marked complete.	20
last_published_dttm	TIMESTAMP	Activity Last Published Date	Timestamp of when an object was last published.	20
activity_cd	VARCHAR(60)	Activity Code	Code assigned to the journey in order to map to external applications.	20
activity_desc	VARCHAR(1332)	Activity Description	Description of the journey.	20
activity_category_nm	VARCHAR(100)	Activity Category	Category assigned to the activity by the user.	20
business_context_id	VARCHAR(36)	Business Context ID	Unique identifier used to define a business context.	20

Column Name	Data Type	Label	Description	Schema First Introduced
folder_path_nm	VARCHAR(256)	Folder Path Name	Placeholder for a future attribute.	20

MD_ACTIVITY_ABTESTPATH (Non-partitioned)

This table describes metadata about an A/B test inside a real-time journey, including the various paths within the A/B test node.

The categories for this table are **DESTINATIONS**, **ENGAGEMENTMETADATA**, **ENGAGEDIRECT**, **ENGAGEDIGITAL**, **ENGAGEEMAIL**, **ENGAGEWEB**, and **ENGAGEMOBILE**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

“Real-time journey” is the new name for an activity. Table names and fields have not been renamed to maintain backward compatibility.

Table 130 MD_ACTIVITY_ABTESTPATH

Column Name	Data Type	Label	Description	Schema First Introduced
activity_id (fk)	VARCHAR(36)	Real-time Journey ID	Unique identifier for the A/B test in a journey.	6
activity_status_cd	VARCHAR(20)	Real-time Journey Status	Publish status of the journey (active, completed, or history).	6
activity_version_id	VARCHAR(36)	Real-time Journey Version ID	Unique identifier for a version of a journey.	6
valid_from_dttm	TIMESTAMP	Real-time Journey Valid From Datetime	Timestamp of when an object was published.	6
valid_to_dttm	TIMESTAMP	Real-time Journey Valid To Datetime	Timestamp of when an item was ended. The value of the column is based on the item's status: ■ For active items, the value is blank. ■ For completed items, the value is the date that the item is marked complete.	6

Column Name	Data Type	Label	Description	Schema First Introduced
activity_node_id (fk)	VARCHAR(36)	Real-time Journey Node ID	Unique node identifier used in the journey.	6
abtest_path_id ⓘ	VARCHAR(36)	AbTest Path ID	Unique identifier representing the A/B test path when an A/B test is used inside a journey.	6
abtest_path_nm	VARCHAR(50)	AbTest Path Name	Name of the path.	6
abtest_dist_pct	CHAR(3)	AbTest Distribution Percentage	Percentage of impressions allocated to the path.	6
control_flg	CHAR(1)	Control Flag	Flag (1/0) to indicate whether the path is a control group.	6
next_node_val	ARRAY<STRING>	Next Nodes	Node or nodes that exist subsequent to this path. Note: Large STRING that can be up to 2 GB.	6

MD_ACTIVITY_ABTESTPATH_ALL (Non-partitioned)

This table describes metadata about an A/B test inside a real-time journey, including the various paths within the A/B test node. This table includes the complete history of metadata for the items.

The category for this table is **METADATA_ALL**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 131 MD_ACTIVITY_ABTESTPATH_ALL

Column Name	Data Type	Label	Description	Schema First Introduced
activity_id	VARCHAR(36)	Activity ID	Unique identifier for the A/B test in a journey.	20
activity_status_cd	VARCHAR(20)	Activity Status	Publish status of the journey (active, completed, or history).	20

Column Name	Data Type	Label	Description	Schema First Introduced
activity_version_id	VARCHAR(36)	Activity Version ID	Unique identifier for a version of a journey.	20
valid_from_dttm	TIMESTAMP	Activity Valid From Datetime	Timestamp of when an object was published.	20
valid_to_dttm	TIMESTAMP	Activity Valid To Datetime	Timestamp of when an item was ended. The value of the column is based on the item's status: ■ For active items, the value is blank. ■ For completed items, the value is the date that the item is marked complete.	20
activity_node_id	VARCHAR(36)	Activity Node ID	Unique node identifier used in the journey.	20
abtest_path_id ⓘ	VARCHAR(36)	AbTest Path ID	Unique identifier representing the A/B test path when an A/B test is used inside a journey.	20
abtest_path_nm	VARCHAR(50)	AbTest Path Name	Name of the path.	20
abtest_dist_pct	CHAR(3)	AbTest Distribution Percentage	Percentage of impressions allocated to the path.	20
control_flg	CHAR(1)	Control Flag	Flag (1/0) to indicate whether the path is a control group.	20
next_node_val	ARRAY<STRING>	Next Nodes	Node or nodes that exist subsequent to this path. Note: Large STRING that can be up to 2 GB.	20

MD_ACTIVITY_CUSTOM_PROP (Non-partitioned)

This table lists the custom properties that are associated with a published real-time journey.

The categories for this table are **ENGAGEDIGITAL**, **ENGAGEEMAIL**, **ENGAGEDIRECT**, **ENGAGEMETADATA**, **ENGAGWEB**, and **ENGAGEMOBILE**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

“Real-time journey” is the new name for an activity. Table names and fields have not been renamed to maintain backward compatibility.

Table 132 MD_ACTIVITY_CUSTOM_PROP

Column Name	Data Type	Label	Description	Schema First Introduced
activity_id ⓘ	VARCHAR(36)	Real-time Journey ID	Unique identifier for a journey.	4
activity_status_cd	VARCHAR(36)	Real-time Journey Status	Publish status of the journey (active, completed, or history).	4
activity_version_id	VARCHAR(36)	Real-time Journey Version ID	Version of the journey based on publishing. Each subsequent publish adds a new version ID.	4
valid_from_dttm	TIMESTAMP	Real-time Journey Custom Property Valid From Datetime	Timestamp of when an object was published.	4
valid_to_dttm	TIMESTAMP	Real-time Journey Custom Property Valid To Datetime	Timestamp of when an item was ended. The value of the column is based on the item's status: ■ For active items, the value is blank. ■ For completed items, the value is the date that the item is marked complete.	4
property_nm ⓘ	VARCHAR(256)	Real-time Journey Custom Property Name	Name of the custom property of an object.	4
property_datatype_cd ⓘ	VARCHAR(256)	Real-time Journey Custom	Data type of the custom property of an object.	4

Column Name	Data Type	Label	Description	Schema First Introduced
		Property Data Type	These are the possible values: ■ BOOLEAN ■ DATETIME ■ DATEONLY Note: This value corresponds to custom properties that are defined with a data type value of DATE. ■ DOUBLE ■ INTEGER ■ TEXT	
property_val ⓘ	VARCHAR(1332)	Real-time Journey Custom Property Value	Value of the custom property of an object.	4

MD_ACTIVITY_CUSTOM_PROP_ALL (Non-partitioned)

This table lists the custom properties that are associated with a published real-time journey. This table includes the complete history of metadata for the items.

The category for this table is **METADATA_ALL**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 133 MD_ACTIVITY_CUSTOM_PROP_ALL

Column Name	Data Type	Label	Description	Schema First Introduced
activity_id	VARCHAR(36)	Activity ID	Unique identifier for a journey.	20
activity_status_cd	VARCHAR(36)	Activity Status	Publish status of the journey (active, completed, or history).	20
activity_version_id ⓘ	VARCHAR(36)	Activity Version ID	Version of the journey based on publishing. Each	20

Column Name	Data Type	Label	Description	Schema First Introduced
			subsequent publish adds a new version ID.	
valid_from_dttm	TIMESTAMP	Activity Custom Property Valid From Datetime	Timestamp of when an object was published.	20
valid_to_dttm	TIMESTAMP	Activity Custom Property Valid To Datetime	Timestamp of when an item was ended. The value of the column is based on the item's status: ■ For active items, the value is blank. ■ For completed items, the value is the date that the item is marked complete.	20
property_nm ⓘ	VARCHAR(256)	Activity Custom Property Name	Name of the custom property of an object.	20
property_datatype_cd ⓘ	VARCHAR(256)	Activity Custom Property Data Type	Data type of the custom property of an object. These are the possible values: ■ BOOLEAN ■ DATETIME ■ DATEONLY Note: This value corresponds to custom properties that are defined with a data type value of DATE. ■ DOUBLE ■ INTEGER ■ TEXT	20
property_val ⓘ	VARCHAR(1332)	Activity Custom Property Value	Value of the custom property of an object.	20

MD_ACTIVITY_NODE (Non-partitioned)

This table captures metadata about nodes that are part of a published journey.

The categories for this table are **ENGAGEMENTMETADATA**, **ENGAGEDIRECT**, **ENGAGEDIGITAL**, **ENGAGEEMAIL**, **ENGAGETWEB**, and **ENGAGEMOBILE**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

“Real-time journey” is the new name for an activity. Table names and fields have not been renamed to maintain backward compatibility.

Table 134 MD_ACTIVITY_NODE

Column Name	Data Type	Label	Description	Schema First Introduced
activity_id	VARCHAR(36)	Real-time Journey ID	Unique identifier for the journey.	6
activity_status_cd	VARCHAR(20)	Real-time Journey Status	Publish status of the journey (active, completed, or history).	6
activity_version_id	VARCHAR(36)	Real-time Journey Version ID	Version of the journey based on publishing. Each subsequent publish adds a new version ID.	6
valid_from_dttm	TIMESTAMP	Real-time Journey Valid From Datetime	Timestamp of when an object was published.	6
valid_to_dttm	TIMESTAMP	Real-time Journey Valid To Datetime	Timestamp of when an item was ended. The value of the column is based on the item's status: ■ For active items, the value is blank. ■ For completed items, the value is the date that the item is marked complete.	6
activity_node_id ⓘ	VARCHAR(36)	Real-time Journey Node ID	Unique node identifier used in the journey.	6

Column Name	Data Type	Label	Description	Schema First Introduced
activity_node_nm (fk)	VARCHAR(256)	Real-time Journey Node Name	User-defined name for the journey node.	6
activity_node_type_nm	VARCHAR(100)	Real-time Journey Node Type	Type of node (for example, task, wait, or split).	6
start_node_flg	CHAR(1)	Start Node Flag	Flag (1/0) to indicate whether the node is the starting node of a journey.	6
end_node_flg	CHAR(1)	End Node Flag	Flag (1/0) to indicate whether the node is the last node of a journey.	6
previous_node_val	ARRAY<STRING>	Previous Nodes	Node or nodes that were before this node. Note: Large STRING that can be up to 2 GB.	6
next_node_val	ARRAY<STRING>	Next Nodes	Node or nodes that were after this node. Note: Large STRING that can be up to 2 GB.	6
node_sequence_no	INT	Node Sequence Number	Node number in a journey.	6
wait_tm	BIGINT Note: The data type was updated in schema 20.	Wait Time	Time in a wait mode (milliseconds).	6
specific_wait_flg	CHAR(1)	Specific Wait Time Flag	Flag (1/0) to indicate whether the wait node has a specific wait time.	6
time_boxed_flg	CHAR(1)	Time Boxed Flag	Flag (1/0) to indicate whether the wait node is time boxed.	6
abtest_id	VARCHAR(36)	Ab Test ID	Unique identifier for the A/B test in a journey.	6

MD_ACTIVITY_NODE_ALL (Non-partitioned)

This table captures metadata about nodes that are part of a published journey. This table includes the complete history of metadata for the items.

The category for this table is **METADATA_ALL**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 135 MD_ACTIVITY_NODE_ALL

Column Name	Data Type	Label	Description	Schema First Introduced
activity_id	VARCHAR(36)	Activity ID	Unique identifier for the journey.	20
activity_status_cd	VARCHAR(20)	Activity Status	Publish status of the journey (active, completed, or history).	20
activity_version_id ⓘ	VARCHAR(36)	Activity Version ID	Version of the journey based on publishing. Each subsequent publish adds a new version ID.	20
valid_from_dttm	TIMESTAMP	Activity Valid From Datetime	Timestamp of when an object was published.	20
valid_to_dttm	TIMESTAMP	Activity Valid To Datetime	Timestamp of when an item was ended. The value of the column is based on the item's status: ■ For active items, the value is blank. ■ For completed items, the value is the date that the item is marked complete.	20
activity_node_id ⓘ	VARCHAR(36)	Activity Node ID	Unique node identifier used in the journey.	20
activity_node_nm	VARCHAR(256)	Activity Node Name	User-defined name for the journey node.	20
activity_node_type_nm	VARCHAR(100)	Activity Node Type	Type of node (for example, task, wait, or split).	20

Column Name	Data Type	Label	Description	Schema First Introduced
start_node_flg	CHAR(1)	Start Node Flag	Flag (1/0) to indicate whether the node is the starting node of a journey.	20
end_node_flg	CHAR(1)	End Node Flag	Flag (1/0) to indicate whether the node is the last node of a journey.	20
previous_node_val	ARRAY<STRING>	Previous Nodes	Node or nodes that were before this node. Note: Large STRING that can be up to 2 GB.	20
next_node_val	ARRAY<STRING>	Next Nodes	Node or nodes that were after this node. Note: Large STRING that can be up to 2 GB.	20
node_sequence_no	INT	Node Sequence Number	Node number in a journey.	20
wait_tm	BIGINT	Wait Time	Time in a wait mode (milliseconds).	20
specific_wait_flg	CHAR(1)	Specific Wait Time Flag	Flag (1/0) to indicate whether the wait node has a specific wait time.	20
time_boxed_flg	CHAR(1)	Time Boxed Flag	Flag (1/0) to indicate whether the wait node is time boxed.	20
abtest_id	VARCHAR(36)	Ab Test ID	Unique identifier for the A/B test in a journey.	20

MD_ACTIVITY_X_ACTIVITY_NODE (Non-partitioned)

This table shows which nodes are included in a published real-time journey.

The categories for this table are **DESTINATIONS**, **ENGAGEMETADATA**, **ENGAGEDIRECT**, **ENGAGEDIGITAL**, **ENGAGEEMAIL**, **ENGAGEWEB**, and **ENGAGEMOBILE**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

“Real-time journey” is the new name for an activity. Table names and fields have not been renamed to maintain backward compatibility.

Table 136 MD_ACTIVITY_X_ACTIVITY_NODE

Column Name	Data Type	Label	Description	Schema First Introduced
activity_id	VARCHAR(36)	Real-time Journey ID	Unique identifier for the journey.	6
activity_status_cd	VARCHAR(20)	Real-time Journey Status	Publish status of the journey (active, completed, or history).	6
activity_version_id	VARCHAR(36)	Real-time Journey Version ID	Version of the journey based on publishing. Each subsequent publish adds a new version ID.	6
activity_node_id	VARCHAR(36)	Real-time Journey Node ID	Unique identifier for the node that is used in an journey.	6

MD_ACTIVITY_X_ACTIVITY_NODE_ALL (Non-partitioned)

This table shows which nodes are included in a published real-time journey. This table includes the complete history of metadata for the items.

The category for this table is **METADATA_ALL**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 137 MD_ACTIVITY_X_ACTIVITY_NODE_ALL

Column Name	Data Type	Label	Description	Schema First Introduced
activity_id	VARCHAR(36)	Activity ID	Unique identifier for the journey.	20
activity_status_cd	VARCHAR(20)	Activity Status	Publish status of the journey (active, completed, or history).	20
activity_version_id	VARCHAR(36)	Activity Version ID	Version of the journey based on publishing. Each subsequent publish adds a new version ID.	20
activity_node_id	VARCHAR(36)	Activity Node ID	Unique identifier for the node that is used in an journey.	20

MD_ACTIVITY_X_TASK (Non-partitioned)

This table contains information about the tasks associated with published real-time journeys. Analyze the data in this table when you want to know which tasks are part of a journey.

The categories for this table are **DESTINATIONS**, **ENGAGEDIGITAL**, **ENGAGEDIRECT**, **ENGAGEWEB**, **ENGAGEMOBILE**, **ENGAGEEMAIL**, and **ENGAGEMETADATA**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

“Real-time journey” is the new name for an activity. Table names and fields have not been renamed to maintain backward compatibility.

Table 138 MD_ACTIVITY_X_TASK

Column Name	Data Type	Label	Description	Schema First Introduced
activity_id ⓘ	VARCHAR(36)	Real-time Journey ID	Unique identifier for a journey.	4
activity_status_cd	VARCHAR(20)	Real-time Journey Status	Publish status of the journey (active, completed, or history).	4
activity_version_id	VARCHAR(36)	Real-time Journey Version ID	Version of the journey based on publishing. Each subsequent publish adds a new version ID.	4
task_id ⓘ	VARCHAR(36)	Task ID	Unique identifier for a task.	4
task_version_id	VARCHAR(36)	Task Version ID	Not populated for this table.	4

MD_ACTIVITY_X_TASK_ALL (Non-partitioned)

This table contains information about the tasks associated with published real-time journeys. Analyze the data in this table when you want to know which tasks are part of a journey. This table includes the complete history of metadata for the items.

The category for this table is **METADATA_ALL**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 139 MD_ACTIVITY_X_TASK_ALL

Column Name	Data Type	Label	Description	Schema First Introduced
activity_id	VARCHAR(36)	Activity ID	Unique identifier for a journey.	20

Column Name	Data Type	Label	Description	Schema First Introduced
activity_status_cd	VARCHAR(20)	Activity Status	Publish status of the journey (active, completed, or history).	20
activity_version_id ⓘ	VARCHAR(36)	Activity Version ID	Version of the journey based on publishing. Each subsequent publish adds a new version ID.	20
task_id	VARCHAR(36)	Task ID	Unique identifier for a task.	20
task_version_id ⓘ	VARCHAR(36)	Task Version ID	Not populated for this table.	20

Scheduled Journey Metadata Tables

MD_JOURNEY (Non-partitioned)

This table contains information about published journeys.

Note: This table is for scheduled journeys. For real-time journey tables, see [“Real-time Journey Metadata Tables”](#).

The categories for this table is **DESTINATIONS** and **ENGAGEMENTMETADATA**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 140 MD_JOURNEY

Column Name	Data Type	Label	Description	Schema First Introduced
journey_id ⓘ	VARCHAR(36)	Journey ID	Unique ID that represents a journey in SAS Customer Intelligence 360.	17
journey_version_id	VARCHAR(36)	Journey Version ID	Unique ID for the version of a journey in SAS Customer Intelligence 360.	17
journey_nm	VARCHAR(256)	Journey Name	Name of a journey in SAS Customer Intelligence 360.	17

Column Name	Data Type	Label	Description	Schema First Introduced
journey_status_cd	VARCHAR(20)	Journey Status	Status of a journey. These are the possible values: ■ designing ■ active ■ paused ■ completed	17
created_user_nm	VARCHAR(256)	Created by User Name	User that created the journey.	17
last_activated_dttm	TIMESTAMP	Last Activated Datetime	Timestamp of when the journey was most recently activated.	17
purpose_id	VARCHAR(36)	Purpose ID	Unique ID for the purpose that is associated with this journey.	17
target_goal_type_nm	VARCHAR(20)	Target Goal Type	Type of goal that is associated with this journey. These are the possible values: ■ none ■ conversion rate ■ revenue ■ value ■ volume	17
target_goal_qty	INT	Target Goal Quantity	Target value that is associated with the goal For example, the value might be 500 (for the number of completions) or 50 (for the percentage of the conversation rate).	17
control_group_flg	CHAR(1)	Control Group Flag	This column specifies whether a control group is active for the item. This value might change for the same item between occurrences if a user modifies and re-publishes the item. TIP If the value for this column is 0, you can ignore the value in the control_group_flg column. These are the possible values:	17

Column Name	Data Type	Label	Description	Schema First Introduced
			0 indicates that a control group is not active for the occurrence. 1 indicates that a control group is active for the occurrence. When the control_group_flg column's value is 0, the recipient was contacted. When the control_group_flg column's value is 1, the recipient was not contacted.	
activated_user_nm	VARCHAR(256)	Activated By User	User that most recently activated the journey.	17
test_type_nm	VARCHAR(40)	Journey Type	Analytical model and the test execution method (such as, A/B/N, 10/10/80, MAB). This value is null if a test is not configured.	20

MD_JOURNEY_ALL (Non-partitioned)

This table contains information about published journeys. This table includes the complete history of metadata for the items.

The category for this table is **METADATA_ALL**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 141 MD_JOURNEY_ALL

Column Name	Data Type	Label	Description	Schema First Introduced
journey_id	VARCHAR(36)	Journey ID	Unique ID that represents a journey in SAS Customer Intelligence 360.	20
journey_version_id ⓘ	VARCHAR(36)	Journey Version ID	Unique ID for the version of a journey in SAS Customer Intelligence 360.	20
journey_nm	VARCHAR(256)	Journey Name	Name of a journey in SAS Customer Intelligence 360.	20

Column Name	Data Type	Label	Description	Schema First Introduced
journey_status_cd	VARCHAR(20)	Journey Status	Status of a journey. These are the possible values: ■ designing ■ active ■ paused ■ completed	20
created_user_nm	VARCHAR(256)	Created by User Name	User that created the journey.	20
last_activated_dttm	TIMESTAMP	Last Activated Datetime	Timestamp of when the journey was most recently activated.	20
purpose_id	VARCHAR(36)	Purpose ID	Unique ID for the purpose that is associated with this journey.	20
target_goal_type_nm	VARCHAR(20)	Target Goal Type	Type of goal that is associated with this journey. These are the possible values: ■ none ■ conversion rate ■ revenue ■ value ■ volume	20
target_goal_qty	INT	Target Goal Quantity	Target value that is associated with the goal For example, the value might be 500 (for the number of completions) or 50 (for the percentage of the conversation rate).	20
control_group_flg	CHAR(1)	Control Group Flag	This column specifies whether a control group is active for the item. This value might change for the same item between occurrences if a user modifies and re-publishes the item. TIP If the value for this column is 0, you can ignore the value in the control_group_flg column. These are the possible values:	20

Column Name	Data Type	Label	Description	Schema First Introduced
			0 indicates that a control group is not active for the occurrence. 1 indicates that a control group is active for the occurrence. When the control_group_flg column's value is 0, the recipient was contacted. When the control_group_flg column's value is 1, the recipient was not contacted.	
activated_user_nm	VARCHAR(256)	Activated By User	User that most recently activated the journey.	20
test_type_nm	VARCHAR(40)	Journey Type	Analytical model and the test execution method (such as, A/B/N, 10/10/80, MAB). This value is null if a test is not configured.	20

MD_JOURNEY_NODE (Non-partitioned)

This table contains information about specific nodes for published journeys.

Note: This table is for scheduled journeys. For real-time journey tables, see [“Real-time Journey Metadata Tables”](#).

The categories for this table is **DESTINATIONS** and **ENGAGEMENTMETADATA**, and **METADATA_ALL**, and . For more information, see [“Categories for Data Tables”](#) in *SAS Customer Intelligence 360: Administration Guide*.

Table 142 MD_JOURNEY_NODE

Column Name	Data Type	Label	Description	Schema First Introduced
journey_id	VARCHAR(36)	Journey ID	Unique ID that represents a journey in SAS Customer Intelligence 360.	17

Column Name	Data Type	Label	Description	Schema First Introduced
journey_version_id	VARCHAR(36)	Journey Version ID	Unique ID for the version of a journey in SAS Customer Intelligence 360.	17
journey_node_id ⓘ	VARCHAR(36)	Journey Node ID	Unique ID for a journey node.	17
node_type	VARCHAR(36)	Journey Node Type	Type of node in the journey. These are the possible values: ■ ABTEST ■ AUDIENCE ■ END ■ SPLIT ■ TOUCHPOINT ■ WAIT	17
node_nm	VARCHAR(100)	Node Name	Name of the journey node. This value is calculated automatically with two parts that are concatenated with a colon: ■ When the node_type value is TOUCHPOINT, the first part is the task type and the second part is the task name. For example, Email: Thank You Email. ■ When the node_type value is END, the second part of the value is the user that ended the journey. For example, END: <user name> ■ For other values of node_type, the first part is the node type and the second part is the node name. For example, WAIT: 3days, run at 1:30pm or SPLIT: 3 paths.	17
previous_node_id	VARCHAR(36)	Previous Node ID	One or more IDs for the nodes that immediately precede the current node.	17

Column Name	Data Type	Label	Description	Schema First Introduced
next_node_id	VARCHAR(36)	Next Node ID	One or more IDs for nodes that immediately follow this node.	17

MD_JOURNEY_NODE_OCCURRENCE (Non-partitioned)

This table contains information about the occurrences for nodes in published journeys.

Note: This table is for scheduled journeys. For real-time journey tables, see [“Real-time Journey Metadata Tables”](#).

The categories for this table is **DESTINATIONS**, **ENGAGEMENTMETADATA**, and **METADATA_ALL**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 143 MD_JOURNEY_NODE_OCCURRENCE

Column Name	Data Type	Label	Description	Schema First Introduced
journey_id	VARCHAR(36)	Journey ID	Unique ID that represents a journey in SAS Customer Intelligence 360.	17
journey_version_id	VARCHAR(36)	Journey Version ID	Unique ID for the version of a journey in SAS Customer Intelligence 360.	17
journey_node_id	VARCHAR(36)	Journey Node ID	Unique ID for a journey node.	17
journey_occurrence_id	VARCHAR(36)	Journey Occurrence ID	Unique ID that represents the specific occurrence of a journey in SAS Customer Intelligence 360.	17
journey_node_occurrence_id ③	VARCHAR(36)	Journey Node Occurrence ID	Unique ID of an execution of a journey node.	17
start_dttm	TIMESTAMP	Node Occurrence	Start time for the journey node's	17

Column Name	Data Type	Label	Description	Schema First Introduced
		Start Datetime	occurrence. The format is UTC with the offset in milliseconds) This column does not apply for Wait nodes or Split nodes.	
end_dttm	TIMESTAMP	Node Occurrence End Datetime	End time for the journey node's occurrence. The format is UTC with the offset in milliseconds) This value is null if the node's status is In progress .	17
execution_status	VARCHAR(36)	Journey Node Occurrence Status	Status of the occurrence. These are the possible values: ■ Active ■ Complete ■ Failure	17
error_messages	VARCHAR(256)	Journey Node Occurrence Errors	If a node occurrence failed, this column includes additional information about why.	17
num_of_contacts_entered	INT	Number of Contacts Entered	Number of contacts that are passed into the node for processing this occurrence.	17
group_id	VARCHAR(36)	Group ID	Represents the variant path of the journey.	20

MD_JOURNEY_NODE_X_NEXT_NODE (Non-partitioned)

This table links a journey's node ID to the previous node in the journey.

The categories for this table are **DESTINATIONS**, **ENGAGEMENTMETADATA**, and **METADATA_ALL**. For more information, see ["Categories for Data Tables" in SAS Customer Intelligence 360: Administration Guide](#).

Table 144 MD_JOURNEY_NODE_X_NEXT_NODE

Column Name	Data Type	Label	Description	Schema First Introduced
journey_node_id ⓘ	VARCHAR(36)	Journey Node ID	Unique ID for a journey node.	20
next_node_id ⓘ	VARCHAR(36)	Next Node ID	Unique ID for the next node in the journey.	20

MD_JOURNEY_NODE_X_PREVIOUS_NODE (Non-partitioned)

This table links a journey's node ID to the previous node in the journey.

The categories for this table is **DESTINATIONS** and **ENGAGEMENTMETADATA**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 145 MD_JOURNEY_NODE_X_PREVIOUS_NODE

Column Name	Data Type	Label	Description	Schema First Introduced
journey_node_id ⓘ	VARCHAR(36)	Journey Node ID	Unique ID for a journey node.	20
previous_node_id ⓘ	VARCHAR(36)	Previous Node ID	Unique ID for the previous node in the journey.	20

MD_JOURNEY_NODE_X_VARIANT

Table that correlates the metadata from a journey node to the path variant of a journey.

The categories for this table is **DESTINATIONS** and **ENGAGEMENTMETADATA**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 146 MD_JOURNEY_NODE_X_VARIANT

Column Name	Data Type	Label	Description	Schema First Introduced
journey_node_id ⓘ	VARCHAR(36)	Journey Node ID	Unique ID for a journey node.	20
analysis_group_id ⓘ	VARCHAR(36)	Analysis Group ID	Represents a path variant for a journey.	20
variant_nm	VARCHAR(256)	Variant name	User defined name for a variant of the journey.	20

Column Name	Data Type	Label	Description	Schema First Introduced
analysis_period_duration	DECIMAL(4,2)	Analysis period	Time in a wait node, in hours.	20
control_flg	CHAR(1)	Control Flag	Indicates whether this variant is a control group.	20
variant_dist_pct	DECIMAL(3,2)	Variant Distribution Percent	Percentage of contacts that are allocated to this variant when the test starts.	20

MD_JOURNEY_OCCURRENCE (Non-partitioned)

This table contains information about occurrences of published journeys.

Note: This table is for scheduled journeys. For real-time journey tables, see [“Real-time Journey Metadata Tables”](#).

The categories for this table are **DESTINATIONS**, **ENGAGEMENTMETADATA**, and **METADATA_ALL**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 147 MD_JOURNEY_OCCURRENCE

Column Name	Data Type	Label	Description	Schema First Introduced
journey_id	VARCHAR(36)	Journey ID	Unique ID that represents a journey in SAS Customer Intelligence 360.	17
journey_version_id	VARCHAR(36)	Journey Version ID	Unique ID for the version of a journey in SAS Customer Intelligence 360.	17
journey_occurrence_id ⓘ	VARCHAR(36)	Journey Occurrence ID	Unique ID that represents the specific occurrence of a journey in SAS Customer Intelligence 360.	17

Column Name	Data Type	Label	Description	Schema First Introduced
journey_occurrence_num	INT	Journey Occurrence Number	Sequential number for the journey occurrence based on the order of execution.	17
aud_occurrence_id	VARCHAR(36)	Audience Occurrence ID	Unique ID that represents the specific occurrence for an audience in SAS Customer Intelligence 360.	17
start_dttm	TIMESTAMP	Occurrence Start Datetime	Start time for when the journey occurrence. The value is in UTC format with the offset in milliseconds.	17
end_dttm	TIMESTAMP	Occurrence End Dateime	End time for when the journey occurrence. The value is in UTC format with the offset in milliseconds.	17
execution_status	VARCHAR(36)	Journey Occurrence Status	Status of the occurrence. These are the possible values: ■ Active ■ Complete ■ Failure	17
error_messages	VARCHAR(256)	Journey Occurrence Errors	Additional information related to an occurrence that failed (if applicable).	17
started_by_nm	VARCHAR(128)	Started By Name	The user that started the journey occurrence.	17
occurrence_type_nm	VARCHAR(36)	Journey Occurrence Type	Specifies how the occurrence was triggered. These are the possible values: ■ On demand	17

Column Name	Data Type	Label	Description	Schema First Introduced
			■ Scheduled	
num_of_contacts_entered	INT	Number of Contacts Entered	Number of contacts that entered the journey occurrence (that is, they are not suppressed).	17
num_of_contacts_suppressed	INT	Number of Contacts Suppressed	Number of contacts that are suppressed from entering the journey occurrence.	17

MD_JOURNEY_X_AUDIENCE (Non-partitioned)

This table contains information about published journeys and the corresponding audience information.

Note: This table is for scheduled journeys. For real-time journey tables, see [“Real-time Journey Metadata Tables”](#).

The categories for this table are **DESTINATIONS**, **ENGAGEMENTMETADATA**, and **METADATA_ALL**. For more information, see [“Categories for Data Tables”](#) in *SAS Customer Intelligence 360: Administration Guide*.

Table 148 MD_JOURNEY_X_AUDIENCE

Column Name	Data Type	Label	Description	Schema First Introduced
journey_id ⓘ	VARCHAR(36)	Journey ID	Unique ID that represents a journey in SAS Customer Intelligence 360.	17
journey_version_id	VARCHAR(36)	Journey Version ID	Unique ID for the version of a journey in SAS Customer Intelligence 360.	17
journey_node_id	VARCHAR(36)	Journey Node ID	Unique ID for a journey node. Note: This column can be null. For example, holdout-control groups are not associated with journey nodes.	17

Column Name	Data Type	Label	Description	Schema First Introduced
audience_id ⓘ	VARCHAR(36)	Audience ID	Unique ID that represents the audience in SAS Customer Intelligence 360.	17
aud_relationship_nm	VARCHAR(100)	Audience Relationship	Specifies how the audience is used by the journey. These are the possible values: ■ inclusion ■ holdout_control	17

MD_JOURNEY_X_EVENT (Non-partitioned)

This table contains information about published journeys and the corresponding event information.

Note: This table is for scheduled journeys. For real-time journey tables, see [“Real-time Journey Metadata Tables”](#).

The categories for this table are **DESTINATIONS**, **ENGAGEMENTMETADATA**, and **METADATA_ALL**. For more information, see [“Categories for Data Tables”](#) in *SAS Customer Intelligence 360: Administration Guide*.

Table 149 MD_JOURNEY_X_EVENT

Column Name	Data Type	Label	Description	Schema First Introduced
journey_id ⓘ	VARCHAR(36)	Journey ID	Unique ID that represents a journey in SAS Customer Intelligence 360.	17
journey_version_id	VARCHAR(36)	Journey Version ID	Unique ID for the version of a journey in SAS Customer Intelligence 360.	17
journey_node_id	VARCHAR(36)	Journey Node ID	Unique ID for a journey node.	17
event_id ⓘ	VARCHAR(36)	Event ID	Unique ID of the event that is associated with the journey change. This ID is the specific execution of an event.	17

Column Name	Data Type	Label	Description	Schema First Introduced
event_relationship_nm	VARCHAR(100)	Event Relationship	Specifies how the event is used by the journey. These are the possible values: ■ success_metric ■ drop_condition ■ split_condition	17

MD_JOURNEY_X_TASK (Non-partitioned)

This table contains information about published journeys and the corresponding task information.

Note: This table is for scheduled journeys. For real-time journey tables, see [“Real-time Journey Metadata Tables”](#).

The categories for this table are **DESTINATIONS**, **ENGAGEMENTMETADATA**, and **METADATA_ALL**. For more information, see [“Categories for Data Tables”](#) in *SAS Customer Intelligence 360: Administration Guide*.

Table 150 MD_JOURNEY_X_TASK

Column Name	Data Type	Label	Description	Schema First Introduced
journey_id ⓘ	VARCHAR(36)	Journey ID	Unique ID that represents a journey in SAS Customer Intelligence 360.	17
journey_version_id	VARCHAR(36)	Journey Version ID	Unique ID for the version of a journey in SAS Customer Intelligence 360.	17
journey_node_id ⓘ	VARCHAR(36)	Journey Node ID	Unique ID for a journey node.	17
task_id ⓘ	VARCHAR(36)	Task ID	Unique ID for a task. The same task ID can be associated with more than one node.	17
task_version_id	VARCHAR(36)	Task Version ID	Version of the task that is based on which instance of the task is published. Each subsequent publish adds a new version ID.	17

MD_PURPOSE (Non-partitioned)

This table collects the purpose-related metadata for journeys.

Note: This table is for scheduled journeys. For real-time journey tables, see [“Real-time Journey Metadata Tables”](#).

The categories for this table is **DESTINATIONS** and **ENGAGEMENTMETADATA**. For more information, see [“Categories for Data Tables”](#) in *SAS Customer Intelligence 360: Administration Guide*.

Table 151 MD_PURPOSE

Column Name	Data Type	Label	Description	Schema First Introduced
purpose_id 	VARCHAR(36)	Purpose ID	Unique ID for a purpose.	17
purpose_nm	VARCHAR(256)	Purpose Name	Name of the purpose.	17

Segment Metadata Tables

MD_OCCURRENCE (Non-partitioned)

This table contains information about the execution of either a published bulk task or a published segment map. Occurrences can be triggered either on a schedule or manually. For more information about this table, including the list of columns, see [“MD_OCCURRENCE \(Non-partitioned\)”](#) on page 398.

MD_SEGMENT (Non-partitioned)

This table contains information about published segments.

The categories for this table are **DESTINATIONS**, **ENGAGEDIGITAL**, **ENGAGEEMAIL**, **ENGAGEDIRECT**, **ENGAGEMENTMETADATA**, **ENGAGWEWEB**, and **ENGAGEMENTMOBILE**. For more information, see [“Categories for Data Tables”](#) in *SAS Customer Intelligence 360: Administration Guide*.

Table 152 MD_SEGMENT

Column Name	Data Type	Label	Description	Schema First Introduced
segment_id 	VARCHAR(36)	Segment ID	Unique ID for a segment.	4
segment_nm	VARCHAR(60)	Segment Name	The name of the segment.	4

Column Name	Data Type	Label	Description	Schema First Introduced
segment_version_id	VARCHAR(36)	Segment Version ID	Version of the segment based on publishing. Each subsequent publish adds a new version ID.	4
segment_status_cd	VARCHAR(20)	Segment Status	Publish status of the segment (active, completed, or history).	4
valid_from_dttm	TIMESTAMP	Segment Valid From Datetime	Timestamp of when an item was published.	4
valid_to_dttm	TIMESTAMP	Segment Valid to Datetime	Timestamp of when an item was ended. The value of the column is based on the item's status: ■ For active items, the value is blank. ■ For completed items, the value is the date that the item is marked complete.	4
segment_desc	VARCHAR(1332)	Segment Description	Description of the segment.	4
created_user_nm	VARCHAR(256) Note: The length of the column is updated in schema 16.	Segment Created By User	User that created the object.	4
owner_nm	VARCHAR(256) Note: The length of the column is	Segment Published By User	User that modified the object.	4

Column Name	Data Type	Label	Description	Schema First Introduced
	updated in schema 16.			
last_published_dttm	TIMESTAMP	Segment Last Published Date	Timestamp of when an item was last published.	4
segment_category_nm	VARCHAR(100)	Segment Category	This column is a placeholder for future use.	4
segment_cd	VARCHAR(60) Note: The length of the column is updated in schema 16.	Segment Code	Code assigned to the segment in order to map to external applications.	4
segment_map_id (fk)	VARCHAR(36)	Segment Map ID	Unique identifier for a segment map.	4
segment_src_cd	VARCHAR(40)	Segment Source	Source of the segment (cloud or on-prem).	4
business_context_id (fk)	VARCHAR(36)	Business Context ID	Unique identifier used to define a business context.	6
folder_path_nm	VARCHAR(256)	Folder Path Name	Placeholder for a future attribute.	6

MD_SEGMENT_ALL (Non-partitioned)

This table contains information about published segments. This table includes the complete history of metadata for the items.

The category for this table is **METADATA_ALL**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 153 MD_SEGMENT_ALL

Column Name	Data Type	Label	Description	Schema First Introduced
segment_id	VARCHAR(36)	Segment ID	Unique ID for a segment.	20

Column Name	Data Type	Label	Description	Schema First Introduced
segment_nm	VARCHAR(60)	Segment Name	The name of the segment.	20
segment_version_id 	VARCHAR(36)	Segment Version ID	Version of the segment based on publishing. Each subsequent publish adds a new version ID.	20
segment_status_cd	VARCHAR(20)	Segment Status	Publish status of the segment (active, completed, or history).	20
valid_from_dttm	TIMESTAMP	Segment Valid From Datetime	Timestamp of when an item was published.	20
valid_to_dttm	TIMESTAMP	Segment Valid To Datetime	Timestamp of when an item was ended. The value of the column is based on the item's status: ■ For active items, the value is blank. ■ For completed items, the value is the date that the item is marked complete.	20
segment_desc	VARCHAR(1332)	Segment Description	Description of the segment.	20
created_user_nm	VARCHAR(256)	Segment Created By User	User that created the object.	20
owner_nm	VARCHAR(256)	Segment Published By User	User that modified the object.	20
last_published_dttm	TIMESTAMP	Segment Last Published Date	Timestamp of when an item was last published.	20
segment_category_nm	VARCHAR(100)	Segment Category	This column is a placeholder for future use.	20
segment_cd	VARCHAR(60)	Segment Code	Code assigned to the segment in order to map to external applications.	20

Column Name	Data Type	Label	Description	Schema First Introduced
segment_map_id	VARCHAR(36)	Segment Map ID	Unique identifier for a segment map.	20
segment_src_cd	VARCHAR(40)	Segment Source	Source of the segment (cloud or on-prem).	20
business_context_id	VARCHAR(36)	Business Context ID	Unique identifier used to define a business context.	20
folder_path_nm	VARCHAR(256)	Folder Path Name	Placeholder for a future attribute.	20

MD_SEGMENT_CUSTOM_PROP (Non-partitioned)

This table contains information about custom properties associated with published segments.

The categories for this table are **DESTINATIONS**, **ENGAGEDIGITAL**, **ENGAGEEMAIL**, **ENGAGEDIRECT**, **ENGAGEMENTADATA**, **ENGAGWEWEB**, and **ENGAGEMOBILE**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 154 MD_SEGMENT_CUSTOM_PROP

Column Name	Data Type	Label	Description	Schema First Introduced
segment_id ⓘ	VARCHAR(36)	Segment ID	Unique identifier for a segment.	4
segment_status_cd	VARCHAR(36)	Segment Status	Publish status of the segment (active, completed, or history).	4
segment_version_id	VARCHAR(36)	Segment Version ID	Version of the segment based on publishing. Each subsequent publish adds a new version ID.	4
valid_from_dttm	TIMESTAMP	Segment Custom Property Valid From Datetime	Timestamp of when an item was published.	4
valid_to_dttm	TIMESTAMP	Segment Custom Property	Timestamp of when an item was ended.	4

Column Name	Data Type	Label	Description	Schema First Introduced
		Valid To Datetime	The value of the column is based on the item's status: ■ For active items, the value is blank. ■ For completed items, the value is the date that the item is marked complete.	
property_nm ⓘ	VARCHAR(256)	Segment Custom Property Name	Name of the custom property of an object.	4
property_datatype_cd ⓘ	VARCHAR(256)	Segment Custom Property Data Type	Data type of the custom property of an object. These are the possible values: ■ BOOLEAN ■ DATETIME ■ DATEONLY Note: This value corresponds to custom properties that are defined with a data type value of DATE. ■ DOUBLE ■ INTEGER ■ TEXT	4
property_val ⓘ	VARCHAR(1332)	Segment Custom Property Value	Value of the custom property of an object.	4

MD_SEGMENT_CUSTOM_PROP_ALL (Non-partitioned)

This table contains information about custom properties associated with published segments. This table includes the complete history of metadata for the items.

The category for this table is **METADATA_ALL**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 155 MD_SEGMENT_CUSTOM_PROP_ALL

Column Name	Data Type	Label	Description	Schema First Introduced
segment_id	VARCHAR(36)	Segment ID	Unique identifier for a segment.	20
segment_status_cd	VARCHAR(36)	Segment Status	Publish status of the segment (active, completed, or history).	20
segment_version_id ⓘ	VARCHAR(36)	Segment Version ID	Version of the segment based on publishing. Each subsequent publish adds a new version ID.	20
valid_from_dttm	TIMESTAMP	Segment Custom Property Valid From Datetime	Timestamp of when an item was published.	20
valid_to_dttm	TIMESTAMP	Segment Custom Property Valid To Datetime	Timestamp of when an item was ended. The value of the column is based on the item's status: ■ For active items, the value is blank. ■ For completed items, the value is the date that the item is marked complete.	20
property_nm ⓘ	VARCHAR(256)	Segment Custom Property Name	Name of the custom property of an object.	20
property_datatype_cd ⓘ	VARCHAR(256)	Segment Custom Property Data Type	Data type of the custom property of an object. These are the possible values: ■ BOOLEAN ■ DATETIME ■ DATEONLY Note: This value corresponds to custom properties that are	20

Column Name	Data Type	Label	Description	Schema First Introduced
			defined with a data type value of DATE. ■ DOUBLE ■ INTEGER ■ TEXT	
property_val ⓘ	VARCHAR(1332)	Segment Custom Property Value	Value of the custom property of an object.	20

MD_SEGMENT_MAP (Non-partitioned)

This table contains information about published segment maps.

TIP To see the list of only active or scheduled segment maps, filter the records in this table to rows where the value of the segment_map_status_cd column is **active** and the value of the scheduled_flg column is 1.

The categories for this table are **DESTINATIONS**, **ENGAGEDIRECT** and **ENGAGEMENTADATA**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 156 MD_SEGMENT_MAP

Column Name	Data Type	Label	Description	Schema First Introduced
segment_map_id ⓘ	VARCHAR(36)	Segment Map ID	Unique identifier for a segment map.	4
segment_map_nm	VARCHAR(60)	Segment Map Name	Name of the segment map.	4
segment_map_status_cd	VARCHAR(20)	Segment Map Status	Publish status of the segment map (active, completed, or history).	4
segment_map_version_id	VARCHAR(36)	Segment Map Version ID	Version of the segment map based on publishing. Each	4

Column Name	Data Type	Label	Description	Schema First Introduced
			subsequent publish adds a new version ID.	
valid_from_dttm	TIMESTAMP	Segment Map Custom Property Valid From Datetime	Timestamp of when an item was published.	4
valid_to_dttm	TIMESTAMP	Segment Map Valid To Datetime	Timestamp of when an item was ended. The value of the column is based on the item's status: ■ For active items, the value is blank. ■ For completed items, the value is the date that the item is marked complete.	4
segment_map_desc	VARCHAR(1332)	Map Description	Description of the segment map.	4
created_user_nm	VARCHAR(256) Note: The length of the column is updated in schema 16.	Map Created By User	User that created the object.	4
owner_nm	VARCHAR(256) Note: The length of the column is updated in schema 16.	Map Published By User	User that modified the object.	4
last_published_dttm	TIMESTAMP	Segment Map Last Published Date	Timestamp of when an item was last published.	4
segment_map_category_nm	VARCHAR(100)	Segment Map Category	Category assigned to the segment map by the user.	4

Column Name	Data Type	Label	Description	Schema First Introduced
segment_map_src_cd	VARCHAR(10)	Segment Map Source	Source of the segment map (cloud or on-prem). Currently will always be on-prem.	4
segment_map_cd	VARCHAR(60) Note: The length of the column is updated in schema 16.	Map External Code	Code assigned to the segment map in order to map to external applications.	4
scheduled_flg	CHAR(1)	Segment Map Scheduled Flag	Flag (1/0) to designate whether the segment map has been scheduled.	4
scheduled_start_dttm	TIMESTAMP	Map Schedule Start Date	Timestamp of when a segment map's schedule starts.	4
scheduled_end_dttm	TIMESTAMP	Segment Map Schedule End Date	Timestamp of when a segment map's schedule ends.	4
recurrence_frequency_cd	VARCHAR(36)	Segment Map Recurrence Frequency	Frequency of a recurring segment map.	4
recurrence_days_of_week_txt	VARCHAR(100)	Segment Map Recurrence Days of Week	List of days being used in a recurring segment map.	4
recurrence_monthly_type_nm	VARCHAR(36)	Segment Map Recurrence Monthly Type	When a recurring segment map using a monthly schedule will occur.	4
recurrence_day_of_month_no	INT	Segment Map Recurrence Day of Month	Day within the month in which the user selected for the segment map is to be executed.	4

Column Name	Data Type	Label	Description	Schema First Introduced
recurrence_day_of_week_txt	VARCHAR(100)	Segment Map Recurrence Day of Week	Numeric day within the month in which the user selected for the segment map is to be executed.	4
recurrence_day_of_wk_ordinal_no	VARCHAR(36)	Segment Map Recurrence Day of Week Ordinal	Ordinal representation for the recurring segment map (for example, first day of the week or second day of the week). Note: This value is populated only when the recurrence's Frequency option is set to Monthly and the Relative day of month option is set.	4
rec_scheduled_start_tm	VARCHAR(20)	Segment Map Recurrence Start Time	Time that a segment map is scheduled to execute.	4
rec_scheduled_start_dttm	TIMESTAMP	Segment Map Recurrence Start Date	Timestamp of when a segment map's recurring schedule starts.	4
rec_scheduled_end_dttm	TIMESTAMP	Segment Map Recurrence End Date	Timestamp of when a segment map's recurring schedule ends.	4
business_context_id (fk)	VARCHAR(36)	Business Context ID	Unique identifier used to define a business context.	6
folder_path_nm	VARCHAR(256)	Folder Path Name	Placeholder for a future attribute.	6

MD_SEGMENT_MAP_ALL (Non-partitioned)

This table contains information about published segment maps. This table includes the complete history of metadata for the items.

The category for this table is **METADATA_ALL**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 157 MD_SEGMENT_MAP_ALL

Column Name	Data Type	Label	Description	Schema First Introduced
segment_map_id	VARCHAR(36)	Segment Map ID	Unique identifier for a segment map.	20
segment_map_nm	VARCHAR(60)	Segment Map Name	Name of the segment map.	20
segment_map_status_cd	VARCHAR(20)	Segment Map Status	Publish status of the segment map (active, completed, or history).	20
segment_map_version_id 	VARCHAR(36)	Segment Map Version ID	Version of the segment map based on publishing. Each subsequent publish adds a new version ID.	20
valid_from_dttm	TIMESTAMP	Segment Map Custom Property Valid From Datetime	Timestamp of when an item was published.	20
valid_to_dttm	TIMESTAMP	Segment Map Valid To Datetime	Timestamp of when an item was ended. The value of the column is based on the item's status: ■ For active items, the value is blank.	20

Column Name	Data Type	Label	Description	Schema First Introduced
			■ For completed items, the value is the date that the item is marked complete.	
segment_map_desc	VARCHAR(1332)	Map Description	Description of the segment map.	20
created_user_nm	VARCHAR(256)	Map Created By User	User that created the object.	20
owner_nm	VARCHAR(256)	Map Published By User	User that modified the object.	20
last_published_dttm	TIMESTAMP	Segment Map Last Published Date	Timestamp of when an item was last published.	20
segment_map_category_nm	VARCHAR(100)	Segment Map Category	Category assigned to the segment map by the user.	20
segment_map_src_cd	VARCHAR(10)	Segment Map Source	Source of the segment map (cloud or on-prem). Currently will always be on-prem.	20
segment_map_cd	VARCHAR(60)	Map External Code	Code assigned to the segment map in order to map to external applications.	20
scheduled_flg	CHAR(1)	Segment Map Scheduled Flag	Flag (1/0) to designate whether the segment map has been scheduled.	20
scheduled_start_dttm	TIMESTAMP	Map Schedule Start Date	Timestamp of when a segment map's schedule starts.	20

Column Name	Data Type	Label	Description	Schema First Introduced
scheduled_end_dttm	TIMESTAMP	Segment Map Schedule End Date	Timestamp of when a segment map's schedule ends.	20
recurrence_frequency_cd	VARCHAR(36)	Segment Map Recurrence Frequency	Frequency of a recurring segment map.	20
recurrence_days_of_week_txt	VARCHAR(100)	Segment Map Recurrence Days of Week	List of days being used in a recurring segment map.	20
recurrence_monthly_type_nm	VARCHAR(36)	Segment Map Recurrence Monthly Type	When a recurring segment map using a monthly schedule will occur.	20
recurrence_day_of_month_no	INT	Segment Map Recurrence Day of Month	Day within the month in which the user selected for the segment map is to be executed.	20
recurrence_day_of_week_txt	VARCHAR(100)	Segment Map Recurrence Day of Week	Numeric day within the month in which the user selected for the segment map is to be executed.	20
recurrence_day_of_wk_ordinal_no	VARCHAR(36)	Segment Map Recurrence Day of Week Ordinal	Ordinal representation for the recurring segment map (for example, first day of the week or second day of the week). Note: This value is populated only when the recurrence's	20

Column Name	Data Type	Label	Description	Schema First Introduced
			Frequency option is set to Monthly and the Relative day of month option is set.	
rec_scheduled_start_tm	VARCHAR(20)	Segment Map Recurrence Start Time	Time that a segment map is scheduled to execute.	20
rec_scheduled_start_dttm	TIMESTAMP	Segment Map Recurrence Start Date	Timestamp of when a segment map's recurring schedule starts.	20
rec_scheduled_end_dttm	TIMESTAMP	Segment Map Recurrence End Date	Timestamp of when a segment map's recurring schedule ends.	20
business_context_id	VARCHAR(36)	Business Context ID	Unique identifier used to define a business context.	20
folder_path_nm	VARCHAR(256)	Folder Path Name	Placeholder for a future attribute.	20

MD_SEGMENT_MAP_CUSTOM_PROP (Non-partitioned)

This table contains information about custom properties that are associated with published segment maps.

The categories for this table are **DESTINATIONS**, **ENGAGEDIGITAL**, **ENGAGEEMAIL**, **ENGAGEDIRECT**, **ENGAGEMENTADATA**, **ENGAGEWEB**, and **ENGAGEMOBILE**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 158 MD_SEGMENT_MAP_CUSTOM_PROP

Column Name	Data Type	Label	Description	Schema First Introduced
segment_map_id ⓘ	VARCHAR(36)	Segment Map ID	Unique identifier for a segment map.	4

Column Name	Data Type	Label	Description	Schema First Introduced
segment_map_status_cd	VARCHAR(36)	Segment Map Status	Publish status of the segment map (active, completed, or history).	4
segment_map_version_id	VARCHAR(36)	Segment Map Version ID	Version of the segment map based on publishing. Each subsequent publish adds a new version ID.	4
valid_from_dttm	TIMESTAMP	Segment Map Custom Property From Datetime	Timestamp of when an item was published.	4
valid_to_dttm	TIMESTAMP	Segment Map Property Valid To Datetime	Timestamp of when an item was ended. The value of the column is based on the item's status: ■ For active items, the value is blank. ■ For completed items, the value is the date that the item is marked complete.	4
property_nm ⓘ	VARCHAR(256)	Segment Map Custom Property Name	Name of the custom property of an object.	4
property_datatype_cd ⓘ	VARCHAR(256)	Segment Map Custom Property Data Type	Data type of the custom property of an object. These are the possible values: ■ BOOLEAN ■ DATETIME ■ DATEONLY Note: This value corresponds to custom properties that are defined with a data type value of DATE.	4

Column Name	Data Type	Label	Description	Schema First Introduced
			■ DOUBLE ■ INTEGER ■ TEXT	
property_val ⓘ	VARCHAR(1332)	Segment Map Custom Property Value	Value of the custom property of an object.	4

MD_SEGMENT_MAP_CUSTOM_PROP_ALL (Non-partitioned)

This table contains information about custom properties that are associated with published segment maps. This table includes the complete history of metadata for the items.

The category for this table is **METADATA_ALL**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 159 MD_SEGMENT_MAP_CUSTOM_PROP_ALL

Column Name	Data Type	Label	Description	Schema First Introduced
segment_map_id	VARCHAR(36)	Segment Map ID	Unique identifier for a segment map.	20
segment_map_status_cd	VARCHAR(36)	Segment Map Status	Publish status of the segment map (active, completed, or history).	20
segment_map_version_id ⓘ	VARCHAR(36)	Segment Map Version ID	Version of the segment map based on publishing. Each subsequent publish adds a new version ID.	20
valid_from_dttm	TIMESTAMP	Segment Map Custom Property From Datetime	Timestamp of when an item was published.	20
valid_to_dttm	TIMESTAMP	Segment Map Custom Property	Timestamp of when an item was ended.	20

Column Name	Data Type	Label	Description	Schema First Introduced
		Valid To Datetime	The value of the column is based on the item's status: ■ For active items, the value is blank. ■ For completed items, the value is the date that the item is marked complete.	
property_nm ⓘ	VARCHAR(256)	Segment Map Custom Property Name	Name of the custom property of an object.	20
property_datatype_cd ⓘ	VARCHAR(256)	Segment Map Custom Property Data Type	Data type of the custom property of an object. These are the possible values: ■ BOOLEAN ■ DATETIME ■ DATEONLY Note: This value corresponds to custom properties that are defined with a data type value of DATE. ■ DOUBLE ■ INTEGER ■ TEXT	20
property_val ⓘ	VARCHAR(1332)	Segment Map Custom Property Value	Value of the custom property of an object.	20

MD_SEGMENT_MAP_X_SEGMENT (Non-partitioned)

This table shows which segments make up a published segment map.

The categories for this table are **DESTINATIONS**, **ENGAGEMENTMETADATA**, **ENGAGEDIRECT**, **ENGAGEDIGITAL**, **ENGAGEEMAIL**, **ENGAGEWEB**, and **ENGAGEMOBILE**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 160 MD_SEGMENT_MAP_X_SEGMENT

Column Name	Data Type	Label	Description	Schema First Introduced
segment_map_id 	VARCHAR(36)	Segment Map ID	Unique identifier for the segment map.	6
segment_map_status_cd	VARCHAR(20)	Segment Map Status	Publish status of the segment map (for example, active, completed, or history).	6
segment_map_version_id	VARCHAR(36)	Segment Map Version ID	Version of the segment map based on publishing. Each subsequent publish adds a new version ID.	6
segment_id 	VARCHAR(36)	Segment ID	Unique identifier for the segment object.	6
segment_version_id	VARCHAR(36)	Segment Version ID	The version ID for a segment. You can use this column to join records from the CDM_SEGMENT_DETAIL table in the Common Data Model (CDM).	9

MD_SEGMENT_MAP_X_SEGMENT_ALL (Non-partitioned)

This table shows which segments make up a published segment map. This table includes the complete history of metadata for the items.

The category for this table is **METADATA_ALL**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 161 MD_SEGMENT_MAP_X_SEGMENT_ALL

Column Name	Data Type	Label	Description	Schema First Introduced
segment_map_id	VARCHAR(36)	Segment Map ID	Unique identifier for the segment map.	20

Column Name	Data Type	Label	Description	Schema First Introduced
segment_map_status_cd	VARCHAR(20)	Segment Map Status	Publish status of the segment map (for example, active, completed, or history).	20
segment_map_version_id ⓘ	VARCHAR(36)	Segment Map Version ID	Version of the segment map based on publishing. Each subsequent publish adds a new version ID.	20
segment_id ⓘ	VARCHAR(36)	Segment ID	Unique identifier for the segment object.	20
segment_version_id	VARCHAR(36)	Segment Version ID	The version ID for a segment. You can use this column to join records from the CDM_SEGMENT_DETAIL table in the Common Data Model (CDM).	20

MD_SEGMENT_TEST (Non-partitioned)

This table contains the metadata for segment tests. This table currently contains data about [holdout control groups](#).

A holdout control group represents members of a segment who do not receive the offer that the other members of the targeted segment receive. You can then analyze the actions of the segment members that did receive an offer against the actions of the holdout control group (who received nothing).

The categories for this table are **DESTINATIONS**, **ENGAGEMENTMETADATA** and **ENGAGEDIRECT**. For more information, see “[Categories for Data Tables](#)” in *SAS Customer Intelligence 360: Administration Guide*.

Table 162 MD_SEGMENT_TEST

Column Name	Data Type	Label	Description	Schema First Introduced
test_cd ⓘ	VARCHAR(60)	Segment Test Code	The code that is assigned to the segment test in order to map to external applications.	10
task_version_id	VARCHAR(36)	Task Version ID	The version of the task that is based on when the task is published. Each	10

Column Name	Data Type	Label	Description	Schema First Introduced
			subsequent publish adds a new version ID.	
task_id ⓘ	VARCHAR(36)	Task ID	The unique identifier for the task object.	10
test_nm	VARCHAR(65)	Segment Test Name	The segment test's name.	10
test_type_nm	VARCHAR(10)	Segment Test Type Name	The type of the test. These are the possible values: ■ ABTest ■ holdOut	10
test_enabled_flg	CHAR(1)	Test Enabled Flag	Flag (1/0) that specifies whether the segment test is enabled.	10
test_sizing_type_nm	VARCHAR(65)	Control Group Sizing Type	Indicates how the control group size is determined, These are the possible values: ■ count: a raw number from the total segment population size ■ percentage: a percentage of the total segment population size	10
test_cnt	INT	Test Count	The absolute size of the control group when the test_sizing_type_nm value is count .	10
test_pct	DECIMAL(5,2)	Test Percent	The size of the holdout control group (as a percentage of the total segment's population size) when the test_sizing_type_nm value is percentage .	10
stratified_sampling_flg	CHAR(1)	Stratified Sampling Flag	Flag (1/0) that indicates whether the holdout control group is configured to use random selection	10

Column Name	Data Type	Label	Description	Schema First Introduced
			(0) or stratified sampling (1). For more information, see “Holdout Control Groups” in SAS Customer Intelligence 360: User’s Guide .	
stratified_samp_criteria_txt	VARCHAR(1024)	Stratified Sampling Criteria	When the stratified_sampling_flg value is 1 (enabled), this value is a list of up to 5 user-selected criteria that are used to guide the distribution of member selections for the holdout control group. The criteria are the names of the data items that are selected for stratification in the UI.	10

MD_SEGMENT_TEST_ALL (Non-partitioned)

This table contains the metadata for segment tests. This table currently contains data about [holdout control groups](#). This table includes the complete history of metadata for the items.

The category for this table is **METADATA_ALL**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 163 MD_SEGMENT_TEST_ALL

Column Name	Data Type	Label	Description	Schema First Introduced
test_cd ⓘ	VARCHAR(60)	Test Code	The code that is assigned to the segment test in order to map to external applications.	20
task_version_id ⓘ	VARCHAR(36)	Task Version ID	The version of the task that is based on when the task is published. Each subsequent publish adds a new version ID.	20

Column Name	Data Type	Label	Description	Schema First Introduced
task_id	VARCHAR(36)	Task ID	The unique identifier for the task object.	20
test_nm	VARCHAR(65)	Segment Test Name	The segment test's name.	20
test_type_nm	VARCHAR(10)	Segment Test Type Name	The type of the test. These are the possible values: ■ ABTest ■ holdOut	20
test_enabled_flg	CHAR(1)	Test Enabled Flag	Flag (1/0) that specifies whether the segment test is enabled.	20
test_sizing_type_nm	VARCHAR(65)	Control Group Sizing Type	Indicates how the control group size is determined, These are the possible values: ■ count: a raw number from the total segment population size ■ percentage: a percentage of the total segment population size	20
test_cnt	INT	Test Count	The absolute size of the control group when the test_sizing_type_nm value is count .	20
test_pct	DECIMAL(5,2)	Test Percent	The size of the holdout control group (as a percentage of the total segment's population size) when the test_sizing_type_nm value is percentage .	20
stratified_sampling_flg	CHAR(1)	Stratified Sampling Flag	Flag (1/0) that indicates whether the holdout control group is configured to use random selection (0) or stratified sampling (1).	20

Column Name	Data Type	Label	Description	Schema First Introduced
			For more information, see “Holdout Control Groups” in SAS Customer Intelligence 360: User’s Guide .	
stratified_samp_criteria_txt	VARCHAR(1024)	Stratified Sampling Criteria	When the stratified_sampling_flg value is 1 (enabled), this value is a list of up to 5 user-selected criteria that are used to guide the distribution of member selections for the holdout control group. The criteria are the names of the data items that are selected for stratification in the UI.	20

MD_SEGMENT_TEST_X_SEGMENT (Non-partitioned)

This table collects metadata information about the relationships between segment tests, the related tasks, and their targeted segments.

The categories for this table are **DESTINATIONS**, **ENGAGEMENTMETADATA** and **ENGAGEDIRECT**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 164 MD_SEGMENT_TEST_X_SEGMENT

Column Name	Data Type	Label	Description	Schema First Introduced
test_cd ⓘ	VARCHAR(60)	Segment Test Code	The code that is assigned to the segment test in order to map to external applications.	10
task_version_id	VARCHAR(36)	Task Version ID	The version of the task that is based on when the task is published. Each subsequent publish adds a new version ID.	10
task_id ⓘ	VARCHAR(36)	Task ID	The unique identifier for the task object.	10

Column Name	Data Type	Label	Description	Schema First Introduced
segment_id	VARCHAR(36)	Segment ID	The unique identifier for the segment that is being tested.	10

MD_SEGMENT_TEST_X_SEGMENT_ALL (Non-partitioned)

This table collects metadata information about the relationships between segment tests, the related tasks, and their targeted segments. This table includes the complete history of metadata for the items.

The category for this table is **METADATA_ALL**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 165 MD_SEGMENT_TEST_X_SEGMENT_ALL

Column Name	Data Type	Label	Description	Schema First Introduced
test_cd	VARCHAR(60)	Segment Test Code	The code that is assigned to the segment test in order to map to external applications.	20
task_version_id ⓘ	VARCHAR(36)	Task Version ID	The version of the task that is based on when the task is published. Each subsequent publish adds a new version ID.	20
task_id ⓘ	VARCHAR(36)	Task ID	The unique identifier for the task object.	20
segment_id	VARCHAR(36)	Segment ID	The unique identifier for the segment that is being tested.	20

MD_SEGMENT_X_EVENT (Non-partitioned)

This table shows which events are part of a published segment.

The categories for this table are **DESTINATIONS**, **ENGAGEMENTMETADATA**, **ENGAGEDIRECT**, **ENGAGEDIGITAL**, **ENGAGEEMAIL**, **ENGAGEWEB**, and **ENGAGEMOBILE**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 166 MD_SEGMENT_X_EVENT

Column Name	Data Type	Label	Description	Schema First Introduced
segment_id ⓘ	VARCHAR(36)	Segment ID	Unique identifier for the segment object.	6
segment_status_cd	VARCHAR(20)	Segment Status	Publish status of the segment (active, completed, or history).	6
segment_version_id	VARCHAR(36)	Segment Version ID	Version of the segment based on publishing. Each subsequent publish adds a new version ID.	6
event_id ⓘ	VARCHAR(36)	Event ID	Unique identifier assigned to the event.	6

MD_SEGMENT_X_EVENT_ALL (Non-partitioned)

This table shows which events are part of a published segment. This table includes the complete history of metadata for the items.

The category for this table is **METADATA_ALL**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 167 MD_SEGMENT_X_EVENT_ALL

Column Name	Data Type	Label	Description	Schema First Introduced
segment_id	VARCHAR(36)	Segment ID	Unique identifier for the segment object.	20
segment_status_cd	VARCHAR(20)	Segment Status	Publish status of the segment (active, completed, or history).	20
segment_version_id ⓘ	VARCHAR(36)	Segment Version ID	Version of the segment based on publishing. Each subsequent publish adds a new version ID.	20
event_id ⓘ	VARCHAR(36)	Event ID	Unique identifier assigned to the event.	20

Spot Metadata Tables

MD_SPOT (Non-partitioned)

This table contains information about published spots.

The categories for this table are **DESTINATIONS**, **ENGAGEDIGITAL**, **ENGAGEEMAIL**, **ENGAGEMETADATA**, **ENGAGEWEB**, and **ENGAGEMOBILE**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 168 MD_SPOT

Column Name	Data Type	Label	Description	Schema First Introduced
spot_id ⓘ	VARCHAR(36)	Spot ID	Unique identifier for a spot.	4
spot_nm	VARCHAR(60)	Spot Name	Name of the spot.	4
spot_status_cd	VARCHAR(20)	Spot Status	Publish status of the spot (active, completed, or history).	4
spot_version_id	VARCHAR(36)	Spot Version ID	Version of the spot based on publishing. Each subsequent publish adds a new version ID.	4
valid_from_dttm	TIMESTAMP	Spot Valid From Datetime	Timestamp of when an item was published.	4
valid_to_dttm	TIMESTAMP	Spot Valid To Datetime	Timestamp of when an item was ended. The value of the column is based on the item's status: ■ For active items, the value is blank. ■ For completed items, the value is the date that	4

Column Name	Data Type	Label	Description	Schema First Introduced
			the item is marked complete.	
spot_desc	VARCHAR(1332)	Spot Description	Description of the spot.	4
created_user_nm	VARCHAR(256) Note: The length of the column is updated in schema 16.	Spot Created By User	User that created the object.	4
owner_nm	VARCHAR(256) Note: The length of the column is updated in schema 16.	Spot Published By User	User that modified the object.	4
last_published_datetime	TIMESTAMP	Spot Last Published Date	Timestamp of when an item was last published.	4
channel_nm	VARCHAR(40)	Spot Channel	Channel where the spot is located.	4
spot_type_nm	VARCHAR(40)	Spot Type	Type of spot used.	4
dimension_label_text	VARCHAR(156)	Spot Dimension Label	Label that describes the spot dimension.	4
height_width_ratio_val_text	VARCHAR(25)	Spot Ratio	Ratio of the spot in the format <i><width>:<height></i> in the lowest ratio of whole numbers. For example, a spot with a width of 180 and a height of 150 has a ratio value of 6:5.	4
spot_height_val_no	VARCHAR(10)	Spot Height	Height of a spot.	4
spot_width_val_no	VARCHAR(10)	Spot Width	Width of a spot.	4

Column Name	Data Type	Label	Description	Schema First Introduced
multi_page_flg	CHAR(1)	Spot Multi Page Flag	Flag (1/0) to designate whether a spot spans multiple pages.	4
spot_key	VARCHAR(40)	Spot Key	User-friendly identifier for a spot. This value can be used in spot requests that are made in the mobile SDK or through the REST API for server-side content delivery.	18
location_selector_flg	CHAR(1)	Spot Location/Selector Flag	Flag (1/0) that indicates whether a web spot contains a page location and selector. If these values exist, content for the spot can be delivered by the SAS tag (if necessary).	18

MD_SPOT_ALL (Non-partitioned)

This table contains information about published spots. This table includes the complete history of metadata for the items.

The category for this table is **METADATA_ALL**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 169 MD_SPOT_ALL

Column Name	Data Type	Label	Description	Schema First Introduced
spot_id	VARCHAR(36)	Spot ID	Unique identifier for a spot.	20

Column Name	Data Type	Label	Description	Schema First Introduced
spot_nm	VARCHAR(60)	Spot Name	Name of the spot.	20
spot_status_cd	VARCHAR(20)	Spot Status	Publish status of the spot (active, completed, or history).	20
spot_version_id 	VARCHAR(36)	Spot Version ID	Version of the spot based on publishing. Each subsequent publish adds a new version ID.	20
valid_from_dttm	TIMESTAMP	Spot Valid From Datetime	Timestamp of when an item was published.	20
valid_to_dttm	TIMESTAMP	Spot Valid To Datetime	Timestamp of when an item was ended. The value of the column is based on the item's status: ■ For active items, the value is blank. ■ For completed items, the value is the date that the item is marked complete.	20
spot_desc	VARCHAR(1332)	Spot Description	Description of the spot.	20
created_user_nm	VARCHAR(256)	Spot Created By User	User that created the object.	20
owner_nm	VARCHAR(256)	Spot Published By User	User that modified the object.	20
last_published_dttm	TIMESTAMP	Spot Last Published Date	Timestamp of when an item was last published.	20
channel_nm	VARCHAR(40)	Spot Channel	Channel where the spot is located.	20
spot_type_nm	VARCHAR(40)	Spot Type	Type of spot used.	20

Column Name	Data Type	Label	Description	Schema First Introduced
dimension_label_txt	VARCHAR(156)	Spot Dimension Label	Label that describes the spot dimension.	20
height_width_ratio_val_txt	VARCHAR(25)	Spot Ratio	Ratio of the spot in the format <i><width>:<height></i> in the lowest ratio of whole numbers. For example, a spot with a width of 180 and a height of 150 has a ratio value of 6:5.	20
spot_height_val_no	VARCHAR(10)	Spot Height	Height of a spot.	20
spot_width_val_no	VARCHAR(10)	Spot Width	Width of a spot.	20
multi_page_flg	CHAR(1)	Spot Multi Page Flag	Flag (1/0) to designate whether a spot spans multiple pages.	20
spot_key	VARCHAR(40)	Spot Key	User-friendly identifier for a spot. This value can be used in spot requests that are made in the mobile SDK or through the REST API for server-side content delivery.	20
location_selector_flg	CHAR(1)	Spot Location/ Selector Flag	Flag (1/0) that indicates whether a web spot contains a page location and selector. If these values exist, content for the spot can be delivered by the SAS tag (if necessary).	20

Targeting Assistant Metadata Table (Non-partitioned)

MD_TARGET_ASSIST

Note: This table will not be populated with data until a later release of SAS Customer Intelligence 360.

The categories for this table are **DESTINATIONS**, **ENGAGEMENTMETADATA**, **ENGAGEDIRECT**, **ENGAGEDIGITAL**, **ENGAGEEMAIL**, **ENGAGEWEB**, **ENGAGEMOBILE**, **METADATA_ALL**, and **SMS**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 170 MD_TARGET_ASSIST

Column Name	Data Type	Label	Description	Schema First Introduced
task_id	VARCHAR(36)	Task ID	Unique identifier for the task.	8
use_targeting_flg	CHAR(1)	Use Targeting Assistant Flag	Specifies whether the Target users most likely to convert option is enabled. If analytic targeting is disabled, the value is 0. If analytic targeting is enabled, the value is 1.	8
threshold_type_nm	CHAR(30)	Threshold Type	Specifies which threshold strategy is in use for the task. Possible values are: ■ <i>ppv_npv</i> for the Minimize cost of delivering marketing treatments by minimizing non-conversions option. ■ <i>sensitivity_specificity</i> for the Balance number of conversions with the ability to exclude people unlikely to convert option ■ <i>tree</i> for the Maximize confidence that there	8

Column Name	Data Type	Label	Description	Schema First Introduced
			is a difference in conversion rate between targeted and excluded groups option ■ <i>manual</i> for the Select a percentile to preview and set the cutoff threshold for this model option	
percent_target_population_size	INT	Threshold Value	The percent of the population that is targeted based on the threshold strategy selected (threshold_type_nm). Note: For manual this value reflects the percentage specified by the user.	8
model_available_dttm	TIMESTAMP	Model Available Datetime	Contains the date and time that an analytic targeting model was created.	8
last_modified_dttm	TIMESTAMP	Last Modified Datetime	Date a modification was made to any of the data (columns) in this table.	8

Task Metadata Tables

MD_OCCURRENCE (Non-partitioned)

This table contains information about the execution of either a published bulk task or a published segment map. Occurrences can be triggered either on a schedule or manually.

The categories for this table are **DESTINATIONS**, **ENGAGEDIRECT**, **ENGAGEDIGITAL**, **ENGAGEMETADATA**, **ENGAGEEMAIL**, **ENGAGEMOBILE**, and **SMS**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 171 MD_OCCURRENCE

Column Name	Data Type	Label	Description	Schema First Introduced
occurrence_id ⓘ	VARCHAR(36)	Occurrence ID	Unique identifier of the execution of a recurring or run-now task, or the execution of a segment map.	6
object_id	VARCHAR(36)	Object ID	Unique identifier for the task or segment map that was executed.	6
object_version_id	VARCHAR(36)	Object Version ID	Version of the object based on publishing. Each subsequent publish adds a new version ID.	6
object_type_nm	VARCHAR(100)	Object Type	Task or segment map.	6
occurrence_no	INT	Occurrence Number	Sequential number based on execution.	6
occurrence_type_nm	VARCHAR(100)	Occurrence Type	Indicates how the occurrence was triggered (recurring or run now).	6
started_by_nm	VARCHAR(100)	Started By	User who initiated the execution of a task or segment map.	6
start_tm	TIMESTAMP	Start Time	Occurrence execution start time (UTC offset in milliseconds).	6
end_tm	TIMESTAMP	End Time	Occurrence execution end time (UTC offset in milliseconds).	6
execution_status_cd	VARCHAR(50)	Execution Status	For bulk tasks and segment maps, this value is the status of the occurrence (in progress, success, or failure).	6

Column Name	Data Type	Label	Description	Schema First Introduced
			For triggered tasks, this value is empty.	
properties_map_doc	MAP<STRING,STRING>	Occurrence Properties	This column is a placeholder for future use.	6

MD_RTC (Non-partitioned)

This table contains information about the response tracking codes (RTCs) that are associated with a particular published task. An RTC represents the unique combination (task, message, and creative) of what was presented to a group of people (segment) in a task based on an execution (occurrence).

The categories for this table are **DESTINATIONS**, **ENGAGEDIRECT**, **ENGAGEDIGITAL**, **ENGAGEMENTADATA**, **ENGAGEEMAIL**, **ENGAGEMOBILE**, and **SMS**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 172 MD_RTC

Column Name	Data Type	Label	Description	Schema First Introduced
rtc_id ⓘ	VARCHAR(36)	RTC ID	Unique identifier that represents the combination of task, segment, message, creative, and occurrence. Used to match responses to contacts in order to understand the context of what the customer viewed and responded to. Each execution generates a new RTC.	6
task_id (fk)	VARCHAR(36)	Task ID	Unique ID for a task.	6
task_version_id	VARCHAR(36)	Task Version ID	Version of the task that is based on which instance of the task is published. Each subsequent publish adds a new version ID.	6
segment_id (fk)	VARCHAR(36)	Segment ID	Unique identifier for a segment.	6
segment_version_id	VARCHAR(36)	Segment Version ID	Version of the segment based on publishing. Each subsequent publish adds a new version ID.	6

Column Name	Data Type	Label	Description	Schema First Introduced
content_map_doc	MAP<STRING,STRING>	Messages and Creatives	Messages and creatives represented in an RTC as part of a task execution, including their respective versions. Creatives and their versions are a name value pair such as these examples: [[messageUID1 messageVersion1]:creativeVersion1]] [[creativeUID2 creativeVersion2]] [[messageUID2 messageVersion2]:creativeVersion3]] [[creativeUID4 creativeVersion4]]	6
occurrence_id (fk)	VARCHAR(36)	Occurrence ID	Unique identifier that represents the instance of a task execution (recurring or run now). Each task execution has a new occurrence ID.	6
occurrence_no	INT	Occurrence Number	Sequential number for execution of a task.	6
rtc_dttm	TIMESTAMP	RTC Datetime	Datetime stamp for when an RTC was used in an execution.	6

MD_TASK

MD_TASK (Non-partitioned)

This table contains information about published tasks.

TIP To see the list of only active or scheduled tasks, filter the records in this table to rows where the value of the task_status_cd column is **active** and the value of the scheduled_flg column is 1.

The categories for this table are **DESTINATIONS**, **ENGAGEDIGITAL**, **ENGAGEEMAIL**, **ENGAGEDIRECT**, **ENGAGEMENTADATA**, **ENGAGEWEB**, **ENGAGEMOBILE**, **PLAN**, and **SMS**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 173 MD_TASK

Column Name	Data Type	Label	Description	Schema First Introduced
task_id 	VARCHAR(36)	Task ID	Unique ID for a task.	4

Column Name	Data Type	Label	Description	Schema First Introduced
task_nm	VARCHAR(60)	Task Name	Name of the task.	4
task_status_cd	VARCHAR(20)	Task Status	Publish status of the task. The value is active or completed. If a task is active but paused, the secondary_status column contains this information.	4
task_version_id	VARCHAR(36)	Task Version ID	Version of the task that is based on which instance of the task is published. Each subsequent publish adds a new version ID.	4
valid_from_dttm	TIMESTAMP	Task Valid From Datetime	Timestamp of when an item was published.	4
valid_to_dttm	TIMESTAMP	Task Valid To Datetime	Timestamp of when an item was ended. The value of the column is based on the item's status: ■ For active items, the value is blank. ■ For completed items, the value is the date that the item is marked complete.	4
task_desc	VARCHAR(1332)	Task Description	Description of the task.	4
created_user_nm	VARCHAR(256)	Task Created By User	User that created the object.	4

Column Name	Data Type	Label	Description	Schema First Introduced
	Note: The length of the column is updated in schema 16.			
owner_nm	VARCHAR(256) Note: The length of the column is updated in schema 16.	Task Published By User	User that modified the object.	4
last_published_dttm	TIMESTAMP	Task Last Published Date	Timestamp of when an item was last published.	4
task_type_nm	VARCHAR(40)	Task Type	Designates the type of task (for example, single or A/B test).	4
scheduled_flg	CHAR(1)	Task Scheduled Flag	Flag (1/0) to designate whether the segment map has been scheduled.	4
recurring_schedule_flg	CHAR(1)	Task Recurring Schedule	Flag (1/0) to designate whether the task is on a recurring schedule.	4
task_delivery_type_nm	VARCHAR(60)	Task Delivery Type	Type of mechanism used to generate the task (for example, whether it was triggered).	4
task_subtype_nm	VARCHAR(30)	Task SubType	Possible values are "spot", "pushNotification", and "inApp".	4
activity_flg	CHAR(1)	Used In Real-time Journey Flag	Flag (1/0) to designate whether the task is used in a journey.	4

Column Name	Data Type	Label	Description	Schema First Introduced
channel_nm	VARCHAR(40)	Task Channel	Channel where the task is being executed.	4
display_priority_no	INT	Task Display Priority	Numeric priority assigned for the task by the user. Allows the system to know which task to deliver to the user, if multiple tasks are targeting the same audience.	4
delivery_config_type_nm	VARCHAR(36)	Task Delivery Configuration Type	Potential value is "WEIGHTED".	4
arbitration_method_cd	VARCHAR(36)	Task Arbitration Method	Arbitration method used for the task (for example, frequency, rules, or sequential).	4
task_category_nm	VARCHAR(100)	Task Category	Category assigned to the task by the user.	4
task_cd	VARCHAR(60)	Task Code	Code assigned to the task in order to map to external applications.	4
rtdm_flg	CHAR(1)	Task Rtdm Flag	Flag (1/0) to designate whether the task is using SAS Real-Time Decision Manager to make the decision for creatives.	4
export_template_flag	CHAR(1)	Task Using Export Template	Flag (1/0) to designate if an export template is used in a task.	4

Column Name	Data Type	Label	Description	Schema First Introduced
send_notification_locale_cd	VARCHAR(5) Note: The length of the column is updated in schema 16.	Task Send Notification Locale	Language of a task.	4
mobile_app_id	VARCHAR(40)	Task Mobile Application ID	Unique identifier for the mobile application.	4
mobile_app_nm	VARCHAR(60)	Task Mobile Application Name	Name of the mobile application used in a task.	4
impressions_life_time_cnt	INT	Task Impressions Life Time Limit	Maximum number of impressions an individual can have for the task.	4
impressions_qty_period_cnt	INT	Task Impressions Quantity For Period Limit	Maximum number of impressions an individual can have over a time period.	4
impressions_per_session_cnt	INT	Task Impressions Per Session Limit	Maximum number of impressions an individual can have in a session.	4
maximum_period_expression_cnt	INT	Task Impression Capping By Period	Maximum time period to cap impressions.	4
limit_period_unit_cnt	INT	Task Limit Period Unit	Number based on the unit of time selected. This is a numeric value, such as the number of minutes.	4
period_type_nm	VARCHAR(36)	Task Period Type	Unit of time selected for impression limits (minutes, hours, days, or months).	4

Column Name	Data Type	Label	Description	Schema First Introduced
recurrence_frequency_cd	VARCHAR(36)	Task Recurrence Frequency	Frequency of a recurring task (for example, daily, weekly, or monthly). For information about the recurrence fields, see “Interpreting Recurrence Values in MD_TASK” on page 409.	4
recurrence_days_of_week_txt	VARCHAR(60)	Task Recurrence Days of Week	List of days that are being used in recurring tasks.	4
recurrence_monthly_type_nm	VARCHAR(36)	Task Recurrence Monthly Type	Identifies when a recurring task that uses a monthly schedule occurs.	4
recurrence_day_of_month_no	INT	Task Recurrence Day of Month	Identifies the numeric day within the month on which the task is scheduled.	4
recurrence_day_of_week_txt	VARCHAR(60)	Task Recurrence Day of Week	Identifies the day within the month on which the task is scheduled.	4
recurrence_day_of_week_ordinal_no	VARCHAR(36)	Task Recurrence Day of Week Ordinal	Ordinal representation for a recurring task (for example, first day of the week or second day of the week). Note: This value is populated only when the recurrence's Frequency option is set to Monthly and the Relative	4

Column Name	Data Type	Label	Description	Schema First Introduced
			day of month option is set.	
rec_scheduled_start_tm	VARCHAR(20)	Task Recurrence Start Time	Time that a task is scheduled to execute.	4
rec_scheduled_start_dttm	TIMESTAMP	Task Recurrence Start Date	Timestamp of when a task's recurring schedule starts.	4
rec_scheduled_end_dttm	TIMESTAMP	Task Recurrence End Date	Timestamp of when a task's recurring schedule ends.	4
template_id	VARCHAR(36)	Email Task Template ID	Used to determine the email template ID.	4
subject_line_txt	VARCHAR(1332)	Task Subject Line	Subject line used in an email task.	4
scheduled_start_dttm	TIMESTAMP	Task Schedule Start Date	Timestamp of when a task's schedule starts.	4
scheduled_end_dttm	TIMESTAMP	Task Schedule End Date	Timestamp of when a task's schedule ends.	4
business_context_id (fk)	VARCHAR(36)	Business Context ID	Unique identifier used to define a business context.	6
folder_path_nm	VARCHAR(256)	Folder Path Name	Placeholder for a future attribute.	6
use_modeling_flg	CHAR(1)	Use Modeling Flag	Specifies whether analytic modeling is enabled. If modeling is disabled, the value is 0. If modeling is enabled, the value is 1.	8

Column Name	Data Type	Label	Description	Schema First Introduced
model_start_dttm	TIMESTAMP	Model Start Datetime	The date on which analytic modeling was enabled. This date and time stamp is updated if the model is restarted as a result of a republish.	8
control_group_action_nm	VARCHAR(65)	Control Group Action Name	The action that is performed when the segment size is too small to populate the holdout control group. These are the possible values: ■ useEntirePopulation ■ failTaskExecution	10
stratified_sampling_action_nm	VARCHAR(65)	Stratified Sampling Action Name	The action that is performed when the holdout control group is too small to apply stratified sampling. These are the possible values: ■ useEntirePopulation ■ failTaskExecution ■ useRandomSelection	10
segment_tests_flg	CHAR(1)	Segment Tests Flag	Flag (1/0) that indicates that both of these settings are true: ■ segment tests are enabled for	10

Column Name	Data Type	Label	Description	Schema First Introduced
			the direct marketing task one or more segments tests are defined and enabled	
test_duration	INT	Test duration	Indicates the duration of an Email A/B test in the number of hours. The minimum value is two hours, but you should set the duration of an A/B test to a minimum of 24 hours to improve the result data.	14
subject_line_source_nm	VARCHAR(100)	Source of Subject Line	Source of the subject line. These are the possible values: - genAI - User	17
secondary_status	VARCHAR(40)	Secondary status	For email tasks only, the value is set to Paused when the task is paused. Otherwise, the value is blank.	18

Interpreting Recurrence Values in MD_TASK

The MD_TASK table retains historical information about recurrence settings so that schedules can be changed without losing previous values. As a result, the task's active recurrence setting and recurrence type influence which fields are current and relevant for a given record.

- If the recurring_schedule_flg is set to 0, then any other scheduling information in the MD_TASK table should be ignored.
- When the task is run on a schedule (recurring_schedule_flg is set to 1), you can ignore fields that are not related to that recurrence type. For example, when a task's recurrence is set to **hourly**,

you can ignore the values in the fields that are related only to weekly or monthly values. For more information, see [Table 174 on page 410](#).

- The `rec_scheduled_start_dttm` column and `rec_scheduled_end_dttm` column are relevant for all schedule types.
- Recurrence fields are not cleared or changed when tasks are paused, resumed, unscheduled, or used by a journey. Fields change only when a user explicitly [updates a task's schedule](#).

For scheduled tasks, use the information in the following table to determine which fields are relevant for each record.

Table 174 *Relevant Fields for Recurrence Types*

Value for <code>recurrence_frequency_cd</code>	Relevant Fields	Fields to Ignore
hourly	<code>recurrence_days_of_week_txt</code> (days on which the hourly schedule runs) <code>rec_scheduled_start_tm</code> <code>rec_scheduled_start_dttm</code> <code>rec_scheduled_end_dttm</code>	<code>recurrence_monthly_type_nm</code> <code>recurrence_day_of_month_no</code> <code>recurrence_day_of_week_txt</code> <code>recurrence_day_of_wk_ordinal_no</code>
daily	<code>rec_scheduled_start_tm</code> <code>rec_scheduled_start_dttm</code> <code>rec_scheduled_end_dttm</code>	<code>recurrence_days_of_week_txt</code> <code>recurrence_monthly_type_nm</code> <code>recurrence_day_of_month_no</code> <code>recurrence_day_of_week_txt</code> <code>recurrence_day_of_wk_ordinal_no</code>
weekly	<code>recurrence_days_of_week_txt</code> <code>rec_scheduled_start_tm</code> <code>rec_scheduled_start_dttm</code> <code>rec_scheduled_end_dttm</code>	<code>recurrence_monthly_type_nm</code> <code>recurrence_day_of_month_no</code> <code>recurrence_day_of_week_txt</code> <code>recurrence_day_of_wk_ordinal_no</code>
monthly (dayOfMonth)	<code>recurrence_monthly_type_nm</code> <code>recurrence_day_of_month_no</code> <code>rec_scheduled_start_tm</code> <code>rec_scheduled_start_dttm</code> <code>rec_scheduled_end_dttm</code>	<code>recurrence_days_of_week_txt</code> <code>recurrence_day_of_week_txt</code> <code>recurrence_day_of_wk_ordinal_no</code>
monthly (dayOfWeek)	<code>recurrence_monthly_type_nm</code> <code>recurrence_day_of_week_txt</code> <code>recurrence_day_of_wk_ordinal_no</code> <code>rec_scheduled_start_tm</code> <code>rec_scheduled_start_dttm</code>	<code>recurrence_days_of_week_txt</code> <code>recurrence_day_of_month_no</code>

Value for recurrence_frequency_cd	Relevant Fields	Fields to Ignore
	rec_scheduled_end_dttm	

MD_TASK_ALL (Non-partitioned)

This table contains information about published tasks. This table includes the complete history of metadata for the items.

The category for this table is **METADATA_ALL**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 175 MD_TASK_ALL

Column Name	Data Type	Label	Description	Schema First Introduced
task_id	VARCHAR(36)	Task ID	Unique ID for a task.	20
task_nm	VARCHAR(60)	Task Name	Name of the task.	20
task_status_cd	VARCHAR(20)	Task Status	Publish status of the task. The value is active or completed . If a task is active but paused, the secondary_status column contains this information.	20
task_version_id ⓘ	VARCHAR(36)	Task Version ID	Version of the task that is based on which instance of the task is published. Each subsequent publish adds a new version ID.	20
valid_from_dttm	TIMESTAMP	Task Valid From Datetime	Timestamp of when an item was published.	20
valid_to_dttm	TIMESTAMP	Task Valid To Datetime	Timestamp of when an item was ended. The value of the column is based on the item's status: ■ For active items, the value is blank.	20

Column Name	Data Type	Label	Description	Schema First Introduced
			■ For completed items, the value is the date that the item is marked complete.	
task_desc	VARCHAR(1332)	Task Description	Description of the task.	20
created_user_nm	VARCHAR(256)	Task Created By User	User that created the object.	20
owner_nm	VARCHAR(256)	Task Published By User	User that modified the object.	20
last_published_dttm	TIMESTAMP	Task Last Published Date	Timestamp of when an item was last published.	20
task_type_nm	VARCHAR(40)	Task Type	Designates the type of task (for example, single or A/B test).	20
scheduled_flg	CHAR(1)	Task Scheduled Flag	Flag (1/0) to designate whether the segment map has been scheduled.	20
recurring_schedule_flg	CHAR(1)	Task Recurring Schedule	Flag (1/0) to designate whether the task is on a recurring schedule.	20
task_delivery_type_nm	VARCHAR(60)	Task Delivery Type	Type of mechanism used to generate the task (for example, whether it was triggered).	20
task_subtype_nm	VARCHAR(30)	Task SubType	Possible values are "spot", "pushNotification", and "inApp".	20
activity_flg	CHAR(1)	Used in Activity Flag	Flag (1/0) to designate whether the task is used in a journey.	20
channel_nm	VARCHAR(40)	Task Channel	Channel where the task is being executed.	20

Column Name	Data Type	Label	Description	Schema First Introduced
display_priority_no	INT	Task Display Priority	Numeric priority assigned for the task by the user. Allows the system to know which task to deliver to the user, if multiple tasks are targeting the same audience.	20
delivery_config_type_nm	VARCHAR(36)	Task Delivery Configuration Type	Potential value is "WEIGHTED".	20
arbitration_method_cd	VARCHAR(36)	Task Arbitration Method	Arbitration method used for the task (for example, frequency, rules, or sequential).	20
task_category_nm	VARCHAR(100)	Task Category	Category assigned to the task by the user.	20
task_cd	VARCHAR(60)	Task Code	Code assigned to the task in order to map to external applications.	20
rtdm_flg	CHAR(1)	Task Rtdm Flag	Flag (1/0) to designate whether the task is using SAS Real-Time Decision Manager to make the decision for creatives.	20
export_template_flg	CHAR(1)	Task Using Export Template	Flag (1/0) to designate if an export template is used in a task.	20
send_notification_locale_cd	VARCHAR(5)	Task Send Notification Locale	Language of a task.	20
mobile_app_id	VARCHAR(40)	Task Mobile Application ID	Unique identifier for the mobile application.	20
mobile_app_nm	VARCHAR(60)	Task Mobile Application Name	Name of the mobile application used in a task.	20

Column Name	Data Type	Label	Description	Schema First Introduced
impressions_life_time_cnt	INT	Task Impressions Life Time Limit	Maximum number of impressions an individual can have for the task.	20
impressions_qty_period_cnt	INT	Task Impressions Quantity For Period Limit	Maximum number of impressions an individual can have over a time period.	20
impressions_per_session_cnt	INT	Task Impressions Per Session Limit	Maximum number of impressions an individual can have in a session.	20
maximum_period_expression_cnt	INT	Task Impression Capping By Period	Maximum time period to cap impressions.	20
limit_period_unit_cnt	INT	Task Limit Period Unit	Number based on the unit of time selected. This is a numeric value, such as the number of minutes.	20
period_type_nm	VARCHAR(36)	Task Period Type	Unit of time selected for impression limits (minutes, hours, days, or months).	20
recurrence_frequency_cd	VARCHAR(36)	Task Recurrence Frequency	Frequency of a recurring task (for example, daily, weekly, or monthly). For information about the recurrence fields, see “Interpreting Recurrence Values in MD_TASK” on page 409.	20
recurrence_days_of_week_txt	VARCHAR(60)	Task Recurrence Days of Week	List of days that are being used in recurring tasks.	20

Column Name	Data Type	Label	Description	Schema First Introduced
recurrence_monthly_type_nm	VARCHAR(36)	Task Recurrence Monthly Type	Identifies when a recurring task that uses a monthly schedule occurs.	20
recurrence_day_of_month_no	INT	Task Recurrence Day of Month	Identifies the numeric day within the month on which the task is scheduled.	20
recurrence_day_of_week_txt	VARCHAR(60)	Task Recurrence Day of Week	Identifies the day within the month on which the task is scheduled.	20
recurrence_day_of_wk_ordinal_no	VARCHAR(36)	Task Recurrence Day of Week Ordinal	Ordinal representation for a recurring task (for example, first day of the week or second day of the week). Note: This value is populated only when the recurrence's Frequency option is set to Monthly and the Relative day of month option is set.	20
rec_scheduled_start_tm	VARCHAR(20)	Task Recurrence Start Time	Time that a task is scheduled to execute.	20
rec_scheduled_start_dttm	TIMESTAMP	Task Recurrence Start Date	Timestamp of when a task's recurring schedule starts.	20
rec_scheduled_end_dttm	TIMESTAMP	Task Recurrence End Date	Timestamp of when a task's recurring schedule ends.	20
template_id	VARCHAR(36)	Email Task Template ID	Used to determine the email template ID.	20
subject_line_txt	VARCHAR(1332)	Task Subject Line	Subject line used in an email task.	20

Column Name	Data Type	Label	Description	Schema First Introduced
scheduled_start_dttm	TIMESTAMP	Task Schedule Start Date	Timestamp of when a task's schedule starts.	20
scheduled_end_dttm	TIMESTAMP	Task Schedule End Date	Timestamp of when a task's schedule ends.	20
business_context_id	VARCHAR(36)	Business Context ID	Unique identifier used to define a business context.	20
folder_path_nm	VARCHAR(256)	Folder Path Name	Placeholder for a future attribute.	20
use_modeling_flg	CHAR(1)	Use Modeling Flag	Specifies whether analytic modeling is enabled. If modeling is disabled, the value is 0. If modeling is enabled, the value is 1.	20
model_start_dttm	TIMESTAMP	Model Start Datetime	The date on which analytic modeling was enabled. This date and time stamp is updated if the model is restarted as a result of a republish.	20
control_group_action_nm	VARCHAR(65)	Control Group Action Name	The action that is performed when the segment size is too small to populate the holdout control group. These are the possible values: ■ useEntirePopulation ■ failTaskExecution	20
stratified_sampling_action_nm	VARCHAR(65)	Stratified Sampling Action Name	The action that is performed when the holdout control group is too small to apply stratified sampling. These are the possible values:	20

Column Name	Data Type	Label	Description	Schema First Introduced
			■ useEntirePopulation ■ failTaskExecution ■ useRandomSelection	
segment_tests_flg	CHAR(1)	Segment Tests Flag	Flag (1/0) that indicates that both of these settings are true: ■ segment tests are enabled for the direct marketing task ■ one or more segments tests are defined and enabled	20
test_duration	INT	Test duration	Indicates the duration of an Email A/B test in the number of hours. The minimum value is two hours, but you should set the duration of an A/B test to a minimum of 24 hours to improve the result data.	20
subject_line_source_nm	VARCHAR(100)	Source of Subject Line	Source of the subject line. These are the possible values: ■ genAI ■ User	20
secondary_status	VARCHAR(40)	Secondary status	For email tasks only, the value is set to Paused when the task is paused. Otherwise, the value is blank.	20

See Also

[“Interpreting Recurrence Values in MD_TASK” on page 409](#)

MD_TASK_CUSTOM_PROP (Non-partitioned)

This table contains information about custom properties that are associated with published tasks.

The categories for this table are **DESTINATIONS**, **ENGAGEDIGITAL**, **ENGAGEEMAIL**, **ENGAGEDIRECT**, **ENGAGEMENTADATA**, **ENGAGWEB**, **ENGAGEMENTMOBILE**, and **SMS**. For more information, see “Categories for Data Tables” in *SAS Customer Intelligence 360: Administration Guide*.

Table 176 MD_TASK_CUSTOM_PROP

Column Name	Data Type	Label	Description	Schema First Introduced
task_id ⓘ	VARCHAR(36)	Task ID	Unique ID for a task.	4
task_status_cd	VARCHAR(36)	Task Status	Publish status of the task. The value is active or completed .	4
task_version_id	VARCHAR(36)	Task Version ID	Version of the task that is based on which instance of the task is published. Each subsequent publish adds a new version ID.	4
valid_from_dttm	TIMESTAMP	Task Custom Property Valid From Datetime	Timestamp of when an item was published.	4
valid_to_dttm	TIMESTAMP	Task Custom Property Valid To Datetime	Timestamp of when an item was ended. The value of the column is based on the item's status: ■ For active items, the value is blank. ■ For completed items, the value is the date that the item is marked complete.	4
property_nm ⓘ	VARCHAR(256)	Task Custom Property Name	Name of the custom property of an object.	4
property_datatype_nm ⓘ	VARCHAR(256)	Task Custom Property Data Type	Data type of the custom property of an object.	4
property_val ⓘ	VARCHAR(1332)	Task Custom Property Value	Value of the custom property of an object.	4

MD_TASK_CUSTOM_PROP_ALL (Non-partitioned)

This table contains information about custom properties that are associated with published tasks. This table includes the complete history of metadata for the items.

The category for this table is **METADATA_ALL**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 177 MD_TASK_CUSTOM_PROP_ALL

Column Name	Data Type	Label	Description	Schema First Introduced
task_id	VARCHAR(36)	Task ID	Unique ID for a task.	20
task_status_cd	VARCHAR(36)	Task Status	Publish status of the task. The value is active or completed .	20
task_version_id ⓘ	VARCHAR(36)	Task Version ID	Version of the task that is based on which instance of the task is published. Each subsequent publish adds a new version ID.	20
valid_from_dttm	TIMESTAMP	Task Custom Property Valid From Datetime	Timestamp of when an item was published.	20
valid_to_dttm	TIMESTAMP	Task Custom Property Valid To Datetime	Timestamp of when an item was ended. The value of the column is based on the item's status: ■ For active items, the value is blank. ■ For completed items, the value is the date that the item is marked complete.	20
property_nm ⓘ	VARCHAR(256)	Task Custom Property Name	Name of the custom property of an object.	20
property_datatype_nm ⓘ	VARCHAR(256)	Task Custom Property Data Type	Data type of the custom property of an object.	20

Column Name	Data Type	Label	Description	Schema First Introduced
property_val ⓘ	VARCHAR(1332)	Task Custom Property Value	Value of the custom property of an object.	20

MD_TASK_X_AUDIENCE (Non-partitioned)

This table contains information about tasks that are associated with an audience.

The categories for this table are **AUDIENCE**, **DESTINATIONS**, and **SMS**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Note: The category value was updated in schema 14.

Table 178 MD_TASK_X_AUDIENCE

Column Name	Data Type	Label	Description	Schema First Introduced
task_id ⓘ	VARCHAR(36)	Task ID	Unique ID for a task.	12
audience_id ⓘ	VARCHAR(36)	Audience ID	Unique ID that represents the audience in SAS Customer Intelligence 360.	12

MD_TASK_X_CREATIVE (Non-partitioned)

This table shows which creatives are associated with a published task.

The categories for this table are **DESTINATIONS**, **ENGAGEMENTMETADATA**, **ENGAGEDIRECT**, **ENGAGEDIGITAL**, **ENGAGEEMAIL**, **ENGAGETWEB**, **ENGAGEMENTMOBILE**, and **SMS**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 179 MD_TASK_X_CREATIVE

Column Name	Data Type	Label	Description	Schema First Introduced
task_id ⓘ	VARCHAR(36)	Task ID	Unique ID for a task.	6
task_status_cd	VARCHAR(20)	Task Status	Publish status of the task. The value is active or completed .	6

Column Name	Data Type	Label	Description	Schema First Introduced
task_version_id	VARCHAR(36)	Task Version ID	Version of the task that is based on which instance of the task is published. Each subsequent publish adds a new version ID.	6
creative_id 	VARCHAR(36)	Creative ID	Unique identifier for the creative.	6
spot_id	VARCHAR(36)	Spot ID	Unique identifier for the spot.	7
arbitration_method_cd	VARCHAR(36)	Task Arbitration Method	Arbitration method used for the task (for example, frequency, rules, or sequential).	7
arbitration_method_val	VARCHAR(3)	Task Arbitration Value	Numeric value used to determine a creative rotation.	7
variant_id	VARCHAR(36)	Variant ID	Unique identifier for a variant in a test.	7
variant_nm	VARCHAR(256)	Variant Name	User-defined name for a variant in a test.	7

MD_TASK_X_CREATIVE_ALL (Non-partitioned)

This table shows which creatives are associated with a published task. This table includes the complete history of metadata for the items.

The category for this table is **METADATA_ALL**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 180 MD_TASK_X_CREATIVE_ALL

Column Name	Data Type	Label	Description	Schema First Introduced
task_id	VARCHAR(36)	Task ID	Unique ID for a task.	20
task_status_cd	VARCHAR(20)	Task Status	Publish status of the task. The value is active or completed .	20

Column Name	Data Type	Label	Description	Schema First Introduced
task_version_id 	VARCHAR(36)	Task Version ID	Version of the task that is based on which instance of the task is published. Each subsequent publish adds a new version ID.	20
creative_id 	VARCHAR(36)	Creative ID	Unique identifier for the creative.	20
spot_id	VARCHAR(36)	Spot ID	Unique identifier for the spot.	20
arbitration_method_cd	VARCHAR(36)	Task Arbitration Method	Arbitration method used for the task (for example, frequency, rules, or sequential).	20
arbitration_method_val	VARCHAR(3)	Task Arbitration Value	Numeric value used to determine a creative rotation.	20
variant_id	VARCHAR(36)	Variant ID	Unique identifier for a variant in a test.	20
variant_nm	VARCHAR(256)	Variant Name	User-defined name for a variant in a test.	20

MD_TASK_X_DATAVIEW (Non-partitioned)

This table shows data views are part of a particular published task.

The categories for this table are **DESTINATIONS**, **ENGAGEMENTMETADATA**, **ENGAGEDIRECT**, **ENGAGEDIGITAL**, **ENGAGEEMAIL**, **ENGAGEWEB**, and **ENGAGEMOBILE**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 181 MD_TASK_X_DATAVIEW

Column Name	Data Type	Label	Description	Schema First Introduced
task_id 	VARCHAR(36)	Task ID	Unique ID for a task.	6
task_status_cd	VARCHAR(20)	Task Status	Publish status of the task. The value is active or completed .	6

Column Name	Data Type	Label	Description	Schema First Introduced
task_version_id	VARCHAR(36)	Task Version ID	Version of the task that is based on which instance of the task is published. Each subsequent publish adds a new version ID.	6
dataview_id 	VARCHAR(36)	Dataview ID	Unique identifier for the data view.	6
primary_metric_flg	CHAR(1)	Primary Metric Flag	Flag (1/0) to indicate whether the data view is used as a primary metric in the task.	6
secondary_metric_flg	CHAR(1)	Secondary Metric Flag	Flag (1/0) to indicate whether the data view is used as a secondary metric in the task.	6
targeting_flg	CHAR(1)	Targeting Flag	Flag (1/0) to indicate whether the data view is used as targeting criteria in the task.	6

MD_TASK_X_DATAVIEW_ALL (Non-partitioned)

This table shows data views are part of a particular published task. This table includes the complete history of metadata for the items.

The category for this table is **METADATA_ALL**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 182 MD_TASK_X_DATAVIEW_ALL

Column Name	Data Type	Label	Description	Schema First Introduced
task_id	VARCHAR(36)	Task ID	Unique ID for a task.	20
task_status_cd	VARCHAR(20)	Task Status	Publish status of the task. The value is active or completed .	20
task_version_id 	VARCHAR(36)	Task Version ID	Version of the task that is based on which instance of the task is published. Each subsequent publish adds a new version ID.	20

Column Name	Data Type	Label	Description	Schema First Introduced
dataview_id ⓘ	VARCHAR(36)	Dataview ID	Unique identifier for the data view.	20
primary_metric_flg	CHAR(1)	Primary Metric Flag	Flag (1/0) to indicate whether the data view is used as a primary metric in the task.	20
secondary_metric_flg	CHAR(1)	Secondary Metric Flag	Flag (1/0) to indicate whether the data view is used as a secondary metric in the task.	20
targeting_flg	CHAR(1)	Targeting Flag	Flag (1/0) to indicate whether the data view is used as targeting criteria in the task.	20

MD_TASK_X_EVENT (Non-partitioned)

This table shows which events are included in a published task.

The categories for this table are **DESTINATIONS**, **ENGAGEMENTMETADATA**, **ENGAGEDIRECT**, **ENGAGEDIGITAL**, **ENGAGEEMAIL**, **ENGAGEWEB**, **ENGAGEMOBILE**, and **SMS**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 183 MD_TASK_X_EVENT

Column Name	Data Type	Label	Description	Schema First Introduced
task_id ⓘ	VARCHAR(36)	Task ID	Unique ID for a task.	6
task_status_cd	VARCHAR(20)	Task Status	Publish status of the task. The value is active or completed .	6
task_version_id	VARCHAR(36)	Task Version ID	Version of the task that is based on which instance of the task is published. Each subsequent publish adds a new version ID.	6
event_id ⓘ	VARCHAR(36)	Event ID	Unique identifier assigned to the event.	6

Column Name	Data Type	Label	Description	Schema First Introduced
primary_metric_flg	CHAR(1)	Primary Metric Flag	Flag (1/0) to indicate whether the event is used as a primary metric in the task.	6
secondary_metric_flg	CHAR(1)	Secondary Metric Flag	Flag (1/0) to indicate whether the event is used as a secondary metric in the task.	6
targeting_flg	CHAR(1)	Targeting Flag	Flag (1/0) to indicate whether the event is used as targeting criteria in the task.	6

MD_TASK_X_EVENT_ALL (Non-partitioned)

This table shows which events are included in a published task. This table includes the complete history of metadata for the items.

The category for this table is **METADATA_ALL**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 184 MD_TASK_X_EVENT_ALL

Column Name	Data Type	Label	Description	Schema First Introduced
task_id	VARCHAR(36)	Task ID	Unique ID for a task.	20
task_status_cd	VARCHAR(20)	Task Status	Publish status of the task. The value is active or completed .	20
task_version_id ⓘ	VARCHAR(36)	Task Version ID	Version of the task that is based on which instance of the task is published. Each subsequent publish adds a new version ID.	20
event_id ⓘ	VARCHAR(36)	Event ID	Unique identifier assigned to the event.	20
primary_metric_flg	CHAR(1)	Primary Metric Flag	Flag (1/0) to indicate whether the event is used as a primary metric in the task.	20

Column Name	Data Type	Label	Description	Schema First Introduced
secondary_metric_flg	CHAR(1)	Secondary Metric Flag	Flag (1/0) to indicate whether the event is used as a secondary metric in the task.	20
targeting_flg	CHAR(1)	Targeting Flag	Flag (1/0) to indicate whether the event is used as targeting criteria in the task.	20

MD_TASK_X_MESSAGE (Non-partitioned)

This table shows which messages are part of a particular published task.

The categories for this table are **DESTINATIONS**, **ENGAGEMENTMETADATA**, **ENGAGEDIRECT**, **ENGAGEDIGITAL**, **ENGAGEEMAIL**, **ENGAGEWEB**, and **ENGAGEMOBILE**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 185 MD_TASK_X_MESSAGE

Column Name	Data Type	Label	Description	Schema First Introduced
task_id ⓘ	VARCHAR(36)	Task ID	Unique ID for a task.	6
task_status_cd	VARCHAR(20)	Task Status	Publish status of the task. The value is active or completed .	6
task_version_id	VARCHAR(36)	Task Version ID	Version of the task that is based on which instance of the task is published. Each subsequent publish adds a new version ID.	6
message_id ⓘ	VARCHAR(36)	Message ID	Unique identifier for the message.	6

MD_TASK_X_MESSAGE_ALL (Non-partitioned)

This table shows which messages are part of a particular published task. This table includes the complete history of metadata for the items.

The category for this table is **METADATA_ALL**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 186 MD_TASK_X_MESSAGE_ALL

Column Name	Data Type	Label	Description	Schema First Introduced
task_id	VARCHAR(36)	Task ID	Unique ID for a task.	20
task_status_cd	VARCHAR(20)	Task Status	Publish status of the task. The value is active or completed .	20
task_version_id ⓘ	VARCHAR(36)	Task Version ID	Version of the task that is based on which instance of the task is published. Each subsequent publish adds a new version ID.	20
message_id ⓘ	VARCHAR(36)	Message ID	Unique identifier for the message.	20

MD_TASK_X_SEGMENT (Non-partitioned)

This table shows which segments are part of a particular published task.

The categories for this table are **DESTINATIONS**, **ENGAGEMENTMETADATA**, **ENGAGEDIRECT**, **ENGAGEDIGITAL**, **ENGAGEEMAIL**, **ENGAGEWEB**, and **ENGAGEMOBILE**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 187 MD_TASK_X_SEGMENT

Column Name	Data Type	Label	Description	Schema First Introduced
task_id ⓘ	VARCHAR(36)	Task ID	Unique ID for a task.	6
task_status_cd	VARCHAR(20)	Task Status	Publish status of the task. The value is active or completed .	6
task_version_id	VARCHAR(36)	Task Version ID	Version of the task that is based on which instance of the task is published. Each subsequent publish adds a new version ID.	6
segment_id ⓘ	VARCHAR(36)	Segment ID	Unique identifier for the segment object.	6

MD_TASK_X_SEGMENT_ALL (Non-partitioned)

This table shows which segments are part of a particular published task. This table includes the complete history of metadata for the items.

The category for this table is **METADATA_ALL**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 188 MD_TASK_X_SEGMENT_ALL

Column Name	Data Type	Label	Description	Schema First Introduced
task_id	VARCHAR(36)	Task ID	Unique ID for a task.	20
task_status_cd	VARCHAR(20)	Task Status	Publish status of the task. The value is active or completed .	20
task_version_id ⓘ	VARCHAR(36)	Task Version ID	Version of the task that is based on which instance of the task is published. Each subsequent publish adds a new version ID.	20
segment_id ⓘ	VARCHAR(36)	Segment ID	Unique identifier for the segment object.	20

MD_TASK_X_SPOT (Non-partitioned)

This table shows which spots are included in a particular published task.

The categories for this table are **DESTINATIONS**, **ENGAGEMENTMETADATA**, **ENGAGEDIRECT**, **ENGAGEDIGITAL**, **ENGAGEEMAIL**, **ENGAGEWEB**, and **ENGAGEMENTMOBILE**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 189 MD_TASK_X_SPOT

Column Name	Data Type	Label	Description	Schema First Introduced
task_id ⓘ	VARCHAR(36)	Task ID	Unique ID for a task.	6
task_status_cd	VARCHAR(20)	Task Status	Publish status of the task. The value is active or completed .	6
task_version_id	VARCHAR(36)	Task Version ID	Version of the task that is based on which instance of the task is published. Each subsequent publish adds a new version ID.	6
spot_id ⓘ	VARCHAR(36)	Spot ID	Unique identifier for the spot.	6

MD_TASK_X_SPOT_ALL (Non-partitioned)

This table shows which spots are included in a particular published task. This table includes the complete history of metadata for the items.

The category for this table is **METADATA_ALL**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 190 MD_TASK_X_SPOT_ALL

Column Name	Data Type	Label	Description	Schema First Introduced
task_id	VARCHAR(36)	Task ID	Unique ID for a task.	20
task_status_cd	VARCHAR(20)	Task Status	Publish status of the task. The value is active or completed .	20
task_version_id ⓘ	VARCHAR(36)	Task Version ID	Version of the task that is based on which instance of the task is published. Each subsequent publish adds a new version ID.	20
spot_id ⓘ	VARCHAR(36)	Spot ID	Unique identifier for the spot.	20

MD_TASK_X_VARIANT (Non-partitioned)

This table captures metadata about a variant that is used for A/B tests in email tasks. For more information, see [“Testing Journey Paths and Content” in SAS Customer Intelligence 360: User’s Guide](#).

Note: This table does not contain data for web A/B tests for web or mobile tasks.

The categories for this table are **DESTINATIONS**, **ENGAGEMENTMETADATA**, **ENGAGEDIRECT**, **ENGAGEDIGITAL**, **ENGAGEEMAIL**, **ENGAGEWEB**, and **ENGAGEMOBILE**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 191 MD_TASK_X_VARIANT

Column Name	Data Type	Label	Description	Schema First Introduced
task_id ⓘ	VARCHAR(36)	Task ID	Unique ID for a task.	16
task_status_cd	VARCHAR(20)	Task Status	Publish status of the task. The value is active or completed .	16
task_version_id	VARCHAR(36)	Task Version ID	Version of the task that is based on which instance of the task is published. Each	16

Column Name	Data Type	Label	Description	Schema First Introduced
			subsequent publish adds a new version ID.	
analysis_group_id ⓘ	VARCHAR(36)	Variant ID	Unique identifier for a variant.	16
variant_val	VARCHAR(1332)	Variant Value	Value for a variant. For example, the value might be the text that is used in a subject line.	16
variant_nm	VARCHAR(256)	Variant Name	User-defined name for a variant	16
variant_type_nm	VARCHAR(100)	Variant Type Name	Type of variant (such as subject_line or content), which is where the difference is between the A/B tests.	16
variant_source_nm	VARCHAR(100)	Variant Source Name	Source of the variant (genAI or user)	16

MD_TASK_X_VARIANT_ALL (Non-partitioned)

This table captures metadata about a variant that is used for A/B tests in email tasks. For more information, see [“Testing Journey Paths and Content” in SAS Customer Intelligence 360: User’s Guide](#).

Note: This table does not contain data for web A/B tests for web or mobile tasks.

The category for this table is **METADATA_ALL**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 192 MD_TASK_X_VARIANT_ALL

Column Name	Data Type	Label	Description	Schema First Introduced
task_id	VARCHAR(36)	Task ID	Unique ID for a task.	20
task_status_cd	VARCHAR(20)	Task Status	Publish status of the task. The value is active or completed .	20
task_version_id ⓘ	VARCHAR(36)	Task Version ID	Version of the task that is based on which instance of the task is published. Each	20

Column Name	Data Type	Label	Description	Schema First Introduced
			subsequent publish adds a new version ID.	
analysis_group_id ⓘ	VARCHAR(36)	Variant ID	Unique identifier for a variant.	20
variant_val	VARCHAR(1332)	Variant Value	Value for a variant. For example, the value might be the text that is used in a subject line.	20
variant_nm	VARCHAR(256)	Variant Name	User-defined name for a variant	20
variant_type_nm	VARCHAR(100)	Variant Type Name	Type of variant (such as subject_line or content), which is where the difference is between the A/B tests.	20
variant_source_nm	VARCHAR(100)	Variant Source Name	Source of the variant (genAI or user)	20

Plan and Workflow Detail Tables

About Tables for Plan

These tables contain information about planning items, and workflows.

- Planning items contain information related to marketing objectives, such as financial, budget, and cost center information. For more information, see [“About Plans” in SAS Customer Intelligence 360: User’s Guide](#).
- Workflows enable you to automate processes to save time. A workflow consists of a series of steps or tasks that are executed in a specific order to track the progress of a project. For more information, see [“Managing Workflows” in SAS Customer Intelligence 360: User’s Guide](#).
- Assets is a centralized web-based repository that manages and controls digital marketing assets, such as images, documents, and video files. For more information, see [“Managing Assets” in SAS Customer Intelligence 360: User’s Guide](#).

Note: By default, access to this data is disabled. Customers who are interested in accessing the this data need to [contact SAS Technical Support to enable the plan jobs to run for their tenant](#).

Use the following information when downloading the Plan tables:

- Use version 5 or later of the database schema.
- In your API call, use the `detail/nonPartitionedData` endpoint to download these tables. For more information, see [“Download Identity Tables, Metadata Tables, and SAS 360 Plan Tables” in SAS Customer Intelligence 360: Administration Guide](#).
- Use `plan` in the list of category values.
- Download the [entity relationship diagrams on page 5](#) to review the tables’ organization and links.

These tables are updated about every 60 minutes. The state of database at that point of time is captured and all of the plan tables in the database are downloaded. The plan tables data does not have a dependency on whether an item is published or new data is available. Only the most recently saved version of the data is available. Saving the version history is optional.

The tables can be downloaded by using the SAS Customer Intelligence 360 download API. For more information, see [“Downloading Data Tables with the REST API” in SAS Customer Intelligence 360: Administration Guide](#).

Note: In some situations, there might be a mismatch between the contents of the tables and the schema version:

- The downloaded data might contain more columns than are documented in the Help Center or in the schema files. These columns might have been introduced for internal consumption already and will be added to a future version of the schema.

The same scenario can happen when you are not using the most recent schema. The data that you download always uses the columns from the latest schema, but you might have requested a schema version that has fewer columns.

- A schema might add columns to tables, but the columns are not populated with data until a later release of SAS Customer Intelligence 360. For example, a table in the current schema might have nine columns, but data records populate only seven columns. When columns are added but not yet populated with data, you can ignore these columns when you process the data.

When SAS Customer Intelligence 360 is updated to populate these columns, you might need to wait 2–3 days before the data is populated in the downloaded tables.

To mitigate any issues, configure your ETL processes to allow for the physical files to have more columns than what is described in the JSON schema and the documentation.

Assets Tables

ASSET_DETAILS (Non-partitioned)

This table captures information about the assets that have been catalogued.

Table 193 ASSET_DETAILS

Column Name	Data Type	Label	Description	Schema First Introduced
asset_id  (fk)	VARCHAR(128)	Asset ID	Unique identifier for the asset.	5
asset_sk	BIGINT	Asset Surrogate Key	Surrogate key.	5
asset_nm	VARCHAR(128)	Asset Name	Asset name.	5
asset_desc	VARCHAR(1332)	Asset Description	Asset description.	5
asset_owner_usernm	VARCHAR(128)	Asset Owner User Name	User name of the user who created the asset.	5
asset_locked_flg	CHAR(1)	Asset Locked Flag	Flag (1/0) to indicate whether the asset is locked.	5
asset_locked_dttm	TIMESTAMP	Asset Locked Datetime	Datetime stamp for when the asset is locked.	5
asset_locked_by_usernm	VARCHAR(128)	Asset Locked By User Name	User name of the user who locked the asset.	5
download_disabled_flg	CHAR(1)	Asset Download Disabled Flag	Flag (1/0) to indicate whether the asset is disabled for downloads.	5
download_disabled_dttm	TIMESTAMP	Asset Download Disabled Datetime	Datetime stamp for when the download disabled flag is toggled.	5
download_disabled_by_usernm	VARCHAR(128)	Asset Download Disabled By User Name	User name of the user who disabled the asset download.	5
expired_dttm	TIMESTAMP	Asset Expired Datetime	Datetime stamp for when the asset became unusable.	5

Column Name	Data Type	Label	Description	Schema First Introduced
expired_flg	CHAR(1)	Asset Expired Flag	Flag (1/0) to indicate whether the asset is expired.	5
entity_status_cd	VARCHAR(3)	Entity Status Code	Entity status code (for example, RCY or ACT).	5
user_rating_cnt	BIGINT	Asset Rating Count	Number of times that the asset is rated.	5
total_user_rating_val	BIGINT	Asset Rating Total Users Value	Total number of users that rated the asset.	5
average_user_rating_val	DECIMAL(4,2)	Average User Rating Value	Average rating for the asset.	5
asset_deleted_flg	CHAR(1)	Asset Deleted Flag	Flag (1/0) to indicate whether the asset is deleted.	5
asset_process_status	VARCHAR(36)	Rated Processing Status	Asset processing status (for example, normal or missing_metadata).	5
public_link	VARCHAR(1)	Asset Public Link Flag	Flag (1/0) to indicate whether the asset can be accessed publicly.	5
public_url	VARCHAR(1024)	Asset Public URL	Public URL for accessing the asset.	5
public_media_id	BIGINT	Asset Public Media ID	Unique media identifier for identifying the external asset.	5
external_sharing_error_dt	DATE	Asset External Sharing Error Date	Last failure date when an error occurred for external sharing of the asset.	5
external_sharing_error_msg	VARCHAR(1024)	Asset External	Error message when an error occurs for	5

Column Name	Data Type	Label	Description	Schema First Introduced
		Sharing Error Message	external sharing of the asset.	
folder_id (fk)	VARCHAR(128)	Asset Folder ID	Unique identifier for the folder.	5
folder_sk	BIGINT	Asset Folder Surrogate Key	Folder surrogate key that uniquely identifies the record.	5
folder_nm	VARCHAR(128)	Asset Folder Name	Folder name.	5
folder_desc	VARCHAR(1332)	Asset Folder Description	Folder description.	5
folder_owner_usernm	VARCHAR(128)	Asset Folder Owner User Name	User name of the user who created the folder.	5
folder_path	VARCHAR(1024)	Asset Folder Path	Folder path where the asset is located.	5
folder_level	INT	Asset Folder Level	This value is always null.	5
folder_entity_status_cd	VARCHAR(3)	Asset Folder Entity Status Code	Folder entity status code (for example, RCY or ACT).	5
folder_deleted_flg	CHAR(1)	Folder Deleted Flag	Flag (1/0) to indicate whether the folder is deleted.	5
entity_subtype_nm	VARCHAR(128)	Entity Subtype Name	Entity subtype name (for example, creative or defaultasset).	5
entity_type_nm	VARCHAR(128)	Entity Type Name	Entity type name (for example, CIAsset).	5

Column Name	Data Type	Label	Description	Schema First Introduced
entity_table_nm	VARCHAR(128)	Entity Table Name	Source table name that signifies the item.	5
entity_type_usage_cd	VARCHAR(3)	Entity Type Usage Code	Asset usage code.	5
entity_subtype_enabled_flg	CHAR(1)	Entity Subtype Enabled Flag	Flag (1/0) to indicate if there are any subtypes derived from this entity.	5
entity_revision_enabled_flg	CHAR(1)	Entity Revision Enabled Flag	Flag (1/0) to indicate if there are any revisions enabled for this entity.	5
entity_attribute_enabled_flg	CHAR(1)	Entity Attribute Enabled Flag	Flag (1/0) to indicate if there are any attributes enabled for this entity.	5
recycled_dttm	TIMESTAMP	Asset Recycled Datetime	Datetime stamp of when the asset is recycled.	5
recycled_by_usernm	VARCHAR(128)	Asset Recycled By User Name	User name of the user who recycled the asset.	5
asset_source_nm	VARCHAR(128)	Asset Source Item Name	Source item from which the asset is created (for example, workflow).	5
asset_source_type	VARCHAR(128)	Asset Source Item Type	Source item type from which the asset is cataloged (for example, workflow task).	5
process_id (fk)	VARCHAR(128)	Workflow Process ID	Unique identifier for the workflow process that cataloged the asset.	5

Column Name	Data Type	Label	Description	Schema First Introduced
process_task_id (fk)	VARCHAR(128)	Workflow Process Task ID	Unique identifier for the workflow process task that cataloged the asset.	5
created_by_usernm	VARCHAR(128)	Asset Created By User Name	User name of user who created the asset.	5
created_dttm	TIMESTAMP	Asset Created By Datetime	Datetime stamp of when the asset is created.	5
last_modified_by_usernm	VARCHAR(128)	Asset Last Modified By User Name	User name of the user who last modified the asset.	5
last_modified_dttm	TIMESTAMP	Asset Last Modified Datetime	Datetime stamp of when the asset was last modified.	5
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetime stamp of when the record is loaded.	5

ASSET_DETAILS_CUSTOM_PROP (Non-partitioned)

This table captures information about the attributes (custom properties) of the assets.

Table 194 ASSET_DETAILS_CUSTOM_PROP

Column Name	Data Type	Label	Description	Schema First Introduced
asset_id  (fk)	VARCHAR(128)	Asset ID	Unique identifier for the asset.	5
attr_id  (fk)	VARCHAR(128)	Attribute ID	Unique identifier for the attribute.	5
attr_cd	VARCHAR(128)	Attribute Code	Attribute code.	5
attr_group_id (fk)	VARCHAR(128)	Attribute Group ID	Attribute group identifier.	5

Column Name	Data Type	Label	Description	Schema First Introduced
attr_group_nm	VARCHAR(128)	Attribute Group Name	Attribute group name.	5
attr_nm	VARCHAR(128)	Attribute Name	Attribute name.	5
attr_val	STRING	Attribute Value	Attribute value. This column is a large STRING that can be up to 2 GB.	5
attr_group_cd	VARCHAR(128)	Attribute Group Code	Attribute group code.	5
remote_pklist_tab_col	VARCHAR(128)	Remote Picklist Table Columns	Picklist columns from which the values are being fetched.	5
is_obsolete_flg	CHAR(1)	Attribute Obsolete Flag	Flag (1/0) to indicate whether the attribute is obsolete.	5
data_type	VARCHAR(32)	Attribute Data Type	Attribute data type.	5
data_formatter	VARCHAR(64)	Attribute Data Format	Format of the attribute values.	5
is_grid_flg	CHAR(1)	Attribute Grid Type Flag	Flag (1/0) to indicate if the attribute type is "Grid".	5
created_by_usernm	VARCHAR(128)	Attribute Created By User Name	User name of the user who created the attribute.	5
created_dttm	TIMESTAMP	Attribute Created By Datetime	Datetime stamp for when the attribute is created.	5
last_modified_usernm	VARCHAR(128)	Attribute Last Modified By User Name	User name of the user who last modified the attribute.	5
last_modified_dttm	TIMESTAMP	Attribute Last Modified Datetime	Datetime stamp for when the attribute table values were last modified.	5

Column Name	Data Type	Label	Description	Schema First Introduced
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetime stamp of when the record is loaded.	5

ASSET_FOLDER_DETAILS (Non-partitioned)

This table captures information about the folders that have been created.

Table 195 ASSET_FOLDER_DETAILS

Column Name	Data Type	Label	Description	Schema First Introduced
folder_id 	VARCHAR(128)	Folder ID	Unique identifier for the asset folder.	5
folder_nm	VARCHAR(128)	Folder Name	Folder name.	5
folder_desc	VARCHAR(1332)	Folder Description	Folder description.	5
folder_owner_usernm	VARCHAR(128)	Folder Owner User Name	User name of the user who created the folder.	5
folder_path	VARCHAR(1024)	Folder Path	Folder hierarchical path.	5
folder_level	INT	Folder Level	Always null.	5
entity_status_cd	VARCHAR(3)	Entity Status Code	Item status code (for example, RCY or ACT).	5
deleted_flg	CHAR(1)	Folder Deleted Flag	Flag (1/0) to indicate whether the folder is deleted.	5
created_by_usernm	VARCHAR(128)	Folder Created By User Name	User name of the user who created the folder.	5
created_dttm	TIMESTAMP	Folder Created By Datetime	Datetime stamp of when the folder is created.	5

Column Name	Data Type	Label	Description	Schema First Introduced
last_modified_by_usernm	VARCHAR(128)	Folder Last Modified By User Name	User name of the user who last modified the folder.	5
last_modified_dttm	TIMESTAMP	Folder Last Modified Datetime	Datetime stamp of when the folder was last modified.	5
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetime stamp of when the record is loaded.	5

ASSET_RENDITION_DETAILS (Non-partitioned)

This table stores the different types of asset renditions (for example, Original, Preview, or Thumbnail).

Table 196 ASSET_RENDITION_DETAILS

Column Name	Data Type	Label	Description	Schema First Introduced
rendition_id 	VARCHAR(128)	Asset Rendition ID	Unique identifier for the rendition.	5
rendition_nm	VARCHAR(128)	Asset Rendition Name	Rendition name.	5
rendition_type_cd	VARCHAR(3)	Asset Rendition Type Code	Rendition types (for example, Thm, Prv, Oth, Org, or Cus).	5
rendition_generated_type_cd	VARCHAR(3)	Asset Rendition Generated Type Code	Codes for the generated rendition types (for example, USR or SYS).	5
file_nm	VARCHAR(128)	Asset Rendition File Name	File name.	5

Column Name	Data Type	Label	Description	Schema First Introduced
file_format	VARCHAR(128)	Asset Rendition File Format	File format.	5
file_size	INT	Asset Rendition File Size	File size in bytes.	5
media_dpi	DECIMAL(10,2)	Asset Media DPI	Media dots per inch.	5
media_height	INT	Asset Media Height	Image height.	5
media_width	INT	Asset Media Width	Image width.	5
media_depth	INT	Media Depth	Media depth.	5
download_cnt	BIGINT	Asset Rendition Download Count	Total number of times that the rendition is downloaded.	5
rend_deleted_flg	CHAR(1)	Asset Rendition Deleted Flag	Flag (1/0) to indicate whether the rendition is deleted.	5
rend_duration	INT	Video Rendition Duration	Media duration if the asset type is video.	5
last_modified_status_cd	VARCHAR(3)	Asset Rendition Last Modified Status Code	Last modified status code (for example, OK or Modified).	5
created_by_usernm	VARCHAR(128)	Asset Rendition Created By User Name	User name of the user who created the rendition.	5
created_dttm	TIMESTAMP	Asset Rendition Created By Datetime	Datetime stamp of when the rendition is created.	5
last_modified_by_usernm	VARCHAR(128)	Asset Rendition Last	User name of the user who last	5

Column Name	Data Type	Label	Description	Schema First Introduced
		Modified By User Name	modified the rendition.	
last_modified_dttm	TIMESTAMP	Asset Rendition Last Modified Datetime	Datetime stamp of when the rendition was last modified.	5
revision_id ⓘ (fk)	VARCHAR(128)	Asset Rendition Revision ID	Unique identifier for the asset revision.	5
asset_id ⓘ (fk)	VARCHAR(128)	Asset ID	Unique identifier for the asset.	5
revision_no ⓘ	BIGINT	Asset Rendition Revision Number	Asset revision number.	5
current_revision_flg	CHAR(1)	Asset Rendition Revision Current Flag	Flag (1/0) to indicate whether the revision is current.	5
revision_comment_txt	VARCHAR(512)	Asset Rendition Revision Comment Text	Revision comments.	5
entity_status_cd	VARCHAR(3)	Asset Rendition Entity Status Code	Item status code (for example, RCY or ACT).	5
rev_deleted_flg	CHAR(1)	Asset Rendition Revision Deleted Flag	Flag (1/0) to indicate whether the revision is deleted.	5
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetime stamp of when the record is loaded.	5

ASSET_REVISION (Non-partitioned)

This table captures version information for the assets. One or more versions of each asset are stored in this table.

Table 197 ASSET_REVISION

Column Name	Data Type	Label	Description	Schema First Introduced
revision_id ⓘ	VARCHAR(128)	Asset Revision ID	Unique identifier for the asset revision.	5
asset_id ⓘ	VARCHAR(128)	Asset ID	Unique identifier for the asset.	5
revision_no ⓘ	BIGINT	Asset Revision Number	Asset revision number.	5
current_revision_flg	CHAR(1)	Asset Revision Current Flag	Flag (1/0) to indicate whether the revision is current.	5
revision_comment_txt	VARCHAR(512)	Asset Revision Comment	Revision comments.	5
entity_status_cd	VARCHAR(3)	Asset Entity Status Code	Item status code (for example, RCY or ACT).	5
deleted_flg	CHAR(1)	Asset Revision Deleted Flag	Flag (1/0) to indicate whether the revision is deleted.	5
created_by_usernm	VARCHAR(128)	Asset Revision Created By User Name	User name of the user who created the revision.	5
created_dttm	TIMESTAMP	Revision Created By Datetime	Datetime stamp of when the revision is created.	5
last_modified_by_usernm	VARCHAR(128)	Revision Last Modified By User Name	User name of the user who last modified the revision.	5
last_modified_dttm	TIMESTAMP	Revision Last Modified Datetime	Datetime stamp of when the revision was last modified.	5

Column Name	Data Type	Label	Description	Schema First Introduced
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetime stamp of when record is loaded.	5

Plan Items

CC_BUDGET_BREAKUP (Non-partitioned)

This table captures information about the distribution of the budget amount to various cost centers. The budget amount in a planning item can be distributed to multiple cost centers, depending on configured settings and the cost centers themselves.

Table 198 CC_BUDGET_BREAKUP

Column Name	Data Type	Label	Description	Schema First Introduced
planning_id ⓘ (fk)	VARCHAR(128)	Planning Item ID	Unique identifier for the planning item, real-time journey, or task.	5
planning_nm	VARCHAR(128)	Planning Item Name	Name of the planning item, real-time journey, or task.	5
cost_center_id ⓘ (fk)	VARCHAR(128)	Cost Center ID	Unique identifier for the cost center.	5
cc_nm	VARCHAR(128)	Cost Center Name	Cost center name.	5
cc_desc	VARCHAR(1332)	Cost Center Description	Cost center description.	5
cc_owner_usernm	VARCHAR(128)	Cost Center Owner User Name	Owner's name for the cost center.	5
cc_budget_distribution	DECIMAL(17,2)	Cost Center Budget Distribution	Budget amount assigned to the cost center.	5

Column Name	Data Type	Label	Description	Schema First Introduced
cc_obsolete_flg	CHAR(1)	Cost Center Obsolete Flag	Flag (1/0) to indicate whether the cost center is obsolete.	5
gen_ledger_cd	VARCHAR(128)	General Ledger Code	Ledger code used to keep track of entries.	5
fin_accnt_nm	VARCHAR(128)	Financial Account Name	Name of the financial account.	5
fin_accnt_desc	VARCHAR(1332)	Financial Account Description	Description of the financial account.	5
fin_accnt_obsolete_flg	CHAR(1)	Financial Account Obsolete Flag	Flag (1/0) to indicate whether the financial account is obsolete.	5
created_by_usernm	VARCHAR(128)	Cost Center Budget Information Created By User Name	User that added the budget information for the planning item.	5
created_dttm	TIMESTAMP	Cost Center Budget Information Created Datetime	Datetime value of when the budget information was added for the planning item.	5
last_modified_usernm	VARCHAR(128)	Cost Center Budget Information Last Modified By User	User that most recently modified the budget information.	5
last_modified_dttm	TIMESTAMP	Cost Center Budget Information Last Modified Datetime	Datetime value of when the budget information was most recently modified.	5
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetime value of when the record was loaded.	5

CC_BUDGET_BREAKUP_CCBDDGT (Non-partitioned)

When you are using budgets that are based on a cost center, this table captures information about cost-center budgets during a fiscal period.

Table 199 *CC_BUDGET_BREAKUP_CCBDDGT*

Column Name	Data Type	Label	Description	Schema First Introduced
planning_id ⓘ (fk)	VARCHAR(128)	Planning Item ID	Unique identifier for the planning item, real-time journey, or task	9
planning_nm	VARCHAR(128)	Planning Item Name	Name of the planning item, real-time journey, or task	9
cost_center_id ⓘ (fk)	VARCHAR(128)	Cost Center ID	Unique identifier for the cost center	9
cc_nm	VARCHAR(128)	Cost Center Name	Cost center name	9
cc_number	VARCHAR(128)	Cost Center Number	Cost center number	9
cc_desc	VARCHAR(1332)	Cost Center Description	Cost center description	9
cc_owner_usernm	VARCHAR(128)	Cost Center Username	Owner's name for the cost center	9
cc_obsolete_flg	CHAR(1)	Cost Center Obsolete Flag	Flag (1/0) to indicate whether the cost center is obsolete	9
gen_ledger_cd	VARCHAR(128)	General Ledger Code	Ledger code that is used to track entries	9
fin_accnt_nm	VARCHAR(128)	Financial Account Name	Name of the financial account	9

Column Name	Data Type	Label	Description	Schema First Introduced
fin_accnt_desc	VARCHAR(1332)	Financial Account Description	Description of the financial account	9
fin_accnt_obsolete_flg	CHAR(1)	Financial Account Obsolete Flag	Flag (1/0) to indicate whether the financial account is obsolete	9
cc_lvl_distribution	DECIMAL(17,2)	Cost Center Level Distribution	Budget amount for this cost center that is reserved for a level of the planning hierarchy	9
cc_budget_distribution	DECIMAL(17,2)	Cost Center Budget Distribution	Budget amount that is assigned to the cost center	9
cc_rldup_child_bdgt	DECIMAL(17,2)	Cost Center Rolledup Child Budget	Budget amount for this cost center that is available for the planning items at the lower levels in this hierarchy	9
cc_level_expense	DECIMAL(17,2)	Cost Center Level Expense	Expenses from this cost center for a level of the planning hierarchy	9
cc_rldup_total_expense	DECIMAL(17,2)	Cost Center Rolledup Total Expense	Total expenses from this cost center for all children of the planning item	9
fp_id ⓘ (fk)	VARCHAR(128)	Fiscal Period ID	ID of the fiscal period	9

Column Name	Data Type	Label	Description	Schema First Introduced
fp_nm	VARCHAR(128)	Fiscal Period Name	Name of the fiscal period	9
fp_desc	VARCHAR(1332)	Fiscal Period Description	Description of the fiscal period	9
fp_cls_ver	VARCHAR(128)	Fiscal Period Version	Version of the fiscal period	9
fp_obsolete_flg	CHAR(1)	Fiscal Period Obsolete Flag	Flag (1/0) to indicate whether the fiscal period is obsolete	9
fp_start_dt	DATE	Fiscal Period Start Date	Start date for the fiscal period	9
fp_end_dt	DATE	Fiscal Period End Date	End date for the fiscal period	9
cc_bdgt_budget_amt	DECIMAL(17,2)	Used Budget Amount	Used budget from this cost center	9
cc_bdgt_budget_desc	VARCHAR(1332)	Used Budget Description	Description of the used budget for the cost center	9
cc_bdgt_amt	DECIMAL(17,2)	Allocated Amount Against a Cost Center Fiscal Period	Budget amount that is allocated for the cost center in the fiscal period	9
cc_bdgt_invoiced_amt	DECIMAL(17,2)	Cost Center Fiscal Period Invoiced Amount	Invoiced amount for the cost center in the fiscal period	9
cc_bdgt_committed_amt	DECIMAL(17,2)	Cost Center Fiscal Period Committed Amount	Commitment amount for the cost center in the fiscal period	9
cc_bdgt_direct_invoice_amt	DECIMAL(17,2)	Cost Center Fiscal Period	Invoice amount that is not	9

Column Name	Data Type	Label	Description	Schema First Introduced
		Direct Invoice Amount	associated with a commitment	
cc_bdgt_cmtmnt_invoice_amt	DECIMAL(17,2)	Cost Center Fiscal Commitment Invoiced Amount	Invoice amount that is associated with a commitment	9
cc_bdgt_cmtmnt_overspent_amt	DECIMAL(17,2)	Cost Center Fiscal Commitment Overspent Amount	Cost center's amount that was spent above the amount that was committed to the vendor	9
cc_bdgt_cmtmnt_outstanding_amt	DECIMAL(17,2)	Cost Center Fiscal Commitment Outstanding Amount	Cost center's amount that has been entered for the commitment but has not yet been assigned to an invoice	9
cc_bdgt_cmtmnt_invoice_cnt	INT	Cost Center Fiscal Commitment Invoice Count	Number of invoices for the cost center in the fiscal period	9
created_by_usernm	VARCHAR(128)	Cost Center Fiscal Created By User Name	User who added the cost center's fiscal budget	9
created_dttm	TIMESTAMP	Cost Center Fiscal Created Datetime	Datetime value of when the cost center's fiscal budget was added	9
last_modified_usernm	VARCHAR(128)	Cost Center Fiscal Last Modified By User Name	User name of the user who most recently modified the cost center's fiscal budget	9

Column Name	Data Type	Label	Description	Schema First Introduced
last_modified_dttm	TIMESTAMP	Cost Center Fiscal Last Modified Datetime	Datetime value of when the cost center's fiscal budget was most recently modified	9
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetime value of when the record is loaded	9

COMMITMENT_DETAILS (Non-partitioned)

This table captures information about the commitment associated with a planning item.

Table 200 COMMITMENT_DETAILS

Column Name	Data Type	Label	Description	Schema First Introduced
planning_id ⓘ (fk)	VARCHAR(128)	Planning Item ID	Unique identifier for the planning item, real-time journey, or task.	5
planning_nm	VARCHAR(128)	Planning Item Name	Name of planning item, real-time journey, or task.	5
cmtmnt_id ⓘ	VARCHAR(128)	Commitment ID	Unique identifier for the commitment.	5
cmtmnt_no	VARCHAR(128)	Commitment Number	Commitment number.	5
cmtmnt_nm	VARCHAR(128)	Commitment Name	Commitment name.	5
cmtmnt_desc	VARCHAR(1332)	Commitment Description	Commitment description.	5
cmtmnt_status	VARCHAR(128)	Commitment Status	Commitment status.	5

Column Name	Data Type	Label	Description	Schema First Introduced
cmtmnt_amt	DECIMAL(17,2)	Commitment Amount	Commitment amount.	5
cmtmnt_outstanding_amt	DECIMAL(17,2)	Commitment Outstanding Amount	Amount that has been entered for the commitment but has not yet been assigned to an invoice.	5
cmtmnt_payment_dttm	TIMESTAMP	Commitment Payment Datetime	Datetime value of when the payment should be made.	5
cmtmnt_closure_note	VARCHAR(1332)	Commitment Closure Note	Note on commitment closure.	5
cmtmnt_overspent_amt	DECIMAL(17,2)	Commitment Overspent Amount	Amount spent above the amount committed to the vendor.	5
cmtmnt_created_dttm	TIMESTAMP	Commitment Created Datetime	Datetime value for when the commitment was added for the planning item.	5
planning_currency_cd	VARCHAR(10)	Planning Currency Code	Currency code selected for the planning item.	5
vendor_id (fk)	VARCHAR(128)	Vendor ID	Unique identifier for the vendor.	5
vendor_number	VARCHAR(128)	Vendor Number	Vendor number.	5
vendor_nm	VARCHAR(128)	Vendor Name	Vendor name.	5
vendor_amt	DECIMAL(17,2)	Vendor Amount	Invoice amount in the currency selected for payments to the vendor.	5
vendor_currency_cd	VARCHAR(10)	Vendor Currency Code	Currency code selected for the vendor.	5

Column Name	Data Type	Label	Description	Schema First Introduced
vendor_obsolete_flg	CHAR(1)	Vendor Obsolete Flag	Flag (1/0) to indicate whether the vendor is obsolete.	5
created_by_usernm	VARCHAR(128)	Commitment Created By User Name	User that created the commitment.	5
created_dttm	TIMESTAMP	Commitment Created Datetime	Datetime value for when the commitment was created.	5
last_modified_usernm	VARCHAR(128)	Commitment Last Modified By User Name	User that most recently modified the commitment.	5
last_modified_dttm	TIMESTAMP	Commitment Last Modified Datetime	Datetime value for when the commitment was most recently modified.	5
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetime value of when the record was loaded.	5

COMMITMENT_LINE_ITEMS (Non-partitioned)

This table captures the line item details of a commitment. A commitment might have multiple line items.

Table 201 COMMITMENT_LINE_ITEMS

Column Name	Data Type	Label	Description	Schema First Introduced
planning_id ⓘ (fk)	VARCHAR(128)	Planning Item ID	Unique identifier for the planning item, real-time journey, or task.	5

Column Name	Data Type	Label	Description	Schema First Introduced
planning_nm	VARCHAR(128)	Planning Item Name	Name of planning item, real-time journey, or task.	5
cmtmnt_id ⓘ (fk)	VARCHAR(128)	Commitment ID	Unique identifier for the commitment.	5
cmtmnt_no	VARCHAR(128)	Commitment Number	Commitment number.	5
cmtmnt_nm	VARCHAR(128)	Commitment Name	Commitment name.	5
cmtmnt_desc	VARCHAR(1332)	Commitment Description	Commitment description.	5
cmtmnt_status	VARCHAR(128)	Commitment Status	Commitment status.	5
cmtmnt_amt	DECIMAL(17,2)	Commitment Amount	Commitment amount.	5
cmtmnt_outstanding_amt	DECIMAL(17,2)	Commitment Outstanding Amount	Amount that has been entered for the commitment but has not yet been assigned to an invoice.	5
cmtmnt_payment_dttm	TIMESTAMP	Commitment Payment Datetime	Datetime value of when the payment should be made.	5
cmtmnt_closure_note	VARCHAR(1332)	Commitment Closure Note	Note on commitment closure.	5
cmtmnt_overspent_amt	DECIMAL(17,2)	Commitment Overspent Amount	Amount spent above the amount committed to the vendor.	5
cmtmnt_created_dttm	TIMESTAMP	Commitment Created Datetime	Datetime value for when the commitment was added for the planning item.	5

Column Name	Data Type	Label	Description	Schema First Introduced
planning_currency_cd	VARCHAR(10)	Planning Item Currency Code	Currency code selected for the planning item.	5
vendor_id (fk)	VARCHAR(128)	Vendor ID	Unique identifier for the vendor.	5
vendor_number	VARCHAR(128)	Vendor Number	Vendor number.	5
vendor_nm	VARCHAR(128)	Vendor Name	Vendor name.	5
vendor_amt	DECIMAL(17,2)	Vendor Amount	Invoice amount in the currency selected for payments to the vendor.	5
vendor_currency_cd	VARCHAR(10)	Vendor Currency Code	Currency code selected for the vendor.	5
vendor_obsolete_flg	CHAR(1)	Vendor Obsolete Flag	Flag (1/0) to indicate whether the vendor is obsolete.	5
cost_center_id (fk)	VARCHAR(128)	Cost Center ID	Unique identifier for the cost center.	5
cc_nm	VARCHAR(128)	Cost Center Name	Cost center name.	5
cc_desc	VARCHAR(1332)	Cost Center Description	Cost center description.	5
cc_owner_usernm	VARCHAR(128)	Cost Center Owner User Name	Owner's name for the cost center.	5
gen_ledger_cd	VARCHAR(128)	General Ledger Code	Ledger code used to keep track of entries.	5
fin_acc_nm	VARCHAR(128)	Financial Account Name	Name of the financial account that is associated with the commitment line item.	5

Column Name	Data Type	Label	Description	Schema First Introduced
cc_recon_alloc_amt	DECIMAL(17,2)	Cost Center Allocated Reconciliation Amount	Reconciliation amount allocated to the cost centers.	5
cc_allocated_amt	DECIMAL(17,2)	Cost Center Allocated Amount	Amount allocated to the cost center.	5
cc_available_amt	DECIMAL(17,2)	Cost Center Available Amount	Amount available for distribution to the cost centers.	5
item_nm ⓘ	VARCHAR(128)	Item Name	Name of the item.	5
item_number ⓘ	INT	Item Number	Number of the item.	5
item_qty	BIGINT	Item Quantity	Quantity of the item.	5
item_rate	DECIMAL(17,2)	Item Rate	Rate of the item.	5
item_alloc_unit	BIGINT	Item Allocation Units	Unit allocation for the item.	5
item_alloc_amt	DECIMAL(17,2)	Item Allocation Amount	Amount allocation for the item.	5
item_vend_alloc_unit	BIGINT	Item Allocation Units in Vendor Currency	Unit allocation for the item in the vendor currency.	5
item_vend_alloc_amt	DECIMAL(17,2)	Item Allocation Amount in Vendor Currency	Amount allocation for the item in the vendor currency.	5
ccat_nm	VARCHAR(128)	Cost Category Name	Cost category name associated with the line item.	5
created_by_usernm	VARCHAR(128)	Commitment Line Items Created By User Name	User that created the commitment line items.	5
created_dttm	TIMESTAMP	Commitment Line Items Created Datetime	Datetime value for when the commitment line items are created.	5

Column Name	Data Type	Label	Description	Schema First Introduced
last_modified_usernm	VARCHAR(128)	Commitment Line Items Last Modified By User Name	User that most recently modified the commitment line items.	5
last_modified_dttm	TIMESTAMP	Commitment Line Items Last Modified Datetime	Datetime value for when the commitment line items were most recently modified.	5
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetime value of when the record was loaded.	5

COMMITMENT_LINE_ITEMS_CCBDGT (Non-partitioned)

When you are using budgets that are based on a cost center, this table captures the line item details of a commitment that is associated with the cost center. A commitment might have multiple line items.

Table 202 COMMITMENT_LINE_ITEMS_CCBDGT

Column Name	Data Type	Label	Description	Schema First Introduced
planning_id (fk)	VARCHAR(128)	Planning Item ID	Unique identifier for the planning item, real-time journey, or task	9
planning_nm	VARCHAR(128)	Planning Item Name	Name of planning item, real-time journey, or task	9
cmtmnt_id ⓘ (fk)	VARCHAR(128)	Commitment ID	Unique identifier for the commitment	9
cmtmnt_no	VARCHAR(128)	Commitment Number	Commitment number	9

Column Name	Data Type	Label	Description	Schema First Introduced
cmtmnt_nm	VARCHAR(128)	Commitment Name	Commitment name.	9
cmtmnt_desc	VARCHAR(1332)	Commitment Description	Commitment description	9
cmtmnt_status	VARCHAR(128)	Commitment Status	Commitment status	9
cmtmnt_amt	DECIMAL(17,2)	Commitment Amount	Commitment amount	9
cmtmnt_outstanding_amt	DECIMAL(17,2)	Commitment Outstanding Amount	Amount that has been entered for the commitment but has not yet been assigned to an invoice	9
cmtmnt_payment_dttm	TIMESTAMP	Commitment Payment Datetime	Datetime value of when the payment should be made	9
cmtmnt_closure_note	VARCHAR(1332)	Commitment Closure Note	Note on commitment closure	9
cmtmnt_overspent_amt	DECIMAL(17,2)	Commitment Overspent Amount	Amount spent above the amount that is committed to the vendor	9
cmtmnt_created_dttm	TIMESTAMP	Commitment Created Datetime	Datetime value for when the commitment was added for the planning item	9
planning_currency_cd	VARCHAR(10)	Planning Item Currency Code	Currency code that is selected for the planning item	9

Column Name	Data Type	Label	Description	Schema First Introduced
vendor_id (fk)	VARCHAR(128)	Vendor ID	Unique identifier for the vendor	9
vendor_number	VARCHAR(128)	Vendor Number	Vendor number	9
vendor_nm	VARCHAR(128)	Vendor Name	Vendor name	9
vendor_amt	DECIMAL(17,2)	Vendor Amount	Invoice amount in the currency that is selected for payments to the vendor	9
vendor_currency_cd	VARCHAR(10)	Vendor Currency Code	Currency code that is selected for the vendor	9
vendor_obsolete_flg	CHAR(1)	Vendor Obsolete Flag	Flag (1/0) to indicate whether the vendor is obsolete	9
cost_center_id (fk)	VARCHAR(128)	Cost Center ID	Unique identifier for the cost center	9
cc_nm	VARCHAR(128)	Cost Center Name	Cost center name	9
cc_number	VARCHAR(128)	Cost Center Number	Cost center number.	9
cc_desc	VARCHAR(1332)	Cost Center Description	Cost center description	9
cc_obsolete_flg	CHAR(1)	Cost Center Obsolete Flag	Flag (1/0) to indicate whether the cost center is obsolete	9
cc_owner_usernm	VARCHAR(128)	Cost Center Owner Username	Owner's name for the cost center	9

Column Name	Data Type	Label	Description	Schema First Introduced
gen_ledger_cd	VARCHAR(128)	General Ledger Code	Ledger code that is used to track entries	9
fin_acc_nm	VARCHAR(128)	Financial Account Name	Name of the financial account that is associated with the commitment line item	9
cc_recon_alloc_amt	DECIMAL(17,2)	Cost Center Allocated Reconciliation Amount	Reconciliation amount that is allocated to the cost center	9
cc_allocated_amt	DECIMAL(17,2)	Cost Center Allocated Amount	Amount that is allocated to the cost center	9
cc_available_amt	DECIMAL(17,2)	Cost Center Available Amount	Amount that is available for distribution to the cost centers	9
item_nm	VARCHAR(128)	Item Name	Name of the item.	9
item_number ⓘ	INT	Item Number	Number of the item	9
item_qty	INT	Item Quantity	Quantity of the item	9
item_rate	DECIMAL(17,2)	Item Rate	Rate of the item	9
item_alloc_unit	INT	Item Allocation Amount	Unit allocation for the item	9
item_alloc_amt	DECIMAL(17,2)	Item Allocation Units	Amount allocation for the item	9
item_vend_alloc_unit	INT	Item Allocation	Unit allocation for the item in	9

Column Name	Data Type	Label	Description	Schema First Introduced
		Units in Vendor Currency	the vendor currency	
item_vend_alloc_amt	DECIMAL(17,2)	Item Allocation Amount in Vendor Currency	Amount allocation for the item in the vendor currency	9
ccat_nm	VARCHAR(128)	Cost Category Name	Cost category name that is associated with the line item	9
fp_id (fk)	VARCHAR(128)	Fiscal Period ID	Fiscal period ID	9
fp_nm	VARCHAR(128)	Fiscal Period Name	Name of the fiscal period	9
fp_desc	VARCHAR(1332)	Fiscal Period Description	Description of the fiscal period	9
fp_cls_ver	VARCHAR(128)	Fiscal Period Version	Version of the fiscal period	9
fp_obsolete_flg	CHAR(1)	Fiscal Period Obsolete Flag	Flag (1/0) to indicate whether the fiscal period is obsolete	9
fp_start_dt	DATE	Fiscal Period Start Date	Start date for the fiscal period	9
fp_end_dt	DATE	Fiscal Period End Date	End date for the fiscal period	9
cc_bdgt_budget_amt	DECIMAL(17,2)	Used Budget Amount	Used budget from this cost center	9
cc_bdgt_budget_desc	VARCHAR(1332)	Used Budget Description	Description of the used	9

Column Name	Data Type	Label	Description	Schema First Introduced
			budget for the cost center	
cc_bdgt_amt	DECIMAL(17,2)	Allocated Amount Against a Cost Center Fiscal Period	Budget amount that is allocated for the cost center in the fiscal period	9
cc_bdgt_invoiced_amt	DECIMAL(17,2)	Cost Center Fiscal Period Invoiced Amount	Invoiced amount for the cost center in the fiscal period	9
cc_bdgt_committed_amt	DECIMAL(17,2)	Cost Center Fiscal Period Committed Amount	Commitment amount for the cost center in the fiscal period	9
cc_bdgt_direct_invoice_amt	DECIMAL(17,2)	Cost Center Fiscal Period Direct Invoice Amount	Invoice amount that is not associated with a commitment	9
cc_bdgt_cmtmnt_invoice_amt	DECIMAL(17,2)	Cost Center Fiscal Period Commitment Invoiced Amount	Invoice amount that is associated with a commitment	9
cc_bdgt_cmtmnt_overspent_amt	DECIMAL(17,2)	Cost Center Fiscal Period Commitment Overspent Amount	Cost center's amount that was spent above the amount that was committed to the vendor	9
cc_bdgt_cmtmnt_outstanding_amt	DECIMAL(17,2)	Cost Center Fiscal Period Commitment Outstanding Amount	Cost center's amount that has been entered for the commitment but has not yet	9

Column Name	Data Type	Label	Description	Schema First Introduced
			been assigned to an invoice	
cc_bdgt_cmtmnt_invoice_cnt	INT	Cost Center Fiscal Period Commitment Invoice Count	Number of invoices for the cost center in the fiscal period	9
created_by_usernm	VARCHAR(128)	Commitment Created By User Name	User who created the commitment	9
created_dttm	TIMESTAMP	Commitment Created Datetime	Datetime value of when the commitment was added	9
last_modified_usernm	VARCHAR(128)	Commitment Last Modified By User Name	User who most recently modified the commitment's information	9
last_modified_dttm	TIMESTAMP	Commitment Last Modified Datetime	Datetime value of when the commitment's information was most recently modified	9
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetime value of when the record is loaded	9

FISCAL_CC_BUDGET (Non-partitioned)

When you are using budgets that are based on a cost center, this table captures the cost center's budget information for a fiscal period.

Table 203 FISCAL_CC_BUDGET

Column Name	Data Type	Label	Description	Schema First Introduced
cost_center_id ⓘ (fk)	VARCHAR(128)	Cost Center ID	Unique identifier for the cost center	9
cc_nm	VARCHAR(128)	Cost Center Name	Cost center name	9
cc_number	VARCHAR(128)	Cost Center Number	Cost center number	9
cc_desc	VARCHAR(1332)	Cost Center Description	Cost center description	9
cc_owner_usernm	VARCHAR(128)	Cost Center Owner User Name	Owner's name for the cost center	9
cc_obsolete_flg	CHAR(1)	Cost Center Obsolete Flag	Flag (1/0) to indicate whether the cost center is obsolete	9
gen_ledger_cd	VARCHAR(128)	General Ledger Code	Ledger code that is used to track entries	9
fin_accnt_nm	VARCHAR(128)	Financial Account Name	Name of the financial account that is associated with a cost center's budget	9
fin_accnt_desc	VARCHAR(1332)	Financial Account Description	Description of the financial account	9
fin_accnt_obsolete_flg	CHAR(1)	Financial Account Obsolete Flag	Flag (1/0) to indicate whether the financial account is obsolete	9

Column Name	Data Type	Label	Description	Schema First Introduced
fp_id ⓘ (fk)	VARCHAR(128)	Fiscal Period ID	ID of the fiscal period	9
fp_nm	VARCHAR(128)	Fiscal Period Name	Name of the fiscal period	9
fp_desc	VARCHAR(1332)	Fiscal Period Description	Description of the fiscal period	9
fp_cls_ver	VARCHAR(128)	Fiscal Period Version	Version of the fiscal period	9
fp_obsolete_flg	CHAR(1)	Fiscal Period Obsolete Flag	Flag (1/0) to indicate whether the fiscal period is obsolete	9
fp_start_dt	DATE	Fiscal Period Start Date	Start date for the fiscal period	9
fp_end_dt	DATE	Fiscal Period End Date	End date for the fiscal period	9
cc_bdgt_budget_amt	DECIMAL(17,2)	Used Budget Amount	Used budget from this cost center's fiscal period	9
cc_bdgt_budget_desc	VARCHAR(1332)	Used Budget Description	Description of the used budget for the cost center	9
cc_bdgt_amt	DECIMAL(17,2)	Allocated Amount Against Cost Center Fiscal Period	Budget amount that is allocated for the cost center in the fiscal period	9
cc_bdgt_invoiced_amt	DECIMAL(17,2)	Cost Center Fiscal Period Invoiced Amount	Invoiced amount for the cost	9

Column Name	Data Type	Label	Description	Schema First Introduced
			center in the fiscal period	
cc_bdgt_committed_amt	DECIMAL(17,2)	Cost Center Fiscal Period Committed Amount	Commitment amount for the cost center in the fiscal period	9
cc_bdgt_direct_invoice_amt	DECIMAL(17,2)	Cost Center Fiscal Period Direct Invoice Amount	Invoice amount that is not associated with a commitment	9
cc_bdgt_cmtmnt_invoice_amt	DECIMAL(17,2)	Cost Center Fiscal Period Commitment Invoiced Amount	Invoice amount that is associated with a commitment	9
cc_bdgt_cmtmnt_overspent_amt	DECIMAL(17,2)	Cost Center Fiscal Period Commitment Overspent Amount	Cost center's amount that was spent above the amount that was committed to the vendor	9
cc_bdgt_cmtmnt_outstanding_amt	DECIMAL(17,2)	Cost Center Fiscal Period Commitment Outstanding Amount	Cost center's amount that has been entered for the commitment but has not yet been assigned to an invoice	9
cc_bdgt_cmtmnt_invoice_cnt	INT	Cost Center Fiscal Period Commitment Invoice Count	Number of invoices for the cost center in the fiscal period	9

Column Name	Data Type	Label	Description	Schema First Introduced
created_by_usernm	VARCHAR(128)	Cost Center Fiscal Period Created By User Name	User who added the information about the cost center's fiscal period	9
created_dttm	TIMESTAMP	Cost Center Fiscal Period Created Datetime	Datetime value of when the information about the cost center's fiscal period was created	9
last_modified_usernm	VARCHAR(128)	Cost Center Fiscal Modified By User Name	User name of the user who most recently modified the information about the cost center's fiscal period	9
last_modified_dttm	TIMESTAMP	Fiscal Period Cost Center Budget Modified Datetime	Datetime value of when the information about the cost center's fiscal period was most recently updated	9
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetime value of when the record is loaded	9

INVOICE_DETAILS (Non-partitioned)

This table captures information about an invoice associated with a planning item. An invoice might also be associated with a commitment.

Table 204 INVOICE_DETAILS

Column Name	Data Type	Label	Description	Schema First Introduced
planning_id ⓘ (fk)	VARCHAR(128)	Planning Item ID	Unique identifier for the planning item, real-time journey, or task.	5
planning_nm	VARCHAR(128)	Planning Item Name	Name of planning item, real-time journey, or task.	5
cmtmnt_id ⓘ (fk)	VARCHAR(128)	Commitment ID	Unique identifier for the commitment.	5
cmtmnt_nm	VARCHAR(128)	Commitment Name	Commitment name.	5
invoice_id ⓘ	VARCHAR(128)	Invoice ID	Unique identifier for the invoice.	5
invoice_number	VARCHAR(128)	Invoice Number	Invoice number.	5
invoice_nm	VARCHAR(128)	Invoice Name	Invoice name.	5
invoice_desc	VARCHAR(1332)	Invoice Description	Invoice description.	5
invoice_status	VARCHAR(64)	Invoice Status	Invoice status.	5
invoice_amt	DECIMAL(17,2)	Invoice Amount	Invoice amount.	5
invoice_created_dt tm	TIMESTAMP	Invoice Created Datetime	Datetime value for when the invoice was created.	5
reconcile_amt	DECIMAL(17,2)	Invoice Reconciliation Amount	Amount after invoice reconciliation.	5
reconcile_note	VARCHAR(1332)	Invoice Reconciliation Note	Reconciliation notes.	5
invoice_reconciled _dtm	TIMESTAMP	Invoice Reconciliation Datetime	Datetime value for when the invoice was reconciled.	5
vendor_amt	DECIMAL(17,2)	Invoice Amount in Vendor Currency	Invoice amount in the currency	5

Column Name	Data Type	Label	Description	Schema First Introduced
			selected for the vendor.	
payment_dttm	TIMESTAMP	Invoice Payment Datetime	Datetime value for when the invoice is paid.	5
plan_currency_cd	VARCHAR(10)	Planning Item Currency Code	Currency code selected for the planning item.	5
vendor_id (fk)	VARCHAR(128)	Vendor ID	Unique identifier for the vendor.	5
vendor_number	VARCHAR(128)	Vendor Number	Vendor number.	5
vendor_nm	VARCHAR(128)	Vendor Name	Vendor name.	5
vendor_desc	VARCHAR(1332)	Vendor Description	Vendor description.	5
vendor_currency_cd	VARCHAR(10)	Vendor Currency Code	Currency code selected for the vendor.	5
vendor_obsolete_flg	CHAR(1)	Vendor Obsolete Flag	Flag (1/0) to indicate whether the vendor is obsolete.	5
created_by_usernm	VARCHAR(128)	Invoice Created By User Name	User that created the invoice details.	5
created_dttm	TIMESTAMP	Invoice Created Datetime	Datetime when the invoice details are created.	5
last_modified_usernm	VARCHAR(128)	Vendor Last Modified By User Name	User that most recently modified the vendor details.	5
last_modified_dttm	TIMESTAMP	Vendor Last Modified Datetime	Datetime value for when the vendor details were most recently modified.	5
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetime value of when the record was loaded.	5

INVOICE_LINE_ITEMS (Non-partitioned)

This table captures the line item details in an invoice. An invoice might have multiple line items.

Table 205 INVOICE_LINE_ITEMS

Column Name	Data Type	Label	Description	Schema First Introduced
planning_id ⓘ (fk)	VARCHAR(128)	Planning Item ID	Unique identifier for the planning item, real-time journey, or task.	5
planning_nm	VARCHAR(128)	Planning Item Name	Name of planning item, real-time journey, or task.	5
cmtmnt_id ⓘ (fk)	VARCHAR(128)	Commitment ID	Unique identifier for the commitment.	5
cmtmnt_nm	VARCHAR(128)	Commitment Name	Commitment name.	5
invoice_id ⓘ (fk)	VARCHAR(128)	Invoice ID	Unique identifier invoice.	5
invoice_number ⓘ	VARCHAR(128)	Invoice Number	Invoice number.	5
invoice_nm ⓘ	VARCHAR(128)	Invoice Name	Invoice name.	5
invoice_desc	VARCHAR(1332)	Invoice Description	Invoice description.	5
invoice_status	VARCHAR(64)	Invoice Status	Invoice status.	5
invoice_amt	DECIMAL(17,2)	Invoice Amount	Invoice amount.	5
invoice_created_datetime	TIMESTAMP	Invoice Created Datetime	Datetime value for when the invoice was created.	5
reconcile_amt	DECIMAL(17,2)	Invoice Reconciliation Amount	Amount after invoice reconciliation.	5
reconcile_note	VARCHAR(1332)	Invoice Reconciliation Note	Reconciliation notes.	5

Column Name	Data Type	Label	Description	Schema First Introduced
invoice_reconciled_dttm	TIMESTAMP	Invoice Reconciliation Datetime	Datetime value for when the invoice was reconciled.	5
vendor_amt	DECIMAL(17,2)	Invoice Vendor Amount	Invoice amount in the currency selected for the vendor.	5
payment_dttm	TIMESTAMP	Invoice Payment Datetime	Datetime value for when the invoice was paid.	5
plan_currency_cd	VARCHAR(10)	Planning Item Currency Code	Currency code selected for the planning item.	5
vendor_id (fk)	VARCHAR(128)	Vendor ID	Unique identifier for the vendor.	5
vendor_number	VARCHAR(128)	Vendor Number	Vendor number.	5
vendor_nm	VARCHAR(128)	Vendor Name	Vendor name.	5
vendor_desc	VARCHAR(1332)	Vendor Description	Vendor description.	5
vendor_currency_cd	VARCHAR(10)	Vendor Currency Code	Currency code selected for the vendor.	5
vendor_obsolete_flg	CHAR(1)	Vendor Obsolete Flag	Flag (1/0) to indicate whether the vendor is obsolete.	5
cost_center_id (fk)	VARCHAR(128)	Cost Center ID	Unique identifier for the cost center.	5
cc_nm	VARCHAR(128)	Cost Center Name	Cost center name.	5
cc_desc	VARCHAR(1332)	Cost Center Description	Cost center description.	5
cc_owner_usernm	VARCHAR(128)	Cost Center Owner User Name	Owner's name for the cost center.	5

Column Name	Data Type	Label	Description	Schema First Introduced
gen_ledger_cd	VARCHAR(128)	General Ledger Code	Ledger code used to keep track of entries.	5
fin_acc_nm	VARCHAR(128)	Invoice Financial Account Number	Name of the financial account that is associated with the invoice.	5
fin_acc_ccat_nm	VARCHAR(128)	Financial Account Cost Category Name	Name of the financial account that is associated with the cost category.	5
cc_allocated_amt	DECIMAL(17,2)	Cost Center Allocated Amount	Amount allocated to the cost center.	5
cc_available_amt	DECIMAL(17,2)	Cost Center Amount for Distribution	Amount available for distribution to the cost centers.	5
cc_recon_alloc_amt	DECIMAL(17,2)	Cost Center Allocated Reconciliation Amount	Reconciliation amount allocated to the cost center.	5
item_nm	VARCHAR(128)	Item Name	Name of the item.	5
item_number	INT	Item Number	Number of the item.	5
item_qty	BIGINT	Item Quantity	Quantity of the item.	5
item_rate	DECIMAL(17,2)	Item Rate	Rate of the item.	5
item_alloc_unit	BIGINT	Item Allocation Units	Unit allocation for the item.	5
item_alloc_amt	DECIMAL(17,2)	Item Allocation Amount	Amount allocation for the item.	5
item_vend_alloc_unit	BIGINT	Item Allocation Units in Vendor Currency	Unit allocation for the item in the vendor currency.	5
item_vend_alloc_amt	DECIMAL(17,2)	Item Allocation Amount in Vendor Currency	Amount allocation for the item in the vendor currency.	5

Column Name	Data Type	Label	Description	Schema First Introduced
ccat_nm	VARCHAR(128)	Cost Category Name	Cost category name associated with the line item.	5
created_by_usernm	VARCHAR(128)	Invoice Line Items Created By User Name	User that created the invoice line items.	5
created_dttm	TIMESTAMP	Invoice Line Items Created By Datetime	Datetime value of when the invoice line items are created.	5
last_modified_usernm	VARCHAR(128)	Invoice Line Items Last Modified By User Name	User that most recently modified the invoice line items.	5
last_modified_dttm	TIMESTAMP	Invoice Line Items Last Modified Datetime	Datetime value of when the invoice line items were most recently modified.	5
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetime value of when the record was loaded.	5

INVOICE_LINE_ITEMS_CCBDGT (Non-partitioned)

When you are using budgets that are based on a cost center, this table collects information about line items in an invoice for a cost center.

Table 206 INVOICE_LINE_ITEMS_CCBDGT

Column Name	Data Type	Label	Description	Schema First Introduced
planning_id (fk)	VARCHAR(128)	Planning Item ID	Unique identifier for the planning item, real-time journey, or task	9

Column Name	Data Type	Label	Description	Schema First Introduced
planning_nm	VARCHAR(128)	Planning Item Name	Name of planning item, real-time journey, or task	9
cmtmnt_id (fk)	VARCHAR(128)	Commitment ID	Unique identifier for the commitment	9
cmtmnt_nm	VARCHAR(128)	Commitment Name	Commitment name	9
invoice_id ⓘ (fk)	VARCHAR(128)	Invoice ID	Unique identifier invoice	9
invoice_number	VARCHAR(128)	Invoice Number	Invoice number	9
invoice_nm	VARCHAR(128)	Invoice Name	Invoice name	9
invoice_desc	VARCHAR(1332)	Invoice Description	Invoice description	9
invoice_status	VARCHAR(64)	Invoice Status	Invoice status	9
invoice_amt	DECIMAL(17,2)	Invoice Amount	Invoice amount	9
invoice_created_dttm	TIMESTAMP	Invoice Created DateTimeStamp	Datetime value for when the invoice was created	9
reconcile_amt	DECIMAL(17,2)	Invoice Reconciliation Amount	Amount after invoice reconciliation	9
reconcile_note	VARCHAR(1332)	Invoice Reconciliation Note	Reconciliation notes	9
invoice_reconciled_dttm	TIMESTAMP	Invoice Reconciliation Datetime	Datetime value for when the	9

Column Name	Data Type	Label	Description	Schema First Introduced
			invoice was reconciled	
vendor_amt	DECIMAL(17,2)	Vendor Amount	Invoice amount in the currency that is selected for the vendor	9
payment_dttm	TIMESTAMP	Payment DateTimeStamp	Datetime value for when the invoice was paid	9
plan_currency_cd	VARCHAR(10)	Planning Item Currency Code	Currency code that is selected for the planning item	9
vendor_id (fk)	VARCHAR(128)	Vendor ID	Unique identifier for the vendor	9
vendor_number	VARCHAR(128)	Vendor Number	Vendor number	9
vendor_nm	VARCHAR(128)	Vendor Name	Vendor name	9
vendor_desc	VARCHAR(1332)	Vendor Description	Vendor description	9
vendor_currency_cd	VARCHAR(10)	Vendor Currency Code	Currency code that is selected for the vendor	9
vendor_obsolete_flg	CHAR(1)	Vendor Obsolete Flag	Flag (1/0) to indicate whether the vendor is obsolete	9
cost_center_id (fk)	VARCHAR(128)	Cost Center ID	Unique identifier for the cost center	9

Column Name	Data Type	Label	Description	Schema First Introduced
cc_nm	VARCHAR(128)	Cost Center Name	Cost center name	9
cc_number	VARCHAR(128)	Cost Center Number	Cost center number	9
cc_desc	VARCHAR(1332)	Cost Center Description	Cost center description	9
cc_obsolete_flg	CHAR(1)	Cost Center Obsolete Flag	Flag (1/0) to indicate whether the cost center is obsolete	9
cc_owner_usernm	VARCHAR(128)	Cost Center Owner User Name	Owner's name for the cost center	9
gen_ledger_cd	VARCHAR(128)	General Ledger Code	Ledger code that is used to track entries	9
fin_acc_nm	VARCHAR(128)	Financial Account Name	Name of the financial account that is associated with the invoice	9
fin_acc_ccat_nm	VARCHAR(128)	Financial Account Cost Category Name	Name of the financial account that is associated with the cost category	9
cc_allocated_amt	DECIMAL(17,2)	Cost Center Allocated Amount	Amount that is allocated to the cost center	9
cc_available_amt	DECIMAL(17,2)	Cost Center Available Amount	Amount that is available for distribution to the cost centers	9

Column Name	Data Type	Label	Description	Schema First Introduced
cc_recon_alloc_amt	DECIMAL(17,2)	Cost Center Allocated Reconciliation Amount	Reconciliation amount that is allocated to the cost center	9
item_nm	VARCHAR(128)	Item Name	Name of the item	9
item_number ⓘ	INT	Item Number	Number of the item	9
item_qty	INT	Item Quantity	Quantity of the item	9
item_rate	DECIMAL(17,2)	Item Rate	Rate of the item	9
item_alloc_unit	INT	Item Allocation Amount	Unit allocation for the item	9
item_alloc_amt	DECIMAL(17,2)	Item Allocation Units	Amount allocation for the item	9
item_vend_alloc_unit	INT	Item Allocation Units in Vendor Currency	Unit allocation for the item in the vendor currency	9
item_vend_alloc_amt	DECIMAL(17,2)	Item Allocation Amount in Vendor Currency	Amount allocation for the item in the vendor currency	9
ccat_nm	VARCHAR(128)	Cost Category Name	Cost category name that is associated with the line item	9
fp_id (fk)	VARCHAR(128)	Fiscal Period ID	Fiscal period ID	9

Column Name	Data Type	Label	Description	Schema First Introduced
fp_nm	VARCHAR(128)	Fiscal Period Name	Name of the fiscal period	9
fp_desc	VARCHAR(1332)	Fiscal Period Description	Description of the fiscal period	9
fp_cls_ver	VARCHAR(128)	Fiscal Period Version	Version of the fiscal period	9
fp_obsolete_flg	CHAR(1)	Fiscal Period Obsolete Flag	Flag (1/0) to indicate whether the fiscal period is obsolete	9
fp_start_dt	DATE	Fiscal Period Start Date	Start date for the fiscal period	9
fp_end_dt	DATE	Fiscal Period End Date	End date for the fiscal period	9
cc_bdgt_budget_amt	DECIMAL(17,2)	Used Budget Amount	Used budget from this cost center	9
cc_bdgt_budget_desc	VARCHAR(1332)	Used Budget Description	Description of the used budget for the cost center	9
cc_bdgt_amt	DECIMAL(17,2)	Allocated Amount Against a Cost Center Fiscal Period	Budget amount that is allocated for the cost center in the fiscal period	9
cc_bdgt_invoiced_amt	DECIMAL(17,2)	Cost Center Fiscal Period Invoiced Amount	Invoiced amount for the cost center in the fiscal period	9
cc_bdgt_committed_amt	DECIMAL(17,2)	Cost Center Fiscal Period	Commitment amount for the cost	9

Column Name	Data Type	Label	Description	Schema First Introduced
		Committed Amount	center in the fiscal period	
cc_bdgt_direct_invoice_amt	DECIMAL(17,2)	Cost Center Fiscal Period Direct Invoice Amount	Invoice amount that is not associated with a commitment	9
cc_bdgt_cmtmnt_invoice_amt	DECIMAL(17,2)	Cost Center Fiscal Period Commitment Invoiced Amount	Invoice amount that is associated with a commitment	9
cc_bdgt_cmtmnt_overspent_amt	DECIMAL(17,2)	Cost Center Fiscal Period Commitment Overspent Amount	Cost center's amount that was spent above the amount that was committed to the vendor	9
cc_bdgt_cmtmnt_outstanding_amt	DECIMAL(17,2)	Cost Center Fiscal Period Commitment Outstanding Amount	Cost center's amount that has been entered for the commitment but has not yet been assigned to an invoice	9
cc_bdgt_cmtmnt_invoice_cnt	INT	Cost Center Fiscal Period Commitment Invoice Count	Number of invoices for the cost center in the fiscal period	9
created_by_usernm	VARCHAR(128)	Line Item Created By User Name	User who added the information about the line item	9

Column Name	Data Type	Label	Description	Schema First Introduced
created_dttm	TIMESTAMP	Line Item Created Datetime	Datetime value of when the line item's information was added	9
last_modified_usernm	VARCHAR(128)	Line Item Last Modified By User Name	User who most recently modified the last item's information	9
last_modified_dttm	TIMESTAMP	Line Item Last Modified Datetime	Datetime value of when the line item's information was most recently modified	9
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetime value of when the record was loaded	9

MD_BU (Non-partitioned)

This table captures information about the business units that have been configured.

Table 207 MD_BU

Column Name	Data Type	Label	Description	Schema First Introduced
bu_id 	VARCHAR(128)	Business Unit ID	Unique identifier for the business unit.	5
bu_nm	VARCHAR(128)	Business Unit Name	Business unit name.	5
bu_desc	VARCHAR(1332)	Business Unit Description	Business unit description.	5

Column Name	Data Type	Label	Description	Schema First Introduced
bu_obsolete_flg	CHAR(1)	Business Unit Obsolete Flag	Flag (1/0) to indicate whether the business unit is obsolete.	5
bu_owner_usernm	VARCHAR(128)	Business Unit Owner User Name	Owner of the business unit record.	5
bu_currency_cd	VARCHAR(10)	Business Unit Currency Code	Currency code selected for the business unit.	5
bu_parentid	VARCHAR(128)	Business Unit Parent ID	ID of the parent business unit.	5
created_by_usernm	VARCHAR(128)	Business Unit Created By User Name	User that created the business unit.	5
created_dttm	TIMESTAMP	Business Unit Created Datetime	Datetime value for when the business unit was created.	5
last_modified_usernm	VARCHAR(128)	Business Unit Last Modified User Name	User that most recently modified the business unit.	5
last_modified_dttm	TIMESTAMP	Business Unit Last Modified Datetime	Datetime value for when the business unit was most recently modified.	5
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetime value of when the record was loaded.	5

MD_COST_CATEGORY (Non-partitioned)

This table manages cost categories and their associated properties.

Table 208 MD_COST_CATEGORY

Column Name	Data Type	Label	Description	Schema First Introduced
ccat_id 	VARCHAR(128)	Cost Category ID	Unique identifier for the cost category.	5
ccat_nm	VARCHAR(128)	Cost Category Name	Cost category name.	5
ccat_desc	VARCHAR(1332)	Cost Category Description	Cost category description.	5
ccat_obsolete_flg	CHAR(1)	Cost Category Obsolete Flag	Flag (1/0) to indicate whether the cost category is obsolete.	5
fin_accnt_nm	VARCHAR(128)	Financial Account Name	Name of the financial account.	5
gen_ledger_cd	VARCHAR(128)	General Ledger Code	Ledger code used to keep track of entries.	5
ccat_owner_usernm	VARCHAR(128)	Cost Category Owner User Name	Cost category owner name.	5
created_by_usernm	VARCHAR(128)	Cost Category Created By User Name	User that created the cost category.	5
created_dttm	TIMESTAMP	Cost Category Created Datetime	Datetime value for when the cost category was created.	5
last_modified_usernm	VARCHAR(128)	Cost Category Last Modified By User Name	User that most recently modified the cost category.	5
last_modified_dttm	TIMESTAMP	Cost Category Last Modified Datetime	Datetime value for when the cost category was most recently modified.	5
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetime value of when the record was loaded.	5

MD_COSTCENTER (Non-partitioned)

This table captures information about the cost centers that have been configured.

Table 209 MD_COSTCENTER

Column Name	Data Type	Label	Description	Schema First Introduced
cost_center_id 	VARCHAR(128)	Cost Center ID	Unique identifier for the cost center.	5
cc_nm	VARCHAR(128)	Cost Center Name	Cost center name.	5
cc_desc	VARCHAR(1332)	Cost Center Description	Cost center description.	5
cc_obsolete_flg	CHAR(1)	Cost Center Obsolete Flag	Flag (1/0) to indicate whether the cost center is obsolete.	5
cc_owner_usernm	VARCHAR(128)	Cost Center Owner User Name	Owner's name for the cost center.	5
fin_accnt_nm	VARCHAR(128)	Financial Account Name	Name of the financial account.	5
gen_ledger_cd	VARCHAR(128)	General Ledger Code	Ledger code used to keep track of entries.	5
created_by_usernm	VARCHAR(128)	Cost Center Created By User Name	User that created the cost center.	5
created_dttm	TIMESTAMP	Cost Center Created By Datetime	Datetime value for when the cost center was created.	5
last_modified_usernm	VARCHAR(128)	Cost Center Last Modified User Name	User that most recently modified the cost center.	5
last_modified_dttm	TIMESTAMP	Cost Center Last Modified Datetime	Datetime value for when the cost center was most recently modified.	5

Column Name	Data Type	Label	Description	Schema First Introduced
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetime value of when the record was loaded.	5

MD_CUST_ATTRIB (Non-partitioned)

This table captures information about the attributes (custom properties) that have been configured.

Table 210 MD_CUST_ATTRIB

Column Name	Data Type	Label	Description	Schema First Introduced
attr_id ⓘ	VARCHAR(128)	Attribute ID	Unique identifier for the attribute.	5
attr_cd	VARCHAR(128)	Attribute Code	Attribute code.	5
attr_nm	VARCHAR(128)	Attribute Name	Attribute name.	5
attr_group_id ⓘ	VARCHAR(128)	Attribute Group ID	Attribute group identifier.	5
attr_group_nm	VARCHAR(128)	Attribute Group Name	Attribute group name.	5
attr_group_cd	VARCHAR(128)	Attribute Group Code	Attribute group code.	5
remote_pclist_tab_col	VARCHAR(128)	Remote Picklist Table Columns	Picklist columns from which the values are being fetched.	5
is_obsolete_flg	CHAR(1)	Attribute Obsolete Flag	Flag (1/0) to indicate whether the attribute is obsolete.	5
data_type	VARCHAR(32)	Attribute Data Type	Attribute data type.	5
data_formatter	VARCHAR(64)	Attribute Data Format	Format of the attribute values.	5
is_grid_flg	CHAR(1)	Attribute Grid Type Flag	Flag (1/0) to indicate whether the attribute type is "Grid".	5

Column Name	Data Type	Label	Description	Schema First Introduced
associated_grid	VARCHAR(128)	Attribute Associated Grid	Grid name that is associated with this attribute.	5
created_by_usernm	VARCHAR(128)	Attribute Created By User Name	User that created the attribute.	5
last_modified_usernm	VARCHAR(128)	Attribute Modified By User Name	User that most recently modified the attribute.	5
created_dttm	TIMESTAMP	Attribute Created Datetime	Datetime value for when the attribute was created.	5
last_modified_dttm	TIMESTAMP	Attribute Last Modified Datetime	Datetime value for when the attribute table values were most recently modified.	5
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetime value of when the record was loaded.	5

MD_CUSTATTRIB_TABLE_VALUES (Non-partitioned)

This table captures all values that are related to custom property tables.

Table 211 MD_CUSTATTRIB_TABLE_VALUES

Column Name	Data Type	Label	Description	Schema First Introduced
attr_id ⓘ (fk)	VARCHAR(128)	Attribute ID	Unique identifier for the attribute.	5
attr_cd	VARCHAR(128)	Attribute Code	Attribute code.	5
attr_nm	VARCHAR(128)	Attribute Name	Attribute name.	5
attr_group_id	VARCHAR(128)	Attribute Group ID	Attribute group identifier.	5
attr_group_nm	VARCHAR(128)	Attribute Group Name	Attribute group name.	5
attr_group_cd	VARCHAR(128)	Attribute Group Code	Attribute group code.	5

Column Name	Data Type	Label	Description	Schema First Introduced
is_obsolete_flg	CHAR(1)	Attribute Obsolete Flag	Flag (1/0) to indicate whether the attribute is obsolete.	5
data_type	VARCHAR(32)	Attribute Data Type	Attribute data type.	5
data_formatter	VARCHAR(64)	Attribute Data Format	Format of the attribute values.	5
table_val ⓘ	VARCHAR(256)	Attribute Table of Values	List of possible combinations of an attribute value. For example: <pre>{ "country": "Afghanistan", "city": "Kunduz", "state": "Kunduz" }</pre>	5
created_by_usernm	VARCHAR(128)	Attribute Created By User Name	User that created the attribute table values.	5
created_dttm	TIMESTAMP	Attribute Created Datetime	Datetime value for when the attribute table values are created.	5
last_modified_usernm	VARCHAR(128)	Attribute Last Modified User Name	User that most recently modified the attribute table values.	5
last_modified_dttm	TIMESTAMP	Attribute Last Modified Datetime	Datetime value for when the attribute table values were most recently modified.	5
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetime value of when the record was loaded.	5

MD_FISCAL_PERIOD (Non-partitioned)

When you are using budgets that are based on a cost center, this table collects metadata about fiscal periods.

Table 212 MD_FISCAL_PERIOD

Column Name	Data Type	Label	Description	Schema First Introduced
fp_id 	VARCHAR(128)	Fiscal Period ID	ID of the fiscal period	9
fp_nm	VARCHAR(128)	Fiscal Period Name	Name of the fiscal period	9
fp_desc	VARCHAR(1332)	Fiscal Period Desc	Description of the fiscal period	9
fp_cls_ver	VARCHAR(128)	Fiscal Period Version	Version of the fiscal period	9
fp_obsolete_flg	CHAR(1)	Fiscal Period Obsolete Flag	Flag (1/0) to indicate whether the fiscal period is obsolete	9
fp_start_dt	DATE	Fiscal Period Start Date	Start date for the fiscal period	9
fp_end_dt	DATE	Fiscal Period End Date	End date for the fiscal period	9
created_by_usernm	VARCHAR(128)	Fiscal Period Created By User Name	User who added the fiscal period's information	9
created_dttm	TIMESTAMP	Fiscal Period Created Datetime	Datetime value of when the fiscal period's information was added	9
last_modified_usernm	VARCHAR(128)	Fiscal Period Last Modified By User Name	User who most recently modified the fiscal period	9
last_modified_dttm	TIMESTAMP	Fiscal Period Last Modified Datetime	Datetime value of when the fiscal period was most recently modified	9
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetime value of when the record is loaded	9

MD_GRID_ATTR_DEFN (Non-partitioned)

This table captures all grid definitions for custom properties.

Table 213 MD_GRID_ATTR_DEFN

Column Name	Data Type	Label	Description	Schema First Introduced
grid_id ⓘ	VARCHAR(128)	Grid ID	Unique grid identifier.	5
grid_cd	VARCHAR(128)	Grid Code	Grid code.	5
grid_nm	VARCHAR(128)	Grid Name	Grid name.	5
grid_desc	VARCHAR(4000)	Grid Description	Grid description.	5
grid_obsolete_flg	CHAR(1)	Grid Obsolete Flag	Flag (1/0) to indicate whether grid is obsolete.	5
grid_mandatory_flg	CHAR(1)	Grid Mandatory Flag	Flag (1/0) to indicate whether grid is mandatory.	5
attr_id ⓘ (fk)	VARCHAR(128)	Attribute ID	Unique identifier for the attributes.	5
attr_nm	VARCHAR(128)	Attribute Name	Attribute name.	5
attr_cd	VARCHAR(128)	Attribute Code	Attribute code.	5
attr_desc	VARCHAR(4000)	Attribute Description	Attribute description.	5
attr_order_no	INT	Attribute Order Number	Numerical order in which the grid attributes appear on the interface.	5
associated_grid	VARCHAR(128)	Attribute Associated Grid	Grid name that is associated with this attribute.	5
attr_group_id ⓘ (fk)	VARCHAR(128)	Attribute Group ID	Attribute group identifier.	5
attr_group_nm	VARCHAR(128)	Attribute Group Name	Attribute group name.	5
attr_group_cd	VARCHAR(128)	Attribute Group Code	Attribute group code.	5
remote_pklist_tab_col	VARCHAR(128)	Remote Picklist Table Columns	Picklist columns from which the values are being fetched.	5

Column Name	Data Type	Label	Description	Schema First Introduced
attr_obsolete_flg	CHAR(1)	Attribute Obsolete Flag	Flag (1/0) to indicate whether the attribute is obsolete.	5
data_type	VARCHAR(32)	Attribute Data Type	Attribute data type.	5
data_formatter	VARCHAR(64)	Attribute Data Format	Format of attribute values.	5
created_by_usernm	VARCHAR(128)	Attribute Created By User Name	User that created the grid.	5
created_dttm	TIMESTAMP	Attribute Created By Datetime	Datetime value for when the grid was created.	5
last_modified_usernm	VARCHAR(128)	Attribute Last Modified User Name	User that most recently modified the grid.	5
last_modified_dttm	TIMESTAMP	Attribute Last Modified Datetime	Datetime value for when the grid was most recently modified.	5
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetime value of when the record was loaded.	5

MD_OBJECT_TYPE (Non-partitioned)

This table captures information about unique entity types for attributes (custom properties).

Table 214 MD_OBJECT_TYPE

Column Name	Data Type	Label	Description	Schema First Introduced
attr_id ⓘ (fk)	VARCHAR(128)	Attribute ID	Unique identifier for the attribute.	5
attr_cd	VARCHAR(128)	Attribute Code	Attribute code.	5
attr_group_id ⓘ	VARCHAR(128)	Attribute Group ID	Attribute group identifier.	5

Column Name	Data Type	Label	Description	Schema First Introduced
attr_group_nm	VARCHAR(128)	Attribute Group Name	Attribute group name.	5
attr_nm	VARCHAR(128)	Attribute Name	Attribute name.	5
object_type ⓘ	VARCHAR(64)	Attribute Object Type	Item for which the attribute is defined (for example, planning item or workflow process).	5
object_category	VARCHAR(64)	Attribute Object Category	Attribute category.	5
attr_group_cd	VARCHAR(128)	Attribute Group Code	Attribute group code.	5
remote_pklist_tab_col	VARCHAR(128)	Attribute Remote Picklist Table Columns	Picklist columns from which the values are being fetched.	5
is_obsolete_flg	CHAR(1)	Attribute Obsolete Flag	Flag (1/0) to indicate whether the attribute is obsolete.	5
data_type	VARCHAR(32)	Attribute Data Type	Attribute data type.	5
data_formatter	VARCHAR(64)	Attribute Data Format	Format of attribute values.	5
created_by_usernm	VARCHAR(128)	Attribute Created By User Name	User that created the item type.	5
created_dttm	TIMESTAMP	Attribute Created By Datetime	Datetime value for when the item type was created.	5
last_modified_usernm	VARCHAR(128)	Attribute Last Modified User Name	User that most recently modified the item type.	5
last_modified_dttm	TIMESTAMP	Attribute Last Modified Datetime	Datetime value for when the item type was most recently modified.	5
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetime value of when the record was loaded.	5

MD_PICKLIST (Non-partitioned)

This table captures the picklist details along with the values for a picklist. Picklists can be used to provide unique values for attributes (custom properties).

Table 215 MD_PICKLIST

Column Name	Data Type	Label	Description	Schema First Introduced
attr_cd	VARCHAR(128)	Attribute Code	Attribute code.	5
attr_id ⓘ (fk)	VARCHAR(128)	Attribute ID	Unique identifier for the attribute.	5
attr_nm	VARCHAR(128)	Attribute Name	Attribute name.	5
attr_group_id (fk)	VARCHAR(128)	Attribute Group ID	Attribute group identifier.	5
attr_group_nm	VARCHAR(128)	Attribute Group Name	Attribute group name.	5
plist_id ⓘ	VARCHAR(128)	Picklist ID	Unique identifier for the picklist.	5
plist_nm	VARCHAR(128)	Picklist Name	Picklist name.	5
plist_desc	VARCHAR(1332)	Picklist Description	Picklist description.	5
plist_cd	VARCHAR(256)	Picklist Code	Picklist code.	5
plist_val	VARCHAR(256)	Picklist Value	Picklist value.	5
is_obsolete_flg	CHAR(1)	Attribute Obsolete Flag	Flag (1/0) to indicate whether the attribute is obsolete.	5
created_by_usernm	VARCHAR(128)	Picklist Created By User Name	User that created the picklist.	5
created_dttm	TIMESTAMP	Picklist Created Datetime	Datetime value of when the picklist was created.	5
last_modified_usernm	VARCHAR(128)	Picklist Last Modified Datetime	User that most recently modified the picklist.	5

Column Name	Data Type	Label	Description	Schema First Introduced
last_modified_dttm	TIMESTAMP	Picklist Last Modified Datetime	Datetime value of when the picklist was most recently modified.	5
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetime value of when the record was loaded.	5

MD_VENDOR (Non-partitioned)

This table captures information about the vendors that have been configured.

Table 216 MD_VENDOR

Column Name	Data Type	Label	Description	Schema First Introduced
vendor_id ⓘ	VARCHAR(128)	Vendor ID	Unique identifier for the vendor.	5
vendor_number	VARCHAR(128)	Vendor Number	Vendor number.	5
vendor_nm	VARCHAR(128)	Vendor Name	Vendor name.	5
vendor_desc	VARCHAR(1332)	Vendor Description	Vendor description.	5
owner_usernm	VARCHAR(128)	Vendor Owner User Name	Owner of the vendor record.	5
vendor_currency_cd	VARCHAR(10)	Vendor Currency Code	Currency code selected for the vendor.	5
is_obsolete_flg	CHAR(1)	Vendor Obsolete Flag	Flag (1/0) to indicate whether the attribute is obsolete.	5
created_by_usernm	VARCHAR(128)	Vendor Created By User Name	User that created the vendor.	5
created_dttm	TIMESTAMP	Vendor Created Datetime	Datetime value of when the vendor was created.	5

Column Name	Data Type	Label	Description	Schema First Introduced
last_modified_usernm	VARCHAR(128)	Vendor Last Modified By User Name	User that most recently modified the vendor.	5
last_modified_dttm	TIMESTAMP	Vendor Last Modified By Datetime	Datetime value of when the vendor was most recently modified.	5
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetime value of when the record was loaded.	5

PLANNING_HIERARCHY_DEFN (Non-partitioned)

This table captures the details of the custom marketing hierarchy defined for an organization. It can have up to ten levels.

Table 217 PLANNING_HIERARCHY_DEFN

Column Name	Data Type	Label	Description	Schema First Introduced
hier_defn_id ⓘ	VARCHAR(128)	Hierarchy Definition ID	Link to the hierarchy definition.	5
hier_defn_nm	VARCHAR(128)	Hierarchy Definition Name	Name of the hierarchy definition.	5
hier_defn_type	VARCHAR(128)	Hierarchy Definition Type	Type of hierarchy definition.	5
hier_defn_subtype	VARCHAR(128)	Hierarchy Definition Subtype	Subtype of hierarchy definition.	5
hier_defn_desc	VARCHAR(1332)	Hierarchy Definition Description	Description of hierarchy definition.	5
level_no ⓘ	INT	Level Number	Sequence of a level within a marketing hierarchy. The level number for	5

Column Name	Data Type	Label	Description	Schema First Introduced
			the first level in the hierarchy is 1.	
level_nm ⓘ	VARCHAR(128)	Level Name	Name of the level within a hierarchy.	5
level_desc	VARCHAR(1332)	Level Description	Description of the level within a hierarchy.	5
created_by_usernm	VARCHAR(128)	Hierarchy Definition Created By User Name	User that created the hierarchy definition.	5
created_dttm	TIMESTAMP	Hierarchy Definition Created Datetime	Datetime value for when the hierarchy definition was created.	5
last_modified_usernm	VARCHAR(128)	Hierarchy Definition Last Modified User Name	User that most recently modified the hierarchy definition.	5
last_modified_dttm	TIMESTAMP	Hierarchy Definition Last Modified Datetime	Datetime value for when the hierarchy definition was most recently modified.	5
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetime value of when the record was loaded.	5

PLANNING_INFO (Non-partitioned)

This table captures details that have been added for the planning item.

Table 218 PLANNING_INFO

Column Name	Data Type	Label	Description	Schema First Introduced
planning_id ⓘ	VARCHAR(128)	Planning ID	Unique identifier for the planning	5

Column Name	Data Type	Label	Description	Schema First Introduced
			item, real-time journey, or task.	
hier_defn_id ⓘ (fk)	VARCHAR(128)	Hierarchy Definition ID	Link to the hierarchy definition.	5
hier_defn_nodeid	VARCHAR(128)	Hierarchy Definition Node ID	Link to the hierarchy definition level.	5
planning_number	VARCHAR(128)	Planning Number	Planning number.	5
planning_nm	VARCHAR(128)	Planning Name	Name of the planning item, real-time journey, or task.	5
planning_desc	VARCHAR(1332)	Planning Description	Planning item description.	5
planning_type	VARCHAR(32)	Planning Type	Planning item, real-time journey, or task type.	5
planning_level_type	VARCHAR(32)	Planning Level Type	Planning item level type.	5
planning_level_no	VARCHAR(10)	Planning Level Number	Planning item level number.	5
planning_status	VARCHAR(32)	Planning Item Status	Planning item status.	5
planning_owner_usernm	VARCHAR(128)	Planning Item Owner User Name	Owner of the planning item record.	5
planning_item_path	VARCHAR(4000)	Planning Item Path	Path of the planning item through the entire hierarchy.	5
planned_start_dttm	TIMESTAMP	Planning Item Start Datetime	Datetime value for when the plan starts.	5
planned_end_dttm	TIMESTAMP	Planning Item End Datetime	Datetime value for when the plan ends.	5

Column Name	Data Type	Label	Description	Schema First Introduced
category_nm	VARCHAR(128)	Planning Item Category	Category associated with the planning item.	5
all_msgs	VARCHAR(4000)	All Message IDs	List of message IDs.	5
currency_cd	VARCHAR(10)	Planning Item Currency Code	Currency code for the planning item.	5
activity_id	VARCHAR(128)	Real-time Journey ID	Unique identifier for the journey when the planning item type is selected as Real-time Journey.	5
activity_nm	VARCHAR(128)	Real-time Journey Name	Real-time journey name.	5
activity_desc	VARCHAR(1332)	Real-time Journey Description	Real-time journey description.	5
activity_status	VARCHAR(128)	Real-time Journey Status	Real-time journey status.	5
task_id	VARCHAR(128)	Task ID	Unique identifier for the task when a Task is selected as the planning item type.	5
task_nm	VARCHAR(128)	Task Name	Task name.	5
task_desc	VARCHAR(1332)	Task Description	Task description.	5
task_status	VARCHAR(64)	Task Status	Task status (for example, pending, not initiated, completed, or canceled).	5
task_channel	VARCHAR(64)	Task Channel	Digital media channel selected to deliver content (for example, direct, email, mobile, or web.	5

Column Name	Data Type	Label	Description	Schema First Introduced
parent_nm	VARCHAR(128)	Planning Item Parent Name	Name of the parent object of the current planning item.	5
lev1_nm	VARCHAR(128)	Level 1 Planning Item Name	Planning item located at Level 1 of the current hierarchy.	5
lev2_nm	VARCHAR(128)	Level 2 Planning Item Name	Planning item located at Level 2 of the current hierarchy.	5
lev3_nm	VARCHAR(128)	Level 3 Planning Item Name	Planning item located at Level 3 of the current hierarchy.	5
lev4_nm	VARCHAR(128)	Level 4 Planning Item Name	Planning item located at Level 4 of the current hierarchy.	5
lev5_nm	VARCHAR(128)	Level 5 Planning Item Name	Planning item located at Level 5 of the current hierarchy.	5
lev6_nm	VARCHAR(128)	Level 6 Planning Item Name	Planning item located at Level 6 of the current hierarchy.	5
lev7_nm	VARCHAR(128)	Level 7 Planning Item Name	Planning item located at Level 7 of the current hierarchy.	5
lev8_nm	VARCHAR(128)	Level 8 Planning Item Name	Planning item located at Level 8 of the current hierarchy.	5
lev9_nm	VARCHAR(128)	Level 9 Planning Item Name	Planning item located at Level 9 of the current hierarchy.	5

Column Name	Data Type	Label	Description	Schema First Introduced
lev10_nm	VARCHAR(128)	Level 10 Planning Item Name	Planning item located at Level 10 of the current hierarchy.	5
total_budget	DECIMAL(17,2)	Total Budget	Amount available for the current planning item or any items at the associated lower level.	5
available_budget	DECIMAL(17,2)	Available Budget	Remaining amount available for allocation to the current planning item or items at the associated lower level.	5
alloc_budget	DECIMAL(17,2)	Allocated Budget	Amount allocated for the planning item at the current level. This amount is not available for lower-level items.	5
reserved_budget	DECIMAL(17,2)	Reserved Budget	Amount reserved for the planning item at the current level. This amount is not available for lower-level items.	5
rolledup_budget	DECIMAL(17,2)	Rolled-Up Budget	Sum of the budget amounts directly associated with the lower-level planning items.	5
reserved_budget_same_flg	CHAR(1)	Reserved Budget Same As Budget Flag	Flag (1/0) to indicate whether the allocated amount at the current level is equal to the total budget amount.	5

Column Name	Data Type	Label	Description	Schema First Introduced
tot_expenses	DECIMAL(17,2)	Total Expenses	Total outstanding commitments amount plus the total invoiced amount.	5
tot_committed	DECIMAL(17,2)	Total Commitments Amount	Sum of all the commitment amounts.	5
tot_invoiced	DECIMAL(17,2)	Total Invoices Amount	Sum of the invoices submitted by one or more vendors for the current planning item and the items at the associated lower level.	5
tot_cmtmnt_outstanding	DECIMAL(17,2)	Total Commitments Outstanding Amount	Sum of the commitments that have been added for the planning item but have not yet been associated with an invoice. This is calculated for the current planning item and items at the associated lower level.	5
tot_cmtmnt_overspent	DECIMAL(17,2)	Total Commitments Overspent Amount	Amount spent over and above the amount that was committed.	5
bu_id	VARCHAR(128)	Business Unit ID	Unique identifier for the business unit.	5
bu_nm	VARCHAR(128)	Business Unit Name	Business unit name.	5
bu_desc	VARCHAR(1332)	Business Unit Description	Business unit description.	5

Column Name	Data Type	Label	Description	Schema First Introduced
bu_currency_cd	VARCHAR(10)	Business Unit Currency Code	Currency code selected for the business unit.	5
bu_obsolete_flg	CHAR(1)	Business Unit Obsolete Flag	Flag (1/0) to indicate whether the business unit is obsolete.	5
created_by_usernm	VARCHAR(128)	Planning Item Created By User Name	User that created the planning item.	5
created_dttm	TIMESTAMP	Planning Item Created Datetime	Datetime value for when the planning item was created.	5
last_modified_usernm	VARCHAR(128)	Planning Item Last Modified By User Name	User that most recently modified the planning item.	5
last_modified_dttm	TIMESTAMP	Planning Item Last Modified By Datetime	Datetime value for when the planning item was most recently modified.	5
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetime value of when the record was loaded.	5
parent_id	VARCHAR(128)	Planning Item Parent ID	ID of the parent of the planning item.	9

PLANNING_INFO_CUSTOM_PROP (Non-partitioned)

This table captures information about the attributes (custom properties) for a planning item.

Table 219 PLANNING_INFO_CUSTOM_PROP

Column Name	Data Type	Label	Description	Schema First Introduced
planning_id  (fk)	VARCHAR(128)	Planning Item ID	Unique identifier for the planning item, real-time journey, or task.	5

Column Name	Data Type	Label	Description	Schema First Introduced
attr_id ⓘ (fk)	VARCHAR(128)	Attribute ID	Unique identifier for the attribute.	5
attr_cd	VARCHAR(128)	Attribute Code	Attribute code.	5
attr_group_id ⓘ (fk)	VARCHAR(128)	Attribute Group ID	Attribute group identifier.	5
attr_group_nm	VARCHAR(128)	Attribute Group Name	Attribute group name.	5
attr_nm	VARCHAR(128)	Attribute Name	Attribute name.	5
attr_val	STRING	Attribute Value	Attribute value. This column is a large STRING that can be up to 2 GB.	5
attr_group_cd	VARCHAR(128)	Attribute Group Code	Attribute group code.	5
remote_pklist_tab_col	VARCHAR(128)	Remote Picklist Table Column	Picklist columns from which the values are being fetched.	5
is_obsolete_flg	CHAR(1)	Attribute Obsolete Flag	Flag (1/0) to indicate whether the attribute is obsolete.	5
data_type	VARCHAR(32)	Attribute Data Type	Attribute data type.	5
data_formatter	VARCHAR(64)	Attribute Data Format	Format of the attribute values.	5
is_grid_flg	CHAR(1)	Attribute Grid Type Flag	Flag (1/0) to indicate whether the attribute type is "Grid".	5
created_by_usernm	VARCHAR(128)	Attribute Created By User Name	User that created the attribute.	5
created_dttm	TIMESTAMP	Attribute Created Datetime	Datetime value for when the attribute was created.	5

Column Name	Data Type	Label	Description	Schema First Introduced
last_modified_usernm	VARCHAR(128)	Attribute Last Modified By User Name	User that most recently modified the attribute.	5
last_modified_dttm	TIMESTAMP	Attribute Last Modified Datetime	Datetime value for when the attribute was most recently modified.	5
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetime value of when the record was loaded.	5

TAG_DETAILS (Non-partitioned)

This table captures information about the search tags that have been added for the planning item.

Table 220 TAG_DETAILS

Column Name	Data Type	Label	Description	Schema First Introduced
tag_id ⓘ	VARCHAR(128)	Tag ID	Unique identifier for the tag.	5
identity_cd	VARCHAR(128)	Identity Code	Identity code.	5
component_id ⓘ	VARCHAR(128)	Component Code	Unique identifier for the planning item, workflow instance, or asset ID.	5
component_type ⓘ	VARCHAR(32)	Component Type	Type of component. Unique values are planner_planning_object, planner-workflow_process, and planner_assets.	5
tag_nm	VARCHAR(128)	Tag Name	Tag name.	5
tag_desc	VARCHAR(1332)	Tag Description	Tag description.	5
tag_owner_usernm	VARCHAR(128)	Tag Owner User Name	Tag owner name.	5

Column Name	Data Type	Label	Description	Schema First Introduced
created_by_usernm	VARCHAR(128)	Tag Created By User Name	User that created the tag.	5
created_dttm	TIMESTAMP	Tag Created Datetime	Datetime value for when the tag was created.	5
last_modified_usernm	VARCHAR(128)	Tag Last Modified By User Name	User that most recently modified the tag.	5
last_modified_dttm	TIMESTAMP	Tag Last Modified Datetime	Datetime value for when the tag was most recently modified.	5
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetime value of when the record was loaded.	5

Workflow Detail Tables

MD_WF_PROCESS_DEF (Non-partitioned)

This table captures information about the workflow process definition specified in the workflow templates.

Table 221 MD_WF_PROCESS_DEF

Column Name	Data Type	Label	Description	Schema First Introduced
pdef_id ⓘ	VARCHAR(128)	Workflow Process Definition ID	Unique identifier for the workflow process definition.	5
engine_pdef_id ⓘ	VARCHAR(128)	Workflow Process Engine Definition ID	Unique identifier for the process definition in the engine that corresponds to the workflow process definition.	5

Column Name	Data Type	Label	Description	Schema First Introduced
engine_pdef_key	VARCHAR(128)	Workflow Process Engine Definition Key	Unique identifier key for the process definition in the engine that corresponds to the workflow process definition.	5
pdef_nm	VARCHAR(128)	Workflow Process Definition Name	Workflow process definition name.	5
pdef_desc	VARCHAR(1332)	Workflow Process Definition Description	Workflow process definition description.	5
pdef_state	VARCHAR(128)	Workflow Process Definition State	Workflow process definition state. Unique values are active, draft, or inactive.	5
pdef_type	VARCHAR(128)	Workflow Process Definition Type	Workflow process definition type. Unique values are approval or generic.	5
version_num	BIGINT	Version Number	Version number.	5
created_by_usernm	VARCHAR(128)	Workflow Process Definition Created By User Name	User name of the user who created the definition. This is the user name that is used to sign in.	5
last_modified_usernm	VARCHAR(128)	Workflow Process Definition Last Modified User Name	User name of the user who last modified the definition. This is the user name that is used to sign in.	5
owner_usernm	VARCHAR(128)	Workflow Process Definition Owner User Name	User name of the user who created the workflow process definition.	5

Column Name	Data Type	Label	Description	Schema First Introduced
associated_object_type	VARCHAR(128)	Associated Object Type	Object types associated with a workflow template. For example, a planning item is associated with a workflow template.	5
latest_version_flg	CHAR(1)	Latest Version Flag	Flag (1/0) to indicate whether the workflow process definition is the latest version.	5
buildin_template_flg	CHAR(1)	Built-In Template Flag	Flag (1/0) to indicate whether the workflow template is shipped with the product.	5
default_approval_flg	CHAR(1)	Default Approval Workflow Flag	Flag (1/0) to indicate whether the template is the default approval workflow.	5
file_tobecatlgd_flg	CHAR(1)	Asset File Cataloging Flag	Flag (1/0) to indicate whether asset cataloging is enabled.	5
created_dttm	TIMESTAMP	Workflow Process Definition Created By Datetime	Datetime stamp for when the workflow process definition is created.	5
last_modified_dttm	TIMESTAMP	Workflow Process Definition Last Modified Datetime	Datetime stamp for when the workflow process definition was last modified.	5
load_dttm	TIMESTAMP	Load Dateime	Internal UTC datetime stamp of when the record is loaded.	5

MD_WF_PROCESS_DEF_ATTR_GRP (Non-partitioned)

This table captures information about the relationship between the workflow process definition and custom property (attribute) groups configured for the specified workflow template.

Table 222 MD_WF_PROCESS_DEF_ATTR_GRP

Column Name	Data Type	Label	Description	Schema First Introduced
pdef_id ⓘ (fk)	VARCHAR(128)	Workflow Process Definition ID	Unique identifier for the workflow process definition.	5
attr_group_id ⓘ (fk)	VARCHAR(128)	Attribute Group ID	Attribute group identifier.	5
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetime stamp of when the record is loaded.	5

MD_WF_PROCESS_DEF_CATEGORIES (Non-partitioned)

This table captures the relationship between the workflow process definition and the categories of the attributes (custom properties) that are defined for the specified workflow template.

Table 223 MD_WF_PROCESS_DEF_CATEGORIES

Column Name	Data Type	Label	Description	Schema First Introduced
pdef_id ⓘ (fk)	VARCHAR(128)	Workflow Process Definition ID	Unique identifier for the workflow process definition.	5
category_id ⓘ	VARCHAR(128)	Category ID	Unique identifier for the category.	5
category_type	VARCHAR(128)	Category Type	Category type.	5
default_category_flg	CHAR(1)	Default Category Flag	Flag (1/0) to indicate whether the category is set as the default.	5
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetime stamp of when the record is loaded.	5

MD_WF_PROCESS_DEF_TASK_ASSG (Non-partitioned)

This table captures information about the relationship between the task in the workflow process definition and the assignee for the task.

Table 224 MD_WF_PROCESS_DEF_TASK_ASSG

Column Name	Data Type	Label	Description	Schema First Introduced
assignee_id ⓘ	VARCHAR(128)	Workflow Process Definition Task Assignee ID	Identifier for the user or group assignee.	5
assignee_type ⓘ	VARCHAR(128)	Workflow Process Definition Task Assignee Type	Assignee to whom the task is assigned. Unique values are user or group.	5
assignee_duration	VARCHAR(128)	Workflow Process Definition Task Assignee Duration	Time duration allotted to the user for completing the task. This value is specified in days.	5
assignee_instruction	VARCHAR(128)	Workflow Process Definition Task Assignee Instruction	Instructions for the assignee, if given.	5
pdef_id ⓘ (fk)	VARCHAR(128)	Workflow Process Definition ID	Unique identifier for the workflow process definition.	5
task_id ⓘ (fk)	VARCHAR(128)	Workflow Process Definition Task ID	Unique identifier for the task in the workflow process definition.	5
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetime stamp of when the record is loaded.	5

MD_WF_PROCESS_DEF_TASKS (Non-partitioned)

This table captures information about the relationship between the workflow process definition and the workflow task. It also includes information about the workflow task definition.

Table 225 MD_WF_PROCESS_DEF_TASKS

Column Name	Data Type	Label	Description	Schema First Introduced
pdef_id  (fk)	VARCHAR(128)	Workflow Process Definition ID	Unique identifier for the workflow process definition.	5
task_id 	VARCHAR(128)	Workflow Process Definition Task ID	Unique identifier for the task in the workflow process definition.	5
task_nm	VARCHAR(128)	Workflow Process Definition Task Name	Task name.	5
task_desc	VARCHAR(1332)	Workflow Process Definition Task Description	Task description.	5
task_type	VARCHAR(128)	Workflow Process Definition Task Type	Task type. Unique values are user_task, service_task, start, or end.	5
task_subtype	VARCHAR(128)	Workflow Process Definition Task Subtype	Task subtype. Unique values are itemapproval or generic.	5
task_instruction	VARCHAR(128)	Workflow Process Definition Task Instruction	Task level instructions. If given, these instructions are common to all assignees.	5
assignee_type	VARCHAR(128)	Workflow Process Definition Task Assignee Type	Assignee to whom the task is assigned. Unique values are user or group.	5
is_sequential_flg	CHAR(1)	Workflow Process Definition Task Sequential Flag	Flag (1/0) to indicate whether the task is sequential.	5

Column Name	Data Type	Label	Description	Schema First Introduced
multiple_asgnsupport_flg	CHAR(1)	Workflow Process Definition Multiple Assignee Support Flag	Flag (1/0) to indicate whether multiple assignees can be assigned to the task.	5
default_duration_perassignee	BIGINT	Workflow Process Definition Default Duration Per Assignee	Default number of days allotted for the assignee to complete the task. If no default value is specified, then the value must be blank.	5
outgoing_flow_flg	CHAR(1)	Workflow Process Definition Outgoing Flow Flag	Flag (1/0) to indicate whether a condition is specified on any outgoing flow.	5
show_sourceitemlink_flg	CHAR(1)	Workflow Process Definition Task Show Source Item Link Flag	Flag (1/0) to indicate whether the source item link is to be displayed.	5
show_workflowlink_flg	CHAR(1)	Show Workflow Link Flag	Flag (1/0) to indicate whether the link to the workflow is to be displayed.	5
predecessor_task_id	VARCHAR(128)	Workflow Process Definition Task Predecessor Task ID	List of task identifiers that are predecessors to the task.	5
item_approval_state	VARCHAR(128)	Workflow Process Definition Task Item Approval State	Approval states allowed for the task. Unique values are approved, rejected, or approvedwithcomments. Upon completion, the task must display	5

Column Name	Data Type	Label	Description	Schema First Introduced
			only one of the values.	
source_item_field	VARCHAR(128)	Workflow Process Definition Task Source Item Field	Configurations for source item field.	5
file_enabled_flg	CHAR(1)	Workflow Process Definition Task File Attachment Enabled Flag	Flag (1/0) to indicate whether the capability to attach files is enabled.	5
file_mandatory_flg	CHAR(1)	Workflow Process Definition Task File Attachment Mandatory Flag	Flag (1/0) to indicate whether it is mandatory to have a file attachment upon completion of the task.	5
resp_enabled_flg	CHAR(1)	Workflow Process Definition Task Response Enabled Flag	Flag (1/0) to indicate whether the capability to add a response is enabled.	5
resp_file_enabled_flg	CHAR(1)	Workflow Process Definition Task Response File Enabled Flag	Flag (1/0) to indicate whether the capability to attach files is permitted.	5
url_enabled_flg	CHAR(1)	Workflow Process Definition Task URL Enabled Flag	Flag (1/0) to indicate whether the capability to add a URL is permitted.	5
ciobject_enabled_flg	CHAR(1)	Workflow Process Definition Task Object Enabled Flag	Flag (1/0) to indicate whether the capability to attach other SAS Customer Intelligence 360 items is permitted.	5
res_mandatory_flg	CHAR(1)	Workflow Process Definition Task	Flag (1/0) to indicate whether it is mandatory to	5

Column Name	Data Type	Label	Description	Schema First Introduced
		Resource Mandatory Flag	attach a resource (for example, a file, URL, or item) upon completion of the task.	
comment_enabled_flg	CHAR(1)	Workflow Process Definition Task Comment Enabled Flag	Flag (1/0) to indicate whether the capability to add response comments is enabled.	5
comment_mandatory_flg	CHAR(1)	Workflow Process Definition Task Comment Mandatory Flag	Flag (1/0) to indicate whether it is mandatory to add response comments upon completion of the task.	5
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetime stamp of when the record was loaded.	5

WF_PROCESS_DETAILS (Non-partitioned)

This table captures information about the workflow process definitions.

Table 226 WF_PROCESS_DETAILS

Column Name	Data Type	Label	Description	Schema First Introduced
process_id ⓘ	VARCHAR(128)	Workflow Process ID	Unique identifier for the workflow process.	5
pdef_id ⓘ (fk)	VARCHAR(128)	Workflow Process Definition ID	Unique identifier for the corresponding workflow process definition.	5
process_nm	VARCHAR(128)	Workflow Process Name	Workflow process name.	5

Column Name	Data Type	Label	Description	Schema First Introduced
process_desc	VARCHAR(1332)	Workflow Process Description	Workflow process description.	5
process_status	VARCHAR(128)	Workflow Process Status	Workflow process status. Unique values are not_initiated, saveasdraft, unprogressive, cancelled, completed, rejected, approved, or pending.	5
process_comment	VARCHAR(128)	Workflow Process Comment	Comment provided when the workflow process is canceled.	5
process_category	VARCHAR(128)	Workflow Process Category	Workflow process category.	5
process_type	VARCHAR(128)	Workflow Process Type	Workflow process type. Unique values are generic or approval.	5
process_instance_version	VARCHAR(128)	Workflow Process Instance Version	Version of the current process instance.	5
modified_status_cd	VARCHAR(128)	Workflow Process Last Modified Status Code	Last modified status code (for example, modified or OK).	5
business_info_id	VARCHAR(128)	Business Information ID	Identifier for the source item (for example, planning item or asset).	5
business_info_nm	VARCHAR(128)	Business Information Name	Source item name.	5
business_info_type	VARCHAR(128)	Business Information Type	Source item type.	5
user_tasks_cnt	BIGINT	User Tasks Count	Total number of tasks within the	5

Column Name	Data Type	Label	Description	Schema First Introduced
			workflow process, excluding start and end tasks.	
delayed_by_day	BIGINT	Delayed By Days	Number of days by which the workflow process is delayed.	5
percent_complete	BIGINT	Completion Percentage	Percentage of the workflow process that is complete.	5
process_owner_username	VARCHAR(128)	Workflow Process Owner User Name	User name of the user who created the workflow process.	5
submitted_by_username	VARCHAR(128)	Workflow Process Submitted By User Name	User name of the user who submitted the workflow process.	5
created_by_username	VARCHAR(128)	Workflow Process Created By User Name	User name of the user who created the workflow process. This is the user name that is used to sign in.	5
deleted_by_username	VARCHAR(128)	Workflow Process Deleted By User Name	User name of the user who deleted the workflow process.	5
published_by_username	VARCHAR(128)	Workflow Process Published By User Name	User name of the user who published the workflow process.	5
last_modified_username	VARCHAR(128)	Workflow Process Last Modified By User Name	User name of the user who last modified the workflow process. This is the user name that is used to sign in.	5

Column Name	Data Type	Label	Description	Schema First Introduced
completed_dttm	TIMESTAMP	Workflow Process Completed Datetime	Datetime stamp of when the workflow process is completed.	5
created_dttm	TIMESTAMP	Workflow Process Created Datetime	Datetime stamp of when the workflow process is created.	5
deleted_dttm	TIMESTAMP	Workflow Process Deleted Datetime	Datetime stamp of when the workflow process is deleted.	5
indexed_dttm	TIMESTAMP	Workflow Process Indexed Datetime	Datetime stamp of when the workflow process is indexed.	5
start_dttm	TIMESTAMP	Workflow Process Start Datetime	Datetime stamp of when the workflow process is activated.	5
planned_end_dttm	TIMESTAMP	Workflow Process Planned End Datetime	Datetime stamp of when the workflow process is planned to end. This date is calculated and fixed when the workflow process is initiated and does not change afterwards.	5
projected_end_dttm	TIMESTAMP	Workflow Process Projected End Datetime	Datetime stamp of when the workflow process is projected to end. This date may change based on progress of the process. When the date goes beyond the planned end date, the workflow process is delayed.	5

Column Name	Data Type	Label	Description	Schema First Introduced
published_dttm	TIMESTAMP	Workflow Process Published Datetime	Datetime stamp of when the workflow process is published.	5
submitted_dttm	TIMESTAMP	Workflow Process Submitted Datetime	Datetime stamp of when the workflow process is submitted.	5
last_modified_dttm	TIMESTAMP	Workflow Process Last Modified Datetime	Datetime stamp of when the workflow process was last modified.	5
timeline_calculated_dttm	TIMESTAMP	Workflow Process Last Calculated Timeline	Datetime stamp of when the timeline for a workflow process was last calculated.	5
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetime stamp of when the record is loaded.	5

WF_PROCESS_DETAILS_CUSTOM_PROP (Non-partitioned)

This table captures information about the attributes (custom properties) that are added for a workflow process.

Table 227 WF_PROCESS_DETAILS_CUSTOM_PROP

Column Name	Data Type	Label	Description	Schema First Introduced
process_id ⓘ (fk)	VARCHAR(128)	Workflow Process ID	Unique identifier for the workflow process.	5
attr_id ⓘ (fk)	VARCHAR(128)	Attribute ID	Unique identifier for the attribute.	5
attr_cd	VARCHAR(128)	Attribute Code	Attribute code.	5
attr_group_id ⓘ (fk)	VARCHAR(128)	Attribute Group	Attribute group identifier.	5

Column Name	Data Type	Label	Description	Schema First Introduced
attr_group_nm	VARCHAR(128)	Attribute Group Name	Attribute group name.	5
attr_nm	VARCHAR(128)	Attribute Name	Attribute name.	5
attr_val	STRING	Attribute Value	Attribute value. This column is a large STRING that can be up to 2 GB.	5
attr_group_cd	VARCHAR(128)	Attribute Group Code	Attribute group code.	5
remote_pklist_tab_col	VARCHAR(128)	Remote Picklist Table Columns	Picklist columns from which the values are being fetched.	5
is_obsolete_flg	CHAR(1)	Attribute Obsolete Flag	Flag (1/0) to indicate whether the attribute is obsolete.	5
data_type	VARCHAR(32)	Attribute Data Type	Attribute data type.	5
data_formatter	VARCHAR(64)	Attribute Data Format	Format of the attribute values.	5
is_grid_flg	CHAR(1)	Attribute Grid Type Flag	Flag (1/0) to indicate if the attribute type is "Grid".	5
created_by_usernm	VARCHAR(128)	Attribute Created By User Name	User name of the user who created the attribute. This is the user name that is used to sign in.	5
created_dttm	TIMESTAMP	Attribute Created Datetime	Datetime stamp for when the attribute is created.	5
last_modified_usernm	VARCHAR(128)	Attribute Last Modified By User Name	User name of the user who last modified the attribute.	5
last_modified_dttm	TIMESTAMP	Attribute Last Modified Datetime	Datetime stamp for when the attribute table values were last modified.	5

Column Name	Data Type	Label	Description	Schema First Introduced
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetime stamp of when the record is loaded.	5

WF_PROCESS_TASKS (Non-partitioned)

This table captures information about all workflow tasks.

Table 228 WF_PROCESS_TASKS

Column Name	Data Type	Label	Description	Schema First Introduced
task_id ⓘ	VARCHAR(128)	Workflow Task ID	Unique identifier for the workflow task in the corresponding workflow process.	5
process_id ⓘ (fk)	VARCHAR(128)	Workflow Process ID	Unique identifier for the workflow process.	5
engine_taskdef_id ⓘ	VARCHAR(128)	Workflow Engine Task Definition ID	Unique identifier key that is used to look up the workflow task within the workflow process definition engine. Note: If multiple versions of the task are created because of a loop-back scenario, all versions will have the same task key.	5
task_nm	VARCHAR(128)	Workflow Task Name	Workflow task name.	5
task_desc	VARCHAR(1332)	Workflow Task Description	Workflow task description.	5
task_type	VARCHAR(128)	Workflow Task Type	Workflow task type. Unique values are user_task, service_task, start, or end.	5

Column Name	Data Type	Label	Description	Schema First Introduced
task_subtype	VARCHAR(128)	Workflow Task Subtype	Workflow task subtype. Unique values are itemapproval or generic.	5
task_status	VARCHAR(128)	Workflow Task Status	Workflow task status. Unique values are not_initiated, pending, approved, approvedwithcomments, rejected, completed, cancelled, or failed.	5
task_comment	VARCHAR(128)	Workflow Task Comment	Comment provided while canceling the workflow task.	5
task_instruction	VARCHAR(128)	Workflow Task Instruction	Instructions for the workflow task, if given.	5
task_attachment	VARCHAR(128)	Workflow Task Attachment	Attachment options for the workflow task. Unique values are file, URL, or item.	5
created_by_usernm	VARCHAR(128)	Workflow Task Created By User Name	User name of the user who created the workflow task. This is the user name that is used to sign in.	5
deleted_by_usernm	VARCHAR(128)	Workflow Task Deleted By User Name	User name of the user who deleted the workflow task.	5
modified_by_usernm	VARCHAR(128)	Workflow Task Modified By User Name	User name of the user who modified the workflow task. This is the user name that is used to sign in.	5
published_by_usernm	VARCHAR(128)	Workflow Task Published By User Name	User name of the user who published the workflow task.	5

Column Name	Data Type	Label	Description	Schema First Introduced
owner_usernm	VARCHAR(128)	Workflow Task Owner User Name	User name of the user who created the workflow task.	5
modified_status_cd	VARCHAR(128)	Workflow Task Last Modified Status Code	Last modified status code (for example, modified or OK).	5
version_num	BIGINT	Version Number	Version number.	5
instance_version	VARCHAR(128)	Instance Version	Version of the current task instance.	5
duration_per_assignee	BIGINT	Default Duration Per Assignee	Default duration allocated to the user for completing the workflow task. The value is expressed in days.	5
delayed_by_day	BIGINT	Delayed By Days	Number of days by which the workflow task is delayed.	5
percent_complete	BIGINT	Completion Percentage	Percentage of the workflow task that is complete.	5
is_sequential_flg	CHAR(1)	Sequential Flag	Flag (1/0) to indicate whether the workflow task is sequential.	5
approval_task_flg	CHAR(1)	Approval Task Flag	Flag (1/0) to indicate whether the workflow task is an itemapproval task.	5
first_usertask_flg	CHAR(1)	First User Task Flag	Flag (1/0) to indicate whether the workflow task is the first user task.	5
cancelled_task_flg	CHAR(1)	Canceled Task Flag	Flag (1/0) to indicate whether the workflow	5

Column Name	Data Type	Label	Description	Schema First Introduced
			task is canceled for the future.	
latest_flg	CHAR(1)	Latest Version Flag	Flag (1/0) to indicate whether the workflow task is the latest version.	5
locally_updated_flg	CHAR(1)	Locally Updated Flag	Flag (1/0) to indicate whether the changes in this task are done locally and thus should not be in synch with changes in the mappedGroupMembers field of the process.	5
existobj_update_flg	CHAR(1)	Existing Object Update Flag	Internal flag (1/0; default is "true") to indicate whether an existing object should be updated as part of the transaction package.	5
skip_peerupdate_scanning_flg	CHAR(1)	Skip Peer Update Scanning Flag	Internal flag (1/0; default is "true") to indicate peer node update scanning in abstract model processing.	5
skip_update_scanning_flg	CHAR(1)	Skip Update Scanning Flag	Internal flag (1/0; default is "false") to indicate node update scanning in abstract model processing.	5
multi_assig_suprt_flg	CHAR(1)	Multiple Assignee Support Flag	Flag (1/0) to indicate whether multiple assignees are allowed for the workflow task.	5
completed_dttm	TIMESTAMP	Workflow Task Completed Datetime	Datetime stamp for when the workflow task is completed.	5

Column Name	Data Type	Label	Description	Schema First Introduced
created_dttm	TIMESTAMP	Workflow Task Created Datetime	Datetime stamp for when the workflow task is created.	5
deleted_dttm	TIMESTAMP	Workflow Task Deleted Datetime	Datetime stamp for when the workflow task is deleted.	5
indexed_dttm	TIMESTAMP	Workflow Task Indexed Datetime	Datetime stamp for when the workflow task is indexed.	5
modified_dttm	TIMESTAMP	Workflow Task Modified Datetime	Datetime stamp for when the workflow task is modified.	5
projected_end_dttm	TIMESTAMP	Workflow Task Projected End Datetime	Datetime stamp for when the workflow task is projected to end.	5
projected_start_dttm	TIMESTAMP	Workflow Task Projected Start Datetime	Datetime stamp for when the workflow task is projected to start.	5
published_dttm	TIMESTAMP	Workflow Task Published Datetime	Datetime stamp for when the workflow task is published.	5
started_dttm	TIMESTAMP	Workflow Task Started Datetime	Datetime stamp for when the workflow task is actually started.	5
due_dttm	TIMESTAMP	Workflow Task Due Datetime	Datetime stamp for when the workflow task is due.	5
engine_task_cancelled_dttm	TIMESTAMP	Workflow Engine Task	Datetime stamp for when the workflow task is canceled.	5

Column Name	Data Type	Label	Description	Schema First Introduced
		Canceled Datetime		
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetime stamp of when the record is loaded.	5

WF_TASKS_USER_ASSIGNMENT (Non-partitioned)

This table captures information about the workflow task assignee.

Table 229 WF_TASKS_USER_ASSIGNMENT

Column Name	Data Type	Label	Description	Schema First Introduced
user_assignment_id ⓘ	VARCHAR(128)	Workflow Task User Assignment ID	Unique identifier for the workflow task assigned to the user.	5
task_id ⓘ (fk)	VARCHAR(128)	Workflow Task ID	Unique identifier for the corresponding workflow task.	5
user_id ⓘ	VARCHAR(128)	Workflow Task User ID	User identifier of the user assigned to the task.	5
process_id ⓘ (fk)	VARCHAR(128)	Workflow Task Process ID	Unique identifier for the workflow process.	5
user_nm	VARCHAR(128)	Workflow Task User Name	User name of the user assigned to the task.	5
approval_status	VARCHAR(128)	Workflow Task Approval Status	Approval status. Unique values are approved, approvedwithcomments, or rejected.	5
assignee_id	VARCHAR(128)	Workflow Task Assignee ID	User name of the user to whom the workflow task is assigned. This can be the user login name or the	5

Column Name	Data Type	Label	Description	Schema First Introduced
			group ID, depending on the assignee type.	
assignee_type	VARCHAR(128)	Workflow Task Assignee Type	Type indicating whether the assignee is a user or a group. Unique values are user or group.	5
usan_comment	VARCHAR(128)	Workflow Task Assignment Canceled Comment	Comments provided when the workflow task assignment is canceled.	5
usan_desc	VARCHAR(1332)	Workflow Task Assignment Description	Workflow task assignment description.	5
usan_status	VARCHAR(128)	Workflow Task Assignment Status	Workflow task assignment status. Unique values are not_initiated, pending, approved, approvedwithcomments, rejected, completed, or cancelled.	5
initiator_comment	VARCHAR(128)	Workflow Task Initiator Comment	Comments from the workflow task initiator.	5
instance_version	VARCHAR(128)	Workflow Task Instance Version	Migrated version number of the current task user assignment instance	5
usan_instruction	VARCHAR(128)	Workflow Task Assignment Instruction	Instructions for the workflow task assignee, if given.	5
modified_status_cd	VARCHAR(128)	Workflow Task Assignment Status Code	User assignment status code (for example, modified).	5

Column Name	Data Type	Label	Description	Schema First Introduced
activation_completed_flg	CHAR(1)	Workflow Task Assignment Activation Complete Flag	Flag (1/0) to indicate whether the workflow task assignment is activated.	5
is_assigned_flg	CHAR(1)	Workflow Task Assignment Flag	Flag (1/0) to indicate whether the workflow task is assigned.	5
is_latest_flg	CHAR(1)	Workflow Task Assignment Latest Version Flag	Flag (1/0) to indicate whether the workflow task assignment is the latest version.	5
is_replaced_flg	CHAR(1)	Workflow Task User or Group Replaced Flag	Flag (1/0) to indicate whether the user or group is replaced.	5
replacement_assignee_id	VARCHAR(128)	Workflow Task Replaced Assignee ID	Unique identifier for the user to whom the task is currently assigned after replacement.	5
replacement_reason	VARCHAR(128)	Workflow Task Replaced Assignee Reason	Reason for replacement.	5
replacement_userid	VARCHAR(128)	Workflow Task Newly Replaced Assignee User ID	Unique identifier of the new assignee.	5
created_by_usernm	VARCHAR(128)	Workflow Task Assignment Created By User Name	User name of the user who created the workflow task assignment. This is the user name that is used to sign in.	5

Column Name	Data Type	Label	Description	Schema First Introduced
deleted_by_usernm	VARCHAR(128)	Workflow Task Assignment Deleted By User Name	User name of the user who deleted the workflow task assignment.	5
modified_by_usernm	VARCHAR(128)	Workflow Task Assignment Modified By User Name	User name of the user who modified the workflow task assignment. This is the user name that is used to sign in.	5
owner_usernm	VARCHAR(128)	Workflow Task Assignment Owner User Name	User name of the user who created the workflow task assignment.	5
delayed_by_day	BIGINT	Workflow Task Assignment Delayed By Days	Number of days by which the workflow task assignment is delayed.	5
usan_duration_day	BIGINT	Workflow Task Assignment Duration in Days	Duration in days.	5
completed_dttm	TIMESTAMP	Workflow Task Assignment Completed Datetime	Datetime stamp for when the workflow task assignment is completed.	5
created_dttm	TIMESTAMP	Workflow Task Assignment Created Datetime	Datetime stamp for when the workflow task assignment is created.	5
deleted_dttm	TIMESTAMP	Workflow Task Assignment Deleted Datetime	Datetime stamp for when the workflow task assignment is deleted.	5

Column Name	Data Type	Label	Description	Schema First Introduced
due_dttm	TIMESTAMP	Workflow Task Assignment Due Datetime	Datetime stamp for when the workflow task assignment is due.	5
modified_dttm	TIMESTAMP	Workflow Task Assignment Modified Datetime	Datetime stamp for when the workflow task assignment is modified.	5
projected_end_dttm	TIMESTAMP	Workflow Task Assignment Projected End Datetime	Datetime stamp for when the workflow task assignment is projected to end.	5
projected_start_dttm	TIMESTAMP	Workflow Task Assignment Projected Start Datetime	Datetime stamp for when the workflow task assignment is projected to start.	5
start_dttm	TIMESTAMP	Workflow Task Assignment Start Datetime	Datetime stamp for when the workflow task assignment actually started.	5
load_dttm	TIMESTAMP	Load Datetime	Internal UTC datetime stamp of when the record is loaded.	5

See Also

[“Entity Relationship Diagrams” on page 5](#)

Usage Tables

About the Usage Tables

Usage tables are the non-partitioned detail tables that contain information about metered billing. This information shows how users and items in SAS Customer Intelligence 360 are impacting the metrics that are related to your billing agreement. For example, you can view the metrics for total data limits, daily usage values, and monthly usage values.

These are some metrics that are available in the usage tables:

- Cloud data storage
- Data subjects
- The number of Plan users
- Sessions
- Preview and spam email tests
- Email impressions

Note: The metrics that are available depend on which licenses you have.

Use the following information when downloading the usage tables:

- Use version 8 or later of the database schema.
- You can download only the usage tables that are available for your license.
- In your API call, use the `detail/nonPartitionedData` endpoint to download non-partitioned detail tables. For more information, see [“Download Identity Tables, Metadata Tables, and SAS 360 Plan Tables” in SAS Customer Intelligence 360: Administration Guide](#).

TIP These tables are refreshed every hour. To maintain a history of publishes, you can perform regular downloads of the tables and append them to the same table output.

The tables can be downloaded using the SAS Customer Intelligence 360 download API. For more information, see [“Downloading Data Tables with the REST API” in SAS Customer Intelligence 360: Administration Guide](#).

DAILY_USAGE (Non-partitioned)

This table shows the metered billing information for the daily usage of SAS Customer Intelligence 360. The data in this table can be analyzed to see your activity in the application relative to your billing and service agreement.

The category for this table is **USAGE**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 230 DAILY_USAGE

Column Name	Data Type	Label	Description
event_day ⓘ	VARCHAR(36)	Usage Date	Date for the set of metrics.
web_impr_cnt	BIGINT	Web Impressions Count	Number of web impressions that were delivered.
mob_impr_cnt	BIGINT	Mobile Impressions Count	Number of mobile impressions that were delivered.
web_sesn_cnt	BIGINT	Web Sessions Count	Number of web sessions.
mob_sesn_cnt	BIGINT	Mobile Sessions Count	Number of mobile sessions.
email_send_cnt	BIGINT	Email Send Count	Number of emails that were sent.
plan_users_cnt	BIGINT	Plan Users Count	Number of users associated with the SAS 360 Plan.
email_preview_cnt	BIGINT	Email Previews Count	Number of email previews that were generated.
db_size	DECIMAL(17,2)	Database Size	Current database size (in gigabytes).
asset_size	DECIMAL(17,2)	Asset Size	Total size of all assets.
bc_subjcnt_str	ARRAY<MAP<STRING,MAP<STRING,STRING>>>	Business Context Subject ID Count	Number of subject IDs that are associated with business contexts. This record also includes the list of business contexts and the corresponding subject IDs.
api_usage_str	STRING	API Usage Count	String that contains the count of calls to REST APIs.

Column Name	Data Type	Label	Description
			The value is structured as a JSON object, similar to the following in this example (the line breaks are for readability): <pre>{'config': 1.0 'token': 285.0 'planning': 1.0 'design': 467.0 'marketingData': 1.0 'marketingExecution': 186.0 'events': 5.0 'discover': 118.0 'bulkEvents': 79.0 'scim': 4.0 'event': 11.0 'admin': 32.0}</pre> These definitions describe how the values in the string correspond to the REST API endpoints: ■ config: the number of calls to the /configuration endpoint in the Marketing Gateway REST API to view API configuration. ■ token: the number of requests for a temporary access token. This access token enables a user to make calls to the REST API, Workflow REST API, and Service API. ■ planning: the number of calls to Digital Assets REST API, Workflow REST API, and the

Column Name	Data Type	Label	Description
			■ design: the number of calls to the Marketing Design REST API. ■ marketingData: number of calls to the Marketing Data REST API. ■ marketingExecution: the number of calls to the Marketing Execution REST API. ■ events: the number of external events sent to SAS Customer Intelligence 360 through the <code>events</code> endpoint in the Marketing Gateway REST API or through the on-premises <code>events</code> endpoint. ■ discover: the number of calls to the <code>/discoverService</code> endpoint in the Marketing Gateway REST API. This endpoint is used to download data tables from the <code>cdm</code> and CDM. ■ bulkEvents: the number of calls to the <code>bulkEventsFile</code> endpoint in the Marketing Gateway REST API. This endpoint is used to upload multiple events in a batch process. ■ scim: the number of calls to the System Cross-Domain Identity Management (SCIM) REST API.

Column Name	Data Type	Label	Description
			■ eventWS: the number of times an agent makes a connection to the Agent Connections menu in the user interface Insights page. ■ admin: the number of calls to the / auditRecords endpoint in the Marketing Administration REST API. This endpoint is used to download the records that are collected by the service.
admin_user_cnt	INT	Admin User Count	Number of administrator users that accessed the REST API.
audience_usage_cnt	BIGINT	Audience Processed Rows Count	Number of rows of audience data that were successfully processed by SAS Customer Intelligence 360.
mobile_push_cnt	BIGINT	Mobile Push Count	Total number of mobile push messages that SAS Customer Intelligence attempted to send to customers. The messages are sent to the service provided by SAS Customer Intelligence 360 and users do not have access to the status of delivery.
mobile_in_app_msg_cnt	BIGINT	Mobile In-app Message Count	Total number of mobile in-application messages that SAS Customer Intelligence 360

Column Name	Data Type	Label	Description
			attempted to send to customers. The messages are not sent to the service provider. SAS Customer Intelligence 360 does not have access to the status of delivery.
facebook_ads_cnt	BIGINT	Facebook Ads Record Count	Total number of audience members that are uploaded to Facebook. This count depends on the method you use to upload audiences. ■ Replace: If you run a task that loads 100,000 people per day, the count is 100,000 per day or 3,000,000 for the month. ■ Add/Remove: If you run a task that loads 100,000 people per day, the count is 100,000 for the duration of the run. The count is then adjusted only by the number of members that are added or removed in subsequent runs.
google_ads_cnt	BIGINT	Google Ads Record Count	Total number of audience members that are uploaded to Google Ads. This count depends on the method you use to upload audiences. ■ Replace: If you run a task that loads 100,000 people per day, the count is 100,000 per day.

Column Name	Data Type	Label	Description
			3,000,000 for the month. ■ Add/Remove: If you run a task that loads 100,000 people a day, the count is 100,000 for the run. The count is the adjusted only by the number of members that are added or removed in subsequent runs.
linkedin_ads_cnt	BIGINT	LinkedIn Ads Record Count	Total number of audiences that are uploaded to LinkedIn. This count depends on the method you use to upload audiences. ■ Replace: If you run a task that loads 100,000 people a day, the count is 100,000 per day or 3,000,000 for the month. ■ Add/Remove: If you run a task that loads 100,000 people a day, the count is 100,000 for the run. The count is the adjusted only by the number of members that are added or removed in subsequent runs.
outbound_api_cnt	BIGINT	Outbound System API Call Count	Total number of outbound_system calls that are generated by custom tasks (both triggered and manual tasks and triggered

Column Name	Data Type	Label	Description
			This count contains events regardless of whether they were forwarded to an aggregator connector.
customer_profiles_processed_str	ARRAY<MAP<STRING,MAP<STRING,BIGINT>>>	Customer Profiles Processed Counts	Number of customer profiles that were processed, categorized by license. For example: <pre>["audience", ["unique_count", <count>, "total_count", <count>, "audience_premium", ["unique_count", <count>, "total_count", <count>, "audiences_unique_count", <count>, "segments_unique_count", <count>], "discoveries", ["unique_count", <count>, "total_count", <count>, "web_unique_counts", <count>, "mobile_unique_counts", <count>], "decisions", ["unique_count", <count>, "total_count", <count>]]]</pre> Here is more information about each of these entries: Audience: ■ unique_count: total number of unique identities in the audience. ■ total_count: total number of rows that were processed for the audience. Audience-Premium (Direct): ■ unique_count: total number of unique identities that were processed. The

Column Name	Data Type	Label	Description
			the number of unique identities across audiences and segments. ■ total_count: total number of rows that were processed across audiences and segments. ■ audiences_unique_counts: the total number of unique identities for audiences. ■ segments_unique_counts: the total number of unique subjects in segments. Discover: ■ unique_count: total number of unique identities across the web or mobile app. ■ total_count: total number of page views across the website or mobile app. ■ web_unique_counts: the total number of unique identities for the web channel. ■ mobile_unique_counts: the total number of unique identities for the mobile channel. Decisioning: ■ unique_count: total number of unique identities

Column Name	Data Type	Label	Description
			total_count: total number of customer projects that were processed. These values are the running total for the current month, including the current day. The counts might increase or stay level until the day of the month.
dm_destinations_total_id_cnt	BIGINT	Direct Marketing Destinations Total ID Count	Total number of segments that are processed by the direct marketing task.
dm_destinations_total_row_cnt	BIGINT	Direct Marketing Destinations Total Row Count	Total number of rows that are exported as part of the direct marketing task.
advertising_members_cnt_str	ARRAY<MAP<STRING,BIGINT>>	Advertising Members Count by Platform	Total number of projects that are run for SAAS Marketing Decision.
mai_scored_project_cnt	BIGINT	Marketing AI Daily Scored Projects	Total number of projects that are scored for 360 Marketing AI.
sms_send_cnt	BIGINT	SMS Send Count	Total number of SMS messages sent for a project.
sms_send_str	MAP<STRING, BIGINT>	SMS Send Per Country	A map that categorizes the total number of messages by country. The key is the three-letter ISO 3166-1 alpha-3 country code (country code column), and the value is the count for that country. For example:

Column Name	Data Type	Label	Description
			{ "USA": 1500, "GBR": 1500 }
sms_frag_cnt	BIGINT	SMS Fragment Count	Total number of SMS message fragments sent for the day. Fragment counts are determined by summing the value of the fragment_cnt column for each event in the SMS_MESSAGE_SEGMENT table on page 217.
sms_frag_str	MAP<STRING, BIGINT>	SMS Fragment Per Country	A map that categorizes the daily number of SMS message fragment counts by country. The key is the three-letter ISO 3166-1 alpha-3 country code (country code column), and the value is the fragment count for that country. For example: { "USA": 2457, "GBR": 1500 }
sms_output_result_cnt	BIGINT	SMS Output Result Count	Total weighted count of SMS message fragments sent for the day. Weighted counts are determined by multiplying the fragment count by a static multiplier value for each country code. The final value is then rounded to the nearest integer.
sms_output_result_str	MAP<STRING, BIGINT>	SMS Output Result Per Country	A map that categorizes the daily number of weighted SMS fragment counts by country. The key is the three-letter ISO 3166-1 alpha-3 country code (country code column), and the value is the weighted fragment count for that country. For example: { "USA": 2457, "GBR": 1500 }

Column Name	Data Type	Label	Description
			{"USA": 2457, "GBR"

MONTHLY_USAGE (Non-partitioned)

This table shows the metered billing information for the monthly usage of SAS Customer Intelligence 360. The data in this table can be analyzed to see your activity in the application relative to your billing and service agreement.

The category for this table is **USAGE**. For more information, see [“Categories for Data Tables” in SAS Customer Intelligence 360: Administration Guide](#).

Table 231 MONTHLY_USAGE

Column Name	Data Type	Label	Description
event_month ⓘ	VARCHAR(36)	Usage Month	Month for the set of metrics.
web_impr_cnt	BIGINT	Web Impressions Count	Number of web impressions that were delivered.
mob_impr_cnt	BIGINT	Mobile Impressions Count	Number of mobile impressions that were delivered.
web_sesn_cnt	BIGINT	Web Sessions Count	Number of web sessions.
mob_sesn_cnt	BIGINT	Mobile Sessions Count	Number of mobile sessions.
email_send_cnt	BIGINT	Email Send Count	Number of emails that were sent.
plan_users_cnt	BIGINT	Plan Users Count	Number of user accounts for SAS 360 Plan.
email_preview_cnt	BIGINT	Email Previews Count	Number of email previews that were generated.

Column Name	Data Type	Label	Description
db_size	DECIMAL(17,2)	Database Size	Current database size (in gigabytes).
asset_size	DECIMAL(17,2)	Asset Size	Total size of all assets.
bc_subjcnt_str	ARRAY<MAP<STRING,MAP<STRING,STRING>>>	Business Context Subject ID Count	Number of subject IDs that are associated with each business context. This record also includes the list of business contexts and the corresponding subject IDs.
api_usage_str	STRING	API Usage Count	String that contains the count of calls to REST APIs. The value is structured as a JSON object, similar to this example (the line breaks are for readability): <pre>{'config': 1.0 'total': 285.0 'planning': 1.0 'design': 467.0 'marketingData': 1.0 'marketingExecution': 186.0 'events': 5.0 'discover': 118.0 'bulkEvents': 79.0 'scim': 4.0 'event': 11.0 'admin': 32.0}</pre> These definitions describe how the values in the string correspond to the REST API endpoints: ■ config: the number of calls to the /configuration endpoint in the Marketing Gateway REST API to view API configuration. Note: A call to the configuration API occurs when an API starts or when an API is used to save

Column Name	Data Type	Label	Description
			change to the A configuration. ■ token: the number of requests for a temporary access token. This access token enables a user to make calls to the REST API, Workflow REST API, and S API. ■ planning: the number of calls to Digital Assets REST API, REST API, and the Workflow REST ■ design: the number of calls to the Marketing Design REST API ■ marketingData: the number of calls to the Marketing Data API. ■ marketingExecution: the number of calls to the Marketing Execution REST ■ events: the number of external events sent to SAS Customer Intelligence 360 through the events endpoint in the Marketing Gateway REST API or through the on-premises ■ discover: the number of calls to the /discoverService endpoint in the Marketing Gateway REST API. This endpoint is used to download data

Column Name	Data Type	Label	Description
			tables from the and CDM. ■ bulkEvents: the number of calls bulkEventsFile on endpoint in the Marketing Gateway REST API. This endpoint is to upload multiple events in a batch process. ■ scim: the number of calls to the System Cross-Domain Identity Management (SCIM) REST API. ■ eventWS: the number of times an agent makes a connection to the Agent Connections menu in the user interface Insights page. ■ admin: the number of calls to the /auditRecords endpoint in the Marketing Administration REST API. This endpoint is to download the records that are collected by the service.
admin_user_cnt	INT	Admin User Count	Number of admin users that accessed REST API.
audience_usage_cnt	BIGINT	Audience Processed Rows Count	Number of rows of audience data that successfully processed

Column Name	Data Type	Label	Description
			SAS Customer Intelligence 360.
mobile_push_cnt	BIGINT	Mobile Push Count	Total number of mobile push messages that were sent to customers.
mobile_in_app_msg_cnt	BIGINT	Mobile In-app Message Count	Total number of mobile in-application messages that were sent to customers.
facebook_ads_cnt	BIGINT	Facebook Ads Record Count	Total number of audience members that are uploaded to Facebook. This count depends on the method you use to upload audiences. ■ Replace: If you run a task that loads 100,000 people per day, the count is 100,000 per day or 3,000,000 for the month. ■ Add/Remove: If you run a task that loads 100,000 people per day, the count is 100,000 for the duration of the run. The count is then adjusted only by the number of members that are added or removed in subsequent runs.
google_ads_cnt	BIGINT	Google Ads Record Count	Total number of audience members that are uploaded to Google. This count depends on the method you use to upload audiences. ■ Replace: If you run a task that loads

Column Name	Data Type	Label	Description
			100,000 people per day, the count is 100,000 per day or 3,000,000 for the month. ■ Add/Remove: If you run a task that loads 100,000 people per day, the count is 100,000 for the first run. The count is the total number of members that are added or removed in subsequent runs.
linkedin_ads_cnt	BIGINT	LinkedIn Ads Record Count	Total number of audience members that are uploaded to LinkedIn. This count depends on the method you use to upload audiences. ■ Replace: If you run a task that loads 100,000 people per day, the count is 100,000 per day or 3,000,000 for the month. ■ Add/Remove: If you run a task that loads 100,000 people per day, the count is 100,000 for the first run. The count is the total number of members that are added or removed in subsequent runs.

Column Name	Data Type	Label	Description
outbound_api_cnt	BIGINT	Outbound System API Call Count	Total number of outbound_system events that are generated by custom tasks (both scheduled tasks and triggered tasks). This count contains all events regardless of whether they were forwarded to an aggregator or not, and whether they were forwarded to an aggregator connector.
customer_profiles_processed_str	ARRAY<MAP<STRING,MAP<STRING,BIGINT>>>>	Customer Profiles Processed Counts	Number of customer profiles that were processed, categorized by license. For example: <pre>["audience", ["unique_count", <count>, "total_count", <count>, "audience_premium", "unique_count", <count>, "total_count", <count>, "audiences_unique_count", <count>, "segments_unique_count", <count>], "discover", "unique_count", <count>, "total_count", <count>, "web_unique_counts", <count>, "mobile_unique_counts", <count>], "decision": ["unique_count", <count>, "total_count", <count>, "total_count", <count>]]</pre> Here is more information about each of these entries: Audience: ■ unique_count: unique number of unique identities in audiences. ■ total_count: total number of rows that were processed for audiences.

Column Name	Data Type	Label	Description
			Audience-Premium (Direct): ■ unique_count: total number of unique identities that were processed. This is the number of unique identities across audiences and segments. ■ total_count: total number of rows that were processed across audiences and segments. ■ audiences_unique_counts: the total number of unique identities for audiences. ■ segments_unique_counts: the total number of unique subjects in segments. Discover: ■ unique_count: total number of unique identities across the web or mobile app. ■ total_count: total number of page views across the website or mobile app. ■ web_unique_counts: the total number of unique identities for the web channel. ■ mobile_unique_counts: the total

Column Name	Data Type	Label	Description
			number of unique identities for mobile channels. Decisioning: ■ unique_count: total number of unique identities. ■ total_count: total number of customer projects that were processed.
dm_destinations_total_id_cnt	BIGINT	Direct Marketing Destinations Total ID Count	Total number of segments that are processed by the direct marketing task.
dm_destinations_total_row_cnt	BIGINT	Direct Marketing Destinations Total Row Count	Total number of rows that are exported as part of the direct marketing task.
advertising_members_cnt_str	ARRAY<MAP<STRING,BIGINT>>	Advertising Members Count by Platform	Total number of projects that are run for SAAS Marketing Decisioning.
mai_scored_project_cnt	BIGINT	Marketing AI Monthly Scored Projects	Total number of projects that are scored for 360 Marketing AI.
sms_send_cnt	BIGINT	SMS Send Count	Total number of SMS messages sent for a month.
sms_send_str	MAP<STRING, BIGINT>	SMS Send Per Country	A map that categorizes the total number of messages by country. The key is the three-letter ISO 3166-1 alpha-3 country code (country code column), and the value is the count for that country. For example:

Column Name	Data Type	Label	Description
			{ "USA": 1500, "GBR"
sms_frag_cnt	BIGINT	SMS Fragment Count	Total number of SMS message fragments for the month. Fragment counts are determined by summing the value of the fragment_cnt column for each event in the SMS_MESSAGE_SEGMENT table.
sms_frag_str	MAP<STRING, BIGINT>	SMS Fragment Per Country	A map that categorizes the monthly number of SMS fragment counts by country. The key is the three ISO 3166-1 alpha-3 country code (country code column), and the value is the fragment count for that country. For example: { "USA": 2457, "GBR"
sms_output_result_cnt	BIGINT	SMS Output Result Count	Total weighted count of SMS message fragments sent for the month. Weighted counts are determined by multiplying the fragment count by a static multiplier value for each country code. The value is then rounded to the nearest integer.
sms_output_result_str	MAP<STRING, BIGINT>	SMS Output Result Per Country	A map that categorizes the total number of weighted SMS fragment counts by country. The key is the three ISO 3166-1 alpha-3 country code (country code column), and the value is the fragment count for that country. For example:

Column Name	Data Type	Label	Description
			{ "USA": 2457, "GBR"

On-Premises Data Tables (CDM)

About Common Data Model (CDM) Tables

Common Data Model (CDM) data is structured to require minimal transformation before loading the data into your on-premises database. CDM tables contain data from SAS Customer Intelligence 360. In addition, CDM tables can contain campaign and treatment data that was migrated from SAS Customer Intelligence Studio.

Note: By default, access to CDM data is disabled. Customers who are interested in accessing the new CDM data need to [contact SAS Technical Support to enable the CDM jobs to run for their tenant](#).

Use the following information when downloading the CDM tables:

- Use version 6 or later of the database schema.
- In your API call, use the [detail/partitionedData](#) endpoint to download event data that is partitioned hourly. Use the [detail/nonPartitionedData](#) endpoint to download metadata tables.
- Download the [entity relationship diagrams on page 5](#) to review the tables' organization and links.

Note: In some situations, there might be a mismatch between the contents of the tables and the schema version:

- The downloaded data might contain more columns than are documented in the Help Center or in the schema files. These columns might have been introduced for internal consumption already and will be added to a future version of the schema.

The same scenario can happen when you are not using the most recent schema. The data that you download always uses the columns from the latest schema, but you might have requested a schema version that has fewer columns.

- A schema might add columns to tables, but the columns are not populated with data until a later release of SAS Customer Intelligence 360. For example, a table in the current schema might have nine columns, but data records populate only seven columns. When columns are added but not yet populated with data, you can ignore these columns when you process the data.

When SAS Customer Intelligence 360 is updated to populate these columns, you might need to wait 2–3 days before the data is populated in the downloaded tables.

To mitigate any issues, configure your ETL processes to allow for the physical files to have more columns than what is described in the JSON schema and the documentation.

There are currently two CDM processes:

- The partitioned tables are sourced from the contact and response history tables in the Unified Data Model (UDM). The job for the partitioned tables is submitted only when new data is detected for the Detail tables.
- The non-partitioned tables are primarily sourced from the metadata tables in the UDM that have a name similar to *_a11. These tables are updated hourly, and the non-partitioned table job is also run hourly. All records are loaded into the on-premises database. If there are existing records with the same keys, those records are updated with new values.

CDM tables are refreshed every hour and you can download the tables with the SAS Customer Intelligence 360 download API. Any information that is available is downloaded when the download utility runs. For more information, see [“Downloading Data Tables with the REST API” in SAS Customer Intelligence 360: Administration Guide](#). After the tables are downloaded, the [CDM loader program](#) on GitHub enables you to import the downloaded data into an on-premises database.

If you use the CDM loader program, the `cdm_load_datastep.sas` macro load utility populates the `source_system_cd` column, `updated_by_nm` column, and `updated_dttm` column as they are loaded into the database. These columns are null in the downloaded data set but are updated during the loading process.

If you do not use the CDM loader program and you have site-specific code to load into the on-premises database, you must populate the `source_system_cd` column and `updated_dttm` column (and optionally the `updated_by_nm` column) when you load the data. The `updated_dttm` column is required and is populated by the cloud process for partitioned tables only. However, this column remains null for non-partitioned tables.

Note: Due to the varying availability of different CDM tables for any particular download, there are cases when all the tables are not present when loading into a database. You can see tables only when they have been populated with data.

The `CDM_CAMPAIGN_CUSTOM_ATTR` and `CDM_CAMPAIGN_DETAIL` tables are not supported by cloud processing and are neither created nor downloaded, although they could be populated by a different on-premises process. The CDM data model could be used as a reference for which columns are present in both of these tables and could also be used for joins.

CDM Real-time Journey Tables

Note: If you use the CDM loader program, the `cdm_load_datastep.sas` macro load utility populates the `source_system_cd` column, `updated_by_nm` column, and `updated_dttm` column as they are loaded into the database. These columns are null in the downloaded data set but are updated during the loading process.

If you do not use the CDM loader program and you have site-specific code to load into the on-premises database, you must populate the `source_system_cd` column and `updated_dttm` column (and optionally the `updated_by_nm` column) when you load the data. The `updated_dttm` column is required and is populated by the cloud process for partitioned tables only. However, this column remains null for non-partitioned tables.

CDM_ACTIVITY_CUSTOM_ATTR (Non-partitioned)

This table contains custom properties that have been applied to a real-time journey. These custom properties assist in analyzing journeys (for example, by grouping them or otherwise distinguishing them from one another). For more information, see the following links:

- [“Custom Properties” in SAS Customer Intelligence 360: User’s Guide](#)
- [“Using Real-Time Journeys to Engage Your Customers” in SAS Customer Intelligence 360: User’s Guide](#)

“Real-time journey” is the new name for an activity. Table names and fields have not been renamed to maintain backward compatibility.

Data for this table is obtained from the MD_ACTIVITY_CUSTOM_PROP table.

Table 232 CDM_ACTIVITY_CUSTOM_ATTR

Column Name	Data Type	Label	Description	Schema First Introduced
activity_version_id ⓘ	VARCHAR(36)	Real-time Journey Version ID	Version of the journey based on publishing. Each subsequent publish adds a new version ID. This column is part of the composite key. It is also the foreign key to the CDM_ACTIVITY_DETAIL table.	6
attribute_nm ⓘ	VARCHAR(256)	Real-time Journey Custom Property Name	Name of the custom property of an item. This column is part of the composite key.	6
attribute_data_type_cd ⓘ	VARCHAR(30)	Real-time Journey Custom Property Data Type	Data type of the custom property of an item. These are the possible values: ■ BOOLEAN ■ DATETIME ■ DATEONLY	6

Column Name	Data Type	Label	Description	Schema First Introduced
			Note: This value corresponds to custom properties that are defined with a data type value of DATE. ■ DOUBLE ■ INTEGER ■ TEXT This column is part of the composite key.	
attribute_val ⓘ	VARCHAR(1500)	Attribute Value	This column is no longer populated. Instead, one of the following columns are populated based on the type of custom property: ■ attribute_character_val ■ attribute_dttm_val ■ attribute_numeric_val	6
attribute_character_val	VARCHAR(1500)	Custom Real-time Journey Attribute Value — Character	Value (string) of the custom property of an item.	6
attribute_numeric_val	DECIMAL(17,2)	Custom Real-time Journey Attribute Value — Numeric	Value (numeric) of the custom property of an item.	6
attribute_dttm_val	TIMESTAMP	Custom Real-time Journey Attribute Value — Date	Value (date) of the custom property of an item.	6
updated_by_nm	VARCHAR(60)	Updated by Name	User ID/name or process ID/ name that is updating the table.	6

Column Name	Data Type	Label	Description	Schema First Introduced
			This field is optional.	
updated_dttm	TIMESTAMP	Updated DTTM	Timestamp when the row was interacted with in the database. Typically defaults to the current system timestamp in the database. This field is mandatory.	6
activity_id	VARCHAR(36)	Real-time Journey ID	Unique identifier for the journey.	8

CDM_ACTIVITY_DETAIL (Non-partitioned)

This table contains metadata about published real-time journeys. For more information, see [“Using Real-Time Journeys to Engage Your Customers” in SAS Customer Intelligence 360: User’s Guide](#).

“Real-time journey” is the new name for an activity. Table names and fields have not been renamed to maintain backward compatibility.

Data for this table is obtained from the MD_ACTIVITY table.

Table 233 CDM_ACTIVITY_DETAIL

Column Name	Data Type	Label	Description	Schema First Introduced
activity_version_id 	VARCHAR(36)	Real-time Journey Version ID	Version of the journey based on publishing. Each subsequent publish adds a new version ID. This column is the primary key.	6
activity_id	VARCHAR(36)	Real-time Journey ID	Unique identifier for the journey.	6
valid_from_dttm	TIMESTAMP	Real-time Journey Valid From Datetime	Timestamp when an item was published.	6
valid_to_dttm	TIMESTAMP	Real-time Journey Valid To Datetime	Timestamp when an item was ended.	6

Column Name	Data Type	Label	Description	Schema First Introduced
			The value of the column is based on the item's status: ■ For active items, the value is blank. ■ For completed items, the value is the date that the item is marked complete.	
status_cd	VARCHAR(20)	Real-time Journey Status	Publish status of the journey (active, completed, or history). When the value is history , the data is for a previous version of that item. When the value is completed , the item is either complete, manually stopped, or deleted.	6
activity_nm	VARCHAR(256)	Real-time Journey Name	Name of the journey.	6
activity_desc	VARCHAR(1500)	Real-time Journey Description	Description of the journey.	6
activity_cd	VARCHAR(60)	Real-time Journey Code	Code assigned to the journey in order to map to external applications.	6
activity_category_nm	VARCHAR(100)	Real-time Journey Category	Category assigned to the journey by the user.	6
last_published_dttm	TIMESTAMP	Real-time Journey Last Published Date	Timestamp when an item was last published.	6
source_system_cd	VARCHAR(10)	Source System	System that the information came from (for example, SAS Customer Intelligence 360 or SAS Customer Intelligence Studio). This field is mandatory.	6

Column Name	Data Type	Label	Description	Schema First Introduced
updated_by_nm	VARCHAR(60)	Updated by Name	User ID/name or process ID/name that is updating the table. This field is optional.	6
updated_dttm	TIMESTAMP	Updated DTTM	Timestamp when the row was interacted with in the database. Typically defaults to the current system timestamp in the database. This field is mandatory.	6

CDM_ACTIVITY_X_TASK (Non-partitioned)

This table shows the relationship between published tasks and published real-time journeys. The data in this table can be analyzed when you want to know which tasks are part of a journey. For more information, see [“Using Real-Time Journeys to Engage Your Customers” in SAS Customer Intelligence 360: User's Guide](#).

“Real-time journey” is the new name for an activity. Table names and fields have not been renamed to maintain backward compatibility.

Data for this table is obtained from the MD_ACTIVITY_X_TASK table.

Table 234 CDM_ACTIVITY_X_TASK

Column Name	Data Type	Label	Description	Schema First Introduced
activity_version_id 	VARCHAR(36)	Real-time Journey Version ID	Version of the journey based on publishing. Each subsequent publish adds a new version ID. This column is part of the composite key. It is also the foreign key to the CDM_ACTIVITY_DETAIL table.	6
task_version_id 	VARCHAR(36)	Task Version ID	The version of the task that is based on which instance of the task is published. Each subsequent publish adds a new version ID.	6

Column Name	Data Type	Label	Description	Schema First Introduced
			This column is part of the composite key. It is also the foreign key to the CDM_TASK_DETAIL table.	
updated_by_nm	VARCHAR(60)	Updated by Name	User ID/name or process ID/name that is updating the table. This field is optional.	6
updated_dttm	TIMESTAMP	Updated DTTM	Timestamp when the row was interacted with in the database. Typically defaults to the current system timestamp in the database. This field is mandatory.	6
activity_id	VARCHAR(36)	Real-time Journey ID	Unique identifier for the journey.	8
task_id	VARCHAR(36)	Task ID	Unique identifier for the task.	8

CDM Audience Tables

Note: If you use the CDM loader program, the `cdm_load_datastep.sas` macro load utility populates the `source_system_cd` column, `updated_by_nm` column, and `updated_dttm` column as they are loaded into the database. These columns are null in the downloaded data set but are updated during the loading process.

If you do not use the CDM loader program and you have site-specific code to load into the on-premises database, you must populate the `source_system_cd` column and `updated_dttm` column (and optionally the `updated_by_nm` column) when you load the data. The `updated_dttm` column is required and is populated by the cloud process for partitioned tables only. However, this column remains null for non-partitioned tables.

CDM_AUDIENCE_DETAIL (Non-partitioned)

This table contains information about audiences. For more information, see [“About Audiences” in SAS Customer Intelligence 360: User's Guide](#).

Data for this table is obtained from the MD_AUDIENCE table.

Table 235 CDM_AUDIENCE_DETAIL

Column Name	Data Type	Label	Description	Schema First Introduced
audience_id ⓘ	VARCHAR(36)	Audience ID	Unique ID that represents the audience in SAS Customer Intelligence 360.	16
audience_nm	VARCHAR(128)	Audience Name	Name of the audience	16
audience_desc	VARCHAR(1332)	Audience Description	Description of the audience	16
created_user_nm	VARCHAR(256)	Audience Created By User	User that created the audience	16
audience_schedule_flg	CHAR(1)	Audience Schedule Flag	Specifies whether the audience is run on a schedule: ■ 0 means that the audience does not have a schedule. ■ 1 means that the audience is run on a schedule.	16
audience_source_nm	VARCHAR(100)	Audience Source Name	Name of the table that is used as the audience source	16
audience_data_source_nm	VARCHAR(100)	Audience Data Source Name	Name of the data source that is used in an audience	16
create_dttm	TIMESTAMP	Audience Creation Datetime	Timestamp of when the audience was created	16
delete_dttm	TIMESTAMP	Audience Deletion Datetime	Timestamp of when the audience was deleted	16
updated_dttm	TIMESTAMP	Updated DTTM	Timestamp of when the record was updated in the database.	16

CDM_AUDIENCE_OCCUR_DETAIL (Non-partitioned)

This table contains metadata about published audiences. For more information, see [“About Audiences” in SAS Customer Intelligence 360: User’s Guide](#).

Data for this table is obtained from the MD_AUDIENCE table.

Table 236 CDM_AUDIENCE_OCCUR_DETAIL

Column Name	Data Type	Label	Description	Schema First Introduced
audience_id	VARCHAR(36)	Audience ID	Unique ID that represents the audience in SAS Customer Intelligence 360.	16
audience_occur_id 	VARCHAR(36)	Audience Occurrence Id	Unique ID that represents the specific occurrence for an audience in SAS Customer Intelligence 360.	16
execution_status_cd	VARCHAR(100)	Audience Occurrence Status	Status of the occurrence	16
audience_size_cnt	INT	Audience Size	Size of the audience occurrence	16
started_by_nm	VARCHAR(256)	Started By	User that ran the audience	16
occurrence_type_nm	VARCHAR(100)	Type of Occurrence	Specifies how the occurrence was triggered (either through a schedule or manually)	16
start_dttm	TIMESTAMP	Start Time	Start time for when the occurrence was run	16
end_dttm	TIMESTAMP	Audience Creation Datetime	End time for when the occurrence was run	16
updated_dttm	TIMESTAMP	Updated DTTM	Timestamp of when the record was updated in the database.	16

CDM_AUDIENCE_X_SEGMENT (Non-partitioned)

This table contains metadata about published audiences and the related segments. For more information, see [“About Audiences” in SAS Customer Intelligence 360: User's Guide](#).

Data for this table is obtained from the MD_AUDIENCE table and the MD_SEGMENT table.

Table 237 CDM_AUDIENCE_X_SEGMENT

Column Name	Data Type	Label	Description	Schema First Introduced
audience_id ⓘ	VARCHAR(36)	Audience ID	Unique ID that represents the audience in SAS Customer Intelligence 360.	19
segment_id ⓘ	VARCHAR(36)	Segment Id	Unique ID for a segment.	19

CDM Business Context Table

CDM_BUSINESS_CONTEXT (Non-partitioned)

This table contains metadata about business contexts. A business context allows you to restrict data access to only the information that is required for a specific business need. A user can have access to more than one business context. For more information, see [“About Business Contexts” in SAS Customer Intelligence 360: User's Guide](#).

Note: This table will be available for download in the 20.10 release (September 2020), but will not initially be populated with data.

Data for this table will soon be obtained from the MD_BUSINESS_CONTEXT table.

Table 238 CDM_BUSINESS_CONTEXT

Column Name	Data Type	Label	Description	Schema First Introduced
business_context_id ⓘ	VARCHAR(36)	Business Context ID	Unique identifier used to define the business context.	6

Column Name	Data Type	Label	Description	Schema First Introduced
business_context_nm	VARCHAR(256)	Business Context Name	Name of the business context.	6
business_context_type_cd	VARCHAR(40)	Business Context Type	Type of business context.	6
source_system_cd	VARCHAR(10)	Source System	System that the information came from (for example, SAS Customer Intelligence 360 or SAS Customer Intelligence Studio). This field is mandatory.	6
updated_by_nm	VARCHAR(60)	Updated by Name	User ID/name or process ID/name that is updating the table. This field is optional.	6
updated_dttm	TIMESTAMP	Updated DTTM	Timestamp when the row was interacted with in the database. Typically defaults to the current system timestamp in the database. This field is mandatory.	6

CDM Tables Supporting SAS Customer Intelligence Studio

These tables make it possible to use SAS Customer Intelligence 360 in parallel with SAS Customer Intelligence Studio. Contact your SAS representative for more information.

Note: These tables are in the schema, but are not currently available for download. Customers who are interested in getting access to the CDM data need to [contact SAS Technical Support and request that the CDM jobs are enabled for their tenants](#).

CDM_CAMPAIGN_CUSTOM_ATTR (Non-partitioned)

Data for this table is obtained from the user-defined field tables in SAS Customer Intelligence Studio that describe campaigns and campaign pages. SAS creates scripts that migrate data from SAS Customer Intelligence Studio to SAS Customer Intelligence 360. These tables are always empty because the data is always on premises.

Table 239 CDM_CAMPAIGN_CUSTOM_ATTR

Column Name	Data Type	Label	Description	Schema First Introduced
campaign_id ⓘ	VARCHAR(36)	Campaign ID	Unique identifier for the campaign. This column is part of the composite key. It is also the foreign key to the CDM_CAMPAIGN_DETAIL table.	6
attribute_nm ⓘ	VARCHAR(256)	Attribute Name	Name of the custom property of an item. This column is part of the composite key.	6
page_nm ⓘ	VARCHAR(60)	Page Name	Name of the campaign group checklist item. This column is part of the composite key.	6
attribute_data_type_cd ⓘ	VARCHAR(30)	Custom Campaign Attribute Data Type	Data type of the custom property of an item. These are the possible values: ■ BOOLEAN ■ DATETIME ■ DATEONLY Note: This value corresponds to custom properties that are defined with a data type value of DATE. ■ DOUBLE ■ INTEGER ■ TEXT	6

Column Name	Data Type	Label	Description	Schema First Introduced
			This column is part of the composite key.	
attribute_val ⓘ	VARCHAR(1500)	Attribute Value	This column is no longer populated. Instead, one of the following columns are populated based on the type of custom property: ■ attribute_character_val ■ attribute_dttm_val ■ attribute_numeric_val	6
attribute_character_val	VARCHAR(1500)	Custom Campaign Attribute Value — Character	Value (string) of the custom property of an item.	6
attribute_numeric_val	DECIMAL(17,2)	Attribute Numeric Value	Value (numeric) of the custom property of an item.	6
attribute_dttm_val	TIMESTAMP	Custom Campaign Attribute Value — Date	Value (date) of the custom property of an item.	6
extension_attribute_nm	VARCHAR(256)	Extension Attribute Name	Legacy CDM.CI_CAMPAIGN_EXT variable name.	6
updated_by_nm	VARCHAR(60)	Updated by Name	User ID/name or process ID/ name that is updating the table. This field is optional.	6
updated_dttm	TIMESTAMP	Updated DTTM	Timestamp when the row was interacted with in the database. Typically defaults to the current system timestamp in the database. This field is mandatory.	6

CDM_CAMPAIGN_DETAIL (Non-partitioned)

Data for this table is obtained from the CI_CAMPAIGN table in SAS Customer Intelligence Studio that describes campaigns and campaign pages. SAS creates scripts that migrate data from SAS Customer Intelligence Studio to SAS Customer Intelligence 360. These tables are always empty because the data is always on premises.

Table 240 CDM_CAMPAIGN_DETAIL

Column Name	Data Type	Label	Description	Schema First Introduced
campaign_id 	VARCHAR(36)	Campaign ID	Unique identifier for the campaign. This column is the primary key.	6
campaign_version_no	INT	Campaign Version Number	Number incremented each time a new version of a campaign is created.	6
valid_from_dttm	TIMESTAMP	Campaign Valid From Datetime	Timestamp when an item was published.	6
valid_to_dttm	TIMESTAMP	Campaign Valid To Datetime	Timestamp when an item was ended. The value of the column is based on the item's status: ■ For active items, the value is blank. ■ For completed items, the value is the date that the item is marked complete.	6
campaign_nm	VARCHAR(60)	Campaign Name	Name of the campaign.	6
campaign_desc	VARCHAR(1500)	Campaign Description	Description of the campaign.	6
campaign_cd	VARCHAR(60)	Campaign Code	Campaign code that functions as a business key. The value can either be specified or can be	6

Column Name	Data Type	Label	Description	Schema First Introduced
			generated by SAS Customer Intelligence.	
campaign_owner_nm	VARCHAR(60)	Campaign Owner	Name of the original creator of the campaign.	6
min_budget_offer_amt	DECIMAL(17,2)	Minimum Budget Per Offer Amount	Minimum budget per offer used in conjunction with SAS Customer Intelligence Studio.	6
max_budget_offer_amt	DECIMAL(17,2)	Maximum Budget Per Offer Amount	Maximum budget per offer used in conjunction with SAS Customer Intelligence Studio.	6
min_budget_amt	DECIMAL(17,2)	Minimum Budget Per Campaign Amount	Minimum budget per campaign. Used in SAS Customer Intelligence Studio.	6
max_budget_amt	DECIMAL(17,2)	Maximum Budget Per Campaign Amount	Minimum budget per campaign. Used in SAS Customer Intelligence Studio.	6
start_dttm	TIMESTAMP	Starting Datetime	Contains either the starting datetime of the earliest scheduled communication occurrence within the selection campaign or the starting datetime of a decision campaign, treatment campaign, or decision flow.	6
end_dttm	TIMESTAMP	Ending Datetime	Contains either the ending datetime of the last scheduled communication occurrence within the selection campaign or the ending datetime of a decision campaign, treatment campaign, or decision flow.	6

Column Name	Data Type	Label	Description	Schema First Introduced
run_dttm	TIMESTAMP	Execution Datetime	Execution datetime of the most recent communication within the campaign.	6
last_modified_dttm	TIMESTAMP	Last Modified Datetime	Last datetime that the campaign was fully or partially published.	6
approval_dttm	TIMESTAMP	Approval of Campaign Datetime	Datetime of the approval of the campaign.	6
approval_given_by_nm	VARCHAR(60)	Name of Campaign Approver	Name of the user who approved the campaign.	6
last_modified_by_user_nm	VARCHAR(60)	Last Modified User Name	Name of the user who last modified the campaign.	6
current_version_flg	CHAR(1)	Current Version Flag	Flag (Y/N) indicating whether this record is the current version of the campaign.	6
deleted_flg	CHAR(1)	Deleted Flag	Flag (Y/N) indicating whether this campaign has been deleted.	6
campaign_status_cd	VARCHAR(3)	Campaign Status	Reference key code that associates the campaign detail with a campaign detail status. The CI_CAMPAIGN_STATUS table provides values for the status codes.	6
campaign_type_cd	VARCHAR(3)	Campaign Type	Reference key code for a type of campaign. The CI_CAMPAIGN_TYPE table provides values for the campaign types.	6
campaign_folder_txt	VARCHAR(1024)	Campaign Folder	Name of the campaign folder where the campaign is stored.	6

Column Name	Data Type	Label	Description	Schema First Introduced
campaign_group_sk	INT	Campaign Group Surrogate Key	Reference key that associates the campaign group checklist item with a campaign group.	6
deployment_version_no	INT	Deployment Version Number	Number of times the campaign has been marked for deployment.	6
source_system_cd	VARCHAR(10)	Source System	System that the information came from (for example, SAS Customer Intelligence 360 or SAS Customer Intelligence Studio). This field is mandatory.	6
updated_by_nm	VARCHAR(60)	Updated by Name	User ID/name or process ID/name that is updating the table. This field is optional.	6
updated_dttm	TIMESTAMP	Updated DTTM	Timestamp when the row was interacted with in the database. Typically defaults to the current system timestamp in the database. This field is mandatory.	6

CDM_DYN_CONTENT_CUSTOM_ATTR (Partitioned)

This table contains dynamic attributes from SAS Customer Intelligence Studio, as well as their values. There is no data from SAS Customer Intelligence 360 stored in this table.

IMPORTANT These dynamic attributes are only from SAS Customer Intelligence Studio. SAS Customer Intelligence 360 does not support dynamic [custom properties](#) for items.

Table 241 CDM_DYN_CONTENT_CUSTOM_ATTR

Column Name	Data Type	Label	Description	Schema First Introduced
content_version_id	VARCHAR(40)	Content Version ID	Version of the creative, message, or treatment based on publishing. Each subsequent publish adds a new version ID. This column is part of the composite key. It is also the foreign key to the CDM_CONTENT_DETAIL table.	6
attribute_nm ⓘ	VARCHAR(256)	Dynamic Custom Attribute	Name of the custom property of an item. This column is part of the composite key.	6
content_hash_val ⓘ	VARCHAR(32)	Content Hash Value	Hash value generated to supply a single look-up value for a combination of the dynamic custom details of a treatment (legacy only). This column is part of the composite key.	6
attribute_data_type_cd ⓘ	VARCHAR(30)	Dynamic Custom Attribute Data Type	Data type of the custom property of an item. These are the possible values: ■ BOOLEAN ■ DATETIME ■ DATEONLY Note: This value corresponds to custom properties that are defined with a data type value of DATE. ■ DOUBLE ■ INTEGER ■ TEXT This column is part of the composite key.	6
attribute_val ⓘ	VARCHAR(1500)	Attribute Value	This column is no longer populated. Instead, one of the following columns are populated based on the type of custom property: ■ attribute_character_val ■ attribute_dttm_val ■ attribute_numeric_val	6
attribute_character_val	VARCHAR(1500)	Dynamic Custom	Value (string) of the custom property of an item.	6

Column Name	Data Type	Label	Description	Schema First Introduced
		Value (Char)		
attribute_numeric_val	DECIMAL(17,2)	Dynamic Custom Value (Numeric)	Value (numeric) of the custom property of an item.	6
attribute_dttm_val	TIMESTAMP	Dynamic Custom Value (Date)	Value (date) of the custom property of an item.	6
extension_attribute_nm	VARCHAR(256)	Extension Attribute Name	Legacy CDM.CI_DYNAMIC_TREATMENT_ATTR_EXT variable name.	6
updated_by_nm	VARCHAR(60)	Updated by Name	User ID/name or process ID/name that is updating the table. This field is optional.	6
updated_dttm	TIMESTAMP	Updated DTTM	Timestamp when the row was interacted with in the database. Typically defaults to the current system timestamp in the database. This field is mandatory.	6
content_id	VARCHAR(40)	Content ID	Unique item identifier of the creative, message, or treatment.	8

CDM Contact and Response Tables

CDM_CONTACT_CHANNEL (Non-partitioned)

This table contains the channel of the task where the contact events occurred, as well as information about the contact. Keep these items in mind when using this table:

- This table contains information about the channel of the task, not the event.
- This table contains information for only known users (users with a subject ID). Outside of CDM, contact history contains information for both known and anonymous users.

- The check box in **Properties** must be selected for generating contact events, and the check box for classification events must be selected for contacts.

Data for this table is obtained from the CONTACT_HISTORY table.

Table 242 CDM_CONTACT_CHANNEL

Column Name	Data Type	Label	Description	Schema First Introduced
contact_channel_cd 🔑	VARCHAR(60)	Contact Channel Code	Reference key code for the channel. The value for this column is sourced from the MD_TASK_ALL table. As long as this column contains a value, the value should be carried forward to the CDM_CONTACT_CHANNEL table and CDM_TASK_DETAIL table. This column is the primary key.	6
contact_channel_nm	VARCHAR(40)	Contact Channel Name	Channel where the contact is made. Currently, the value for this column is always set to NULL .	6
updated_by_nm	VARCHAR(60)	Updated by Name	Identifier for the user or process that is updating the table. This field is optional.	6
updated_dttm	TIMESTAMP	Updated DTTM	Timestamp when the row was interacted with in the database. Typically defaults to the current system timestamp in the database. This field is mandatory.	6

CDM_CONTACT_HISTORY (Partitioned)

This table stores all events marked as contact events in task properties or metrics from SAS Customer Intelligence 360, and might also contain events from SAS Customer Intelligence Studio for known customers. The check box in **Properties** must be selected for generating contact events, and the check box for classification events must be selected for contacts.

Data for this table is obtained from the CONTACT_HISTORY table.

Table 243 CDM_CONTACT_HISTORY

Column Name	Data Type	Label	Description	Schema First Introduced
contact_id ⓘ	VARCHAR(36)	Contact ID	Unique instance of a contact (for example, the unique group ID for an event). This column is the primary key.	6
identity_id	VARCHAR(36)	Identity ID	Alphanumeric number that represents a customer. This column is the foreign key to the CDM_IDENTITY_MAP table.	6
contact_nm	VARCHAR(256)	Contact Name	Event name of the contact.	6
contact_dt	DATE	Contact Date	UTC date stamp of when the event occurred.	6
contact_dttm	TIMESTAMP	Contact Datetime	UTC datetimestamp of when the event occurred. Note: For Direct tasks, the value is set to when the Direct agent created the export file.If you want this value set to when the event was injected into SAS Customer Intelligence 360, contact SAS Technical Support.	6
contact_status_cd	VARCHAR(3)	Contact Status	Reference key code that associates the contact history with a contact history status. The CDM_CONTACT_STATUS table provides values for the status codes. This column is the foreign key to the CDM_CONTACT_STATUS table.	6

Column Name	Data Type	Label	Description	Schema First Introduced
optimization_backfill_flg	CHAR(1)	Optimization Backfill Flag	Used with SAS Customer Intelligence Studio when there are control groups. SAS Customer Intelligence Studio optimizes and then removes the requested number of people for a control group prior to performing a second pass and backfilling the optimized cells with more customers. This flag (1/0) is set for customers that are added in the second pass.	6
external_contact_info_1_id	VARCHAR(32)	External Contact Info 1	Channel-specific data that is typically the reference to external channel information (for example, a transaction number).	6
external_contact_info_2_id	VARCHAR(32)	External Contact Info 2	Channel-specific data that is typically the reference to external channel information (for example, a transaction number).	6
rtc_id	VARCHAR(36)	Response Tracking Code ID	Unique identifier that describes the package that was presented or responded to. The package represents tasks, segments, messages, creatives, occurrences, and item versions. This column is the foreign key to the CDM_RTC_DETAIL table.	6
source_system_cd	VARCHAR(10)	Source System	System that the information came from (for example, SAS Customer Intelligence 360	6

Column Name	Data Type	Label	Description	Schema First Introduced
			or SAS Customer Intelligence Studio).	
updated_by_nm	VARCHAR(60)	Updated by Name	Identifier for the user or process that is updating the table. This field is optional.	6
updated_dttm	TIMESTAMP	Updated DTTM	Timestamp of when the row was interacted with in the database. Typically defaults to the current system timestamp in the database. This field is mandatory.	6
control_group_flg	CHAR(1)	Control Group Flag	Flag (1/0) that specifies whether the user is part of a holdout control group .	10
contact_dttm_tz	TIMESTAMP	Contact Datetime Local Timezone	Timestamp of when the event occurred in the local time zone.	16
audience_id	VARCHAR(36)	Audience ID	Unique ID that represents the audience in SAS Customer Intelligence 360.	16
audience_occur_id	VARCHAR(36)	Audience Occurrence ID	Unique ID that represents the specific occurrence for an audience in SAS Customer Intelligence 360.	16
context_type_nm	VARCHAR(256)	Context Type Name	Type of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide .	16
context_val	VARCHAR(256)	Context Value	Value of the contextual information that is associated with the event.	16

Column Name	Data Type	Label	Description	Schema First Introduced
			For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide.	

CDM_CONTACT_STATUS (Non-partitioned)

This table contains data from SAS Customer Intelligence Studio. It is not populated by SAS Customer Intelligence 360.

Table 244 CDM_CONTACT_STATUS

Column Name	Data Type	Label	Description	Schema First Introduced
contact_status_cd 🔑	VARCHAR(3)	Contact Status	Reference key code that associates the contact history with a contact history status. The CDM_CONTACT_STATUS table provides values for the status codes.	6
contact_status_desc	VARCHAR(256)	Contact Status Description	Description of the reference code for the contact history status. Examples of supplied values are Exported, Failed, and Not Ready.	6
updated_by_nm	VARCHAR(60)	Updated by Name	Identifier for the user or process that is updating the table. This field is optional.	6
updated_dttm	TIMESTAMP	Updated DTTM	Timestamp when the row was interacted with in the database. Typically defaults to the current system timestamp in the database. This field is mandatory.	6

CDM_RESPONSE_CHANNEL (Non-partitioned)

This table lists the channels where responses have occurred and can be used to create aliases for those channels.

Data for this table is obtained from the RESPONSE_HISTORY table.

Table 245 CDM_RESPONSE_CHANNEL

Column Name	Data Type	Label	Description	Schema First Introduced
response_channel_cd 9	VARCHAR(40)	Response Channel Code	Code used to designate the channel. This column is the primary key. It is also the foreign key to the CDM_RESPONSE_HISTORY table.	6
response_channel_nm	VARCHAR(60)	Response Channel	Channel where the response occurred (for example, web or mobile).	6
updated_by_nm	VARCHAR(60)	Updated by Name	Identifier for the user or process that is updating the table. This field is optional.	6
updated_dttm	TIMESTAMP	Updated DTTM	Timestamp when the row was interacted with in the database. Typically defaults to the current system timestamp in the database. This field is mandatory.	6

CDM_RESPONSE_EXTENDED_ATTR (Partitioned)

This table lists custom attributes for responses originating from SAS Customer Intelligence Studio.

Table 246 CDM_RESPONSE_EXTENDED_ATTR

Column Name	Data Type	Label	Description	Schema First Introduced
response_id ⓘ	VARCHAR(36)	Response Id	Unique group identifier (instance) for an event. This column is part of the composite key. It is also the foreign key to the CDM_RESPONSE_HISTORY table.	6
response_attribute_type_cd ⓘ	VARCHAR(10)	Response Attribute Type	This column is no longer populated.	6
attribute_nm ⓘ	VARCHAR(256)	Response Attribute Name	This column is no longer populated.	6
attribute_data_type_cd	VARCHAR(30)	Response Data Type	This column is no longer populated.	6
attribute_val	VARCHAR(1500)	Response Attribute Value	This column is no longer populated.	6
updated_by_nm	VARCHAR(60)	Updated by Name	Identifier for the user or process that is updating the table. This field is optional.	6
updated_dttm	TIMESTAMP	Updated DTTM	Timestamp when the row was interacted with in the database. Typically defaults to the current system timestamp in the database. This field is mandatory.	6

CDM_RESPONSE_HISTORY (Partitioned)

This table contains all response events for known customers (those customers who have subject IDs).

Data for this table is obtained from the RESPONSE_HISTORY table.

Table 247 CDM_RESPONSE_HISTORY

Column Name	Data Type	Label	Description	Schema First Introduced
response_id 	VARCHAR(36)	Response Id	Unique group identifier (instance) for an event. This column is the primary key.	6
response_cd	VARCHAR(256)	Response Code	Name of response event. This column is the foreign key to the CDM_RESPONSE_LOOKUP table.	6
response_dt	DATE	Response Date	UTC date stamp of the response.	6
response_dttm	TIMESTAMP	Response Datetime	UTC datetime stamp of when the event occurred.	6
external_contact_info_1_id	VARCHAR(32)	External Contact Info 1	Channel-specific data that is typically the reference to external channel information (for example, a transaction number).	6
external_contact_info_2_id	VARCHAR(32)	External Contact Info 2	Channel-specific data that is typically the reference to external channel information (for example, a transaction number).	6
response_type_cd	VARCHAR(60)	Response Type	Primary key code for a response type. Examples of supplied values are _CV (Converted) and _RS (Responded). This column is the foreign key to the CDM_RESPONSE_TYPE table.	6
response_channel_cd	VARCHAR(40)	Response Channel	Code used to designate the channel. This column is the foreign key to the CDM_RESPONSE_CHANNEL table.	6

Column Name	Data Type	Label	Description	Schema First Introduced
conversion_flg	CHAR(1)	Conversion Flag	Flag (1/0) that indicates whether the response should be reported as a conversion.	6
inferred_response_flg	CHAR(1)	Inferred Response Flag	Flag (Y/N) that indicates the type of response. "Y" represents an inferred response, and "N" represents a direct response.	6
content_id	VARCHAR(40)	Content ID	Unique item identifier for the creative, message, or treatment captured as part of the response event.	6
identity_id	VARCHAR(36)	Identity ID	Alphanumeric number that represents a customer. This column is the foreign key to the CDM_IDENTITY_MAP table.	6
rtc_id	VARCHAR(36)	Response Tracking Code ID	Unique identifier that describes the package that was presented or responded to. The package represents tasks, segments, messages, creatives, occurrences, and item versions. This column is the foreign key to the CDM_RTC_DETAIL table.	6
content_version_id	VARCHAR(40)	Content Version ID	Version of the creative, message, or treatment based on publishing. Each subsequent publish adds a new version ID. This column is the foreign key to the CDM_CONTENT_DETAIL table.	6
response_val_amt	DECIMAL(17,2)	Response Value Amount	Monetary value of the response.	6

Column Name	Data Type	Label	Description	Schema First Introduced
source_system_cd	VARCHAR(10)	Source System	System that the information came from (for example, SAS Customer Intelligence 360 or SAS Customer Intelligence Studio).	6
contact_id	VARCHAR(36)	Contact ID	Unique instance of a contact (for example, the unique group ID for an event). This column is the foreign key to the CDM_CONTACT_HISTORY table.	6
content_hash_val	VARCHAR(32)	Content Hash Value	Hash value generated to supply a single lookup value for a combination of the dynamic custom details of a treatment (legacy only).	6
updated_by_nm	VARCHAR(60)	Updated by Name	Identifier for the user or process that is updating the table. This field is optional.	6
updated_dttm	TIMESTAMP	Updated DTTM	Timestamp when the row was interacted with in the database. Typically defaults to the current system timestamp in the database. This field is mandatory.	6
properties_map_doc	MAP<STRING,STRING>	Custom Attributes	This column is a placeholder for future use.	10
response_dttm_tz	TIMESTAMP	Response Datetime Local Timezone	Timestamp of when the event occurred in the local time zone.	16
audience_id	VARCHAR(36)	Audience ID	Unique ID that represents the audience in SAS Customer Intelligence 360.	16
audience_occur_id	VARCHAR(36)	Audience Occurrence ID	Unique ID that represents the specific occurrence for	16

Column Name	Data Type	Label	Description	Schema First Introduced
			an audience in SAS Customer Intelligence 360.	
context_type_nm	VARCHAR(256)	Context Type Name	Type of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide.	16
context_val	VARCHAR(256)	Context Value	Value of the contextual information that is associated with the event. For more information, see “Contextual Information for Identities” in SAS Customer Intelligence 360: Administration Guide.	16

CDM_RESPONSE_LOOKUP (Non-partitioned)

This table contains a list of response events and can be used to create aliases for those events.

Data for this table is obtained from the RESPONSE_HISTORY table.

Table 248 CDM_RESPONSE_LOOKUP

Column Name	Data Type	Label	Description	Schema First Introduced
response_cd 	VARCHAR(256)	Response Code	Legacy CDM.CI_RESPONSE.response_cd. This column is the foreign key to the CDM_RESPONSE_HISTORY table.	6
response_nm	VARCHAR(256)	Response Name	Name of the event that was a response.	6
updated_by_nm	VARCHAR(60)	Updated by Name	Identifier for the user or process that is updating the table. This field is optional.	6

Column Name	Data Type	Label	Description	Schema First Introduced
updated_dttm	TIMESTAMP	Updated DTTM	Timestamp when the row was interacted with in the database. Typically defaults to the current system timestamp in the database. This field is mandatory.	6

CDM_RESPONSE_TYPE (Non-partitioned)

This table is a legacy table that categorizes the type of responses (for example, converted or responded to). It is populated by SAS Customer Intelligence Studio only if the data has been migrated over.

Table 249 CDM_RESPONSE_TYPE

Column Name	Data Type	Label	Description	Schema First Introduced
response_type_cd Ⓜ	VARCHAR(60)	Response Type	Primary key code for a response type. Examples of supplied values are _CV (Converted) and _RS (Responded). This column is the primary key. It is also the foreign key to the CDM_RESPONSE_HISTORY table.	6
response_type_desc	VARCHAR(256)	Response Type Description	Description of the response type. Examples of supplied values are Converted and Responded.	6
updated_by_nm	VARCHAR(60)	Updated by Name	Identifier for the user or process that is updating the table. This field is optional.	6
updated_dttm	TIMESTAMP	Updated DTTM	Timestamp when the row was interacted with in the database. Typically defaults to the current system timestamp in the database. This field is mandatory.	6

CDM Content Tables

CDM_CONTENT_CUSTOM_ATTR (Non-partitioned)

This table represents the custom property metadata associated with messages, creatives, and treatments from SAS Customer Intelligence Studio. For more information, see [“Custom Properties” in SAS Customer Intelligence 360: User’s Guide](#).

Data for this table is obtained from the following tables: MD_CREATIVE_CUSTOM_PROP and MD_MESSAGE_CUSTOM_PROP.

Table 250 CDM_CONTENT_CUSTOM_ATTR

Column Name	Data Type	Label	Description	Schema First Introduced
content_version_id	VARCHAR(40)	Content Version ID	Version of the creative, message, or treatment based on publishing. Each subsequent publish adds a new version ID. This column is part of the composite key. It is also the foreign key to the CDM_CONTENT_DETAIL table.	6
attribute_nm ⓘ	VARCHAR(256)	Custom Content Attribute Name	Name of the custom property of an item. This column is part of the composite key.	6
attribute_data_type_cd ⓘ	VARCHAR(30)	Custom Content Attribute Data Type	Data type of the custom property of an item. These are the possible values: ■ BOOLEAN ■ DATETIME ■ DATEONLY Note: This value corresponds to custom properties that are defined with a data type value of DATE. ■ DOUBLE ■ INTEGER ■ TEXT This column is part of the composite key.	6

Column Name	Data Type	Label	Description	Schema First Introduced
attribute_val ⓘ	VARCHAR(1500)	Attribute Value	This column is no longer populated. Instead, one of the following columns are populated based on the type of custom property: ■ attribute_character_val ■ attribute_dttm_val ■ attribute_numeric_val	6
attribute_character_val ⓘ	VARCHAR(1500)	Custom Content Attribute Value — Character	Value (string) of the custom property of an item.	6
attribute_numeric_val ⓘ	DECIMAL(17,2)	Custom Content Attribute Value — Numeric	Value (numeric) of the custom property of an item.	6
attribute_dttm_val ⓘ	TIMESTAMP	Custom Content Attribute Value — Date	Value (date) of the custom property of an item.	6
extension_attribute_nm	VARCHAR(256)	Extension Attribute Name	Legacy CDM.CI_DYNAMIC_TREATMENT_ATTR_EXT variable name.	6
updated_by_nm	VARCHAR(60)	Updated by Name	User ID/name or process ID/name that is updating the table. This field is optional.	6
updated_dttm	TIMESTAMP	Updated DTTM	Timestamp when the row was interacted with in the database. Typically defaults to the current system timestamp in the database. This field is mandatory.	6
content_id	VARCHAR(40)	Content ID	Unique item identifier of the creative, message, or treatment.	8

CDM_CONTENT_DETAIL (Non-partitioned)

This table contains metadata about messages and creatives from SAS Customer Intelligence 360 and treatments from SAS Customer Intelligence Studio.

Data for this table is obtained from the following tables: MD_CREATIVE and MD_MESSAGE.

Table 251 CDM_CONTENT_DETAIL

Column Name	Data Type	Label	Description	Schema First Introduced
content_version_id	VARCHAR(40)	Content Version ID	Version of the creative, message, or treatment based on publishing. Each subsequent publish adds a new version ID. This column is the primary key.	6
content_id	VARCHAR(40)	Content ID	Unique item identifier for the creative, message, or treatment.	6
valid_from_dttm	TIMESTAMP	Content Valid From Datetime	Timestamp when an item was published.	6
valid_to_dttm	TIMESTAMP	Content Valid To Datetime	Timestamp when an item was ended. The value of the column is based on the item's status: ■ For active items, the value is blank. ■ For completed items, the value is the date that the item is marked complete.	6

Column Name	Data Type	Label	Description	Schema First Introduced
contact_content_nm	VARCHAR(256)	Content Name	Name of the creative, message, or treatment.	6
contact_content_desc	VARCHAR(1500)	Content Description	Description of the creative, message, or treatment.	6
contact_content_type_nm	VARCHAR(50)	Content Type Name	Defines when an item is a creative, message, or treatment.	6
contact_content_status_cd	VARCHAR(60)	Content Status	Publish status of the creative, message, or treatment (active, completed, or history). When the value is history , the data is for a previous version of that item. When the value is completed , the item is either complete, manually stopped, or deleted.	6
contact_content_category_nm	VARCHAR(256)	Content Category	Category assigned to the creative, message, or treatment by the user.	6
contact_content_class_nm	VARCHAR(100)	Content Class	Content classification (for example, creative, message, or treatment).	6
contact_content_cd	VARCHAR(60)	Content Code	Code assigned to the creative, message, or treatment in order to map to external applications.	6

Column Name	Data Type	Label	Description	Schema First Introduced
active_flg	CHAR(1)	Active Flag	Flag (1/0) that indicates whether the item is active.	6
owner_nm	VARCHAR(256) Note: The length of the column was updated in schema 16.	Content Published By User	User that modified the item.	6
created_user_nm	VARCHAR(256) Note: The length of the column was updated in schema 16.	Content Created By User	User that created the item.	6
created_dt	DATE	Created Date	Date that the item was created.	6
external_reference_txt	VARCHAR(1024)	External Reference	Displayed text of the link to an external file such as an image, spreadsheet, or Microsoft Word document (for example, a ski resort logo for a winter coupon).	6
external_reference_url_txt	VARCHAR(1024)	External Reference URL	URL of the link to an external file such as an image, spreadsheet, or Microsoft Word document.	6
source_system_cd	VARCHAR(10)	Source System	System that the information came from (for example, SAS Customer Intelligence 360 or SAS Customer Intelligence Studio). This field is mandatory.	6

Column Name	Data Type	Label	Description	Schema First Introduced
updated_by_nm	VARCHAR(60)	Updated by Name	User ID/name or process ID/name that is updating the table. This field is optional.	6
updated_dttm	TIMESTAMP	Updated DTTM	Timestamp when the row was interacted with in the database. Typically defaults to the current system timestamp in the database. This field is mandatory.	6

CDM Identity Tables

CDM_IDENTIFIER_TYPE (Non-partitioned)

This table contains a lookup of the identity and subject type, as well as a description.

Table 252 CDM_IDENTIFIER_TYPE

Column Name	Data Type	Label	Description	Schema First Introduced
identifier_type_id ⓘ	VARCHAR(36)	Identifier Type	Identifier used in SAS Customer Intelligence 360. It is currently based on subject ID but will expand to include new subject levels such as household and account in the future.	6

Column Name	Data Type	Label	Description	Schema First Introduced
identifier_type_desc	VARCHAR(100)	Identifier Type Description	Type of subject level (for example, individual, household, or account).	6
updated_by_nm	VARCHAR(60)	Updated by Name	User ID/name or process ID/name that is updating the table. This field is optional.	6
updated_dttm	TIMESTAMP	Updated DTTM	Timestamp when the row was interacted with in the database. Typically defaults to the current system timestamp in the database. This field is mandatory.	6

CDM_IDENTITY_ATTR (Non-partitioned)

This table contains information about a customer's identity (for example, the subject ID).

Data for this table is obtained from the IDENTITY_ATTRIBUTES table.

Table 253 CDM_IDENTITY_ATTR

Column Name	Data Type	Label	Description	Schema First Introduced
identity_id ⓘ	VARCHAR(36)	Identity ID	Alphanumeric number that represents a customer. This column is part of the composite key. It is also the foreign key to the CDM_IDENTITY_MAP table.	6
identifier_type_id	VARCHAR(36)	Identity Type	Identifier used in SAS Customer Intelligence 360. Currently, only subject_id values	6

Column Name	Data Type	Label	Description	Schema First Introduced
			are valid for this column, and the associated value in the user_identifier_val column must not be empty.	
valid_from_dttm	TIMESTAMP	Valid From Datetime	Timestamp when an item was published. Because identity data is not published with a task, this column is not populated in this table.	6
valid_to_dttm	TIMESTAMP	Valid To Datetime	Timestamp when an item was ended. Because identity data is not published with a task, this column is not populated in this table.	6
user_identifier_val	VARCHAR(5000)	User Identifier Value	Identifier value, commonly referred to as the channel user ID. The value of this column is immutable.	6
entry_dttm	TIMESTAMP	Entry Time	UTC datetimestamp mapped or merged in the SAS Customer Intelligence 360 identity service.	6
source_system_cd	VARCHAR(10)	Source System	System that the information came from (for example, SAS Customer Intelligence 360 or	6

Column Name	Data Type	Label	Description	Schema First Introduced
			SAS Customer Intelligence Studio). This field is mandatory.	
updated_by_nm	VARCHAR(60)	Updated by Name	User ID/name or process ID/name that is updating the table. This field is optional.	6
updated_dttm	TIMESTAMP	Updated DTTM	Timestamp when the row was interacted with in the database. Typically defaults to the current system timestamp in the database. This field is mandatory.	6

CDM_IDENTITY_MAP (Non-partitioned)

This table contains a map between identity and the subject level.

Data for this table is obtained from the IDENTITY_ATTRIBUTES table.

Table 254 CDM_IDENTITY_MAP

Column Name	Data Type	Label	Description	Schema First Introduced
identity_id ⓘ	VARCHAR(36)	Identity ID	Alphanumeric number that represents a customer. This column is the primary key.	6
identity_type_cd	VARCHAR(40)	Identity Type	Subject level (for example, individual, household, or account). This column is the foreign key to the CDM_IDENTITY_TYPE table.	6

Column Name	Data Type	Label	Description	Schema First Introduced
updated_by_nm	VARCHAR(60)	Updated by Name	User ID/name or process ID/name that is updating the table. This field is optional.	6
updated_dttm	TIMESTAMP	Updated DTTM	Timestamp when the row was interacted with in the database. Typically defaults to the current system timestamp in the database. This field is mandatory.	6

CDM_IDENTITY_TYPE (Non-partitioned)

This table contains a lookup of subject levels and descriptions.

Table 255 CDM_IDENTITY_TYPE

Column Name	Data Type	Label	Description	Schema First Introduced
identity_type_cd ⓘ	VARCHAR(40)	Identity Type	Subject level (for example, individual, household, or account). This column is the primary key.	6
identity_type_desc	VARCHAR(100)	Identity Type Description	Description of the identity type.	6
updated_by_nm	VARCHAR(60)	Updated by Name	User ID/name or process ID/name that is updating the table. This field is optional.	6
updated_dttm	TIMESTAMP	Updated DTTM	Timestamp when the row was interacted with in the database. Typically defaults to the current system timestamp in the database. This field is mandatory.	6

CDM Occurrence Table

CDM_OCCURRENCE_DETAIL (Non-partitioned)

This table contains metadata about occurrences in direct marketing, bulk email, bulk mobile push tasks, and on-premises segment maps. Occurrences that do not execute are displayed as having failed.

Data for this table is obtained from the MD_OCCURRENCE table.

Table 256 CDM_OCCURRENCE_DETAIL

Column Name	Data Type	Label	Description	Schema First Introduced
occurrence_id 	VARCHAR(36)	Occurrence ID	Automatically generated identifier that ties to a unique occurrence. This column is the primary key.	6
start_dttm	TIMESTAMP	Start Time	Occurrence execution start time: long (UTC offset in milliseconds).	6
end_dttm	TIMESTAMP	End Time	Occurrence execution end time: long (UTC offset in milliseconds).	6
occurrence_no	INT	Occurrence Number	Sequential value of a task or segment map that has execution history.	6
occurrence_type_cd	VARCHAR(100)	Occurrence Type	Indicates how the occurrence was triggered (scheduled or manually).	6
occurrence_object_id	VARCHAR(36)	Occurrence Object ID	Unique identifier of the task or segment map that was executed.	6
occurrence_object_type_cd	VARCHAR(60)	Occurrence Object Type	Type of item (task or segment map) that had an occurrence.	6

Column Name	Data Type	Label	Description	Schema First Introduced
source_system_cd	VARCHAR(10)	Source System	System that the information came from (for example, SAS Customer Intelligence 360 or SAS Customer Intelligence Studio). This field is mandatory.	6
execution_status_cd	VARCHAR(30)	Execution Status	For bulk tasks and segment maps, this value is the status of the occurrence (in progress, success, or failure). For triggered tasks, this value is empty.	6
updated_by_nm	VARCHAR(60)	Updated by Name	User ID/name or process ID/name that is updating the table. This field is optional.	6
updated_dttm	TIMESTAMP	Updated DTTM	Timestamp when the row was interacted with in the database. Typically defaults to the current system timestamp in the database. This field is mandatory.	6

CDM Response Tracking Code Tables

These tables contain information about response tracking codes (RTC). For more information, see [“Tracking Task Content” in SAS Customer Intelligence 360: User's Guide](#).

CDM_RTC_DETAIL (Non-partitioned)

This table contains metadata about RTCs. Use this table to link response history and contact history with an RTC.

Data for this table is obtained from the MD_RTC table.

Table 257 CDM_RTC_DETAIL

Column Name	Data Type	Label	Description	Schema First Introduced
rtc_id 	VARCHAR(36)	Response Tracking Code ID	Unique identifier that describes the package that was presented or responded to. The package represents tasks, segments, messages, creatives, occurrences, and item versions. This column is the primary key.	6
task_occurrence_no	INT	Task Occurrence Number	Numeric value of a task that has execution history.	6
processed_dttm	TIMESTAMP	Processed Datetime	Timestamp for the response tracking code.	6
response_tracking_flg	CHAR(1)	Response Tracking Flag	Flag (1/0) that indicates whether the response tracking code is generated by the loading process.	6
segment_version_id	VARCHAR(36)	Segment Version ID	Version of the segment based on publishing. Each subsequent publish adds a new version ID. This column is the foreign key to the CDM_SEGMENT_DETAIL table.	6
task_version_id	VARCHAR(36)	Task Version ID	The version of the task that is based on which instance of the task is published. Each subsequent publish adds a new version ID. This column is the foreign key to the CDM_TASK_DETAIL table.	6
execution_status_cd	VARCHAR(30)	Execution Status	For bulk tasks and segment maps, this value is the status of the occurrence (in progress, success, or failure). For triggered tasks, this value is empty.	6
deleted_flg	CHAR(1)	Deleted Flag	Flag (1/0) that indicates when an administrator manually marks an	6

Column Name	Data Type	Label	Description	Schema First Introduced
			response tracking code as deleted on premises.	
occurrence_id	VARCHAR(36)	Occurrence ID	Automatically generated identifier that ties to a unique occurrence. This column is the foreign key to the CDM_OCCURRENCE_DETAIL table.	6
source_system_cd	VARCHAR(10)	Source System	System that the information came from (for example, SAS Customer Intelligence 360 or SAS Customer Intelligence Studio). This field is mandatory.	6
updated_by_nm	VARCHAR(60)	Updated by Name	User ID/name or process ID/name that is updating the table. This field is optional.	6
updated_dttm	TIMESTAMP	Updated DTTM	Timestamp when the row was interacted with in the database. Typically defaults to the current system timestamp in the database. This field is mandatory.	6
segment_id	VARCHAR(36)	Segment ID	Unique identifier for the segment.	8
task_id	VARCHAR(36)	Task ID	Unique identifier for the task.	8

CDM_RTC_X_CONTENT (Non-partitioned)

Use this table to see which content (creatives, messages, or treatments from SAS Customer Intelligence Studio) is associated with a particular RTC.

Data for this table is obtained from the MD_RTC table.

Table 258 CDM_RTC_X_CONTENT

Column Name	Data Type	Label	Description	Schema First Introduced
rtc_x_content_sk	VARCHAR(36)	RTC Content Surrogate Key	Surrogate key that connects the response tracking code to content. This column is part of the composite key. Note: In the downloaded tables, this column contains null values. If you use the CDM loader program, the CDM_BUILD_KEYS macro generates unique values for this column when the data is loaded.	6
rtc_id ⓘ	VARCHAR(36)	Response Tracking Code ID	Unique identifier that describes the package that was presented or responded to. The package represents tasks, segments, messages, creatives, occurrences, and item versions. This column is part of the composite key. It is also the foreign key to the CDM_RTC_DETAIL table.	6
content_version_id	VARCHAR(40)	Content Version ID	Version of the creative, message, or treatment based on publishing. Each subsequent publish adds a new version ID. Note: In the downloaded tables, this column contains null values. This column is part of the composite key. It is also the foreign key to the CDM_CONTENT_DETAIL table.	6
content_hash_val	VARCHAR(32)	Content Hash Value	Hash value generated to supply a single look-up value for a combination of the dynamic custom details of a treatment (legacy only).	6
sequence_no	INT	Sequence Number	Order of the treatment within the package.	6
updated_by_nm	VARCHAR(60)	Updated by Name	User ID/name or process ID/name that is updating the table. This field is optional.	6

Column Name	Data Type	Label	Description	Schema First Introduced
updated_dttm	TIMESTAMP	Updated DTTM	Timestamp when the row was interacted with in the database. Typically defaults to the current system timestamp in the database. This field is mandatory.	6
content_id	VARCHAR(40)	Content ID	Unique identifier for the creative, message, or treatment.	8

CDM Segment and Segment Map Tables

CDM_SEGMENT_CUSTOM_ATTR (Non-partitioned)

This table contains custom properties defined by a user for published segments.

Data for this table is obtained from the MD_SEGMENT_CUSTOM_PROP table.

Table 259 CDM_SEGMENT_CUSTOM_ATTR

Column Name	Data Type	Label	Description	Schema First Introduced
segment_version_id 	VARCHAR(36)	Segment Version ID	Version of the segment based on publishing. Each subsequent publish adds a new version ID. This column is part of the composite key. It is also the foreign key to the CDM_SEGMENT_DETAIL table.	6
attribute_nm 	VARCHAR(256)	Segment Custom Attribute	Name of the custom property of an item.	6

Column Name	Data Type	Label	Description	Schema First Introduced
			This column is part of the composite key.	
attribute_data_type_cd ⓘ	VARCHAR(30)	Segment Custom Attribute Data Type	Data type of the custom property of an item. These are the possible values: ■ BOOLEAN ■ DATETIME ■ DATEONLY Note: This value corresponds to custom properties that are defined with a data type value of DATE. ■ DOUBLE ■ INTEGER ■ TEXT This column is part of the composite key.	6
attribute_val ⓘ	VARCHAR(1500)	Attribute Value	This column is no longer populated. Instead, one of the following columns are populated based on the type of custom property: ■ attribute_character_val ■ attribute_datetime_val ■ attribute_numeric_val	6

Column Name	Data Type	Label	Description	Schema First Introduced
attribute_character_val	VARCHAR(1500)	Custom Segment Attribute Value - Character	Value (string) of the custom property of an item.	6
attribute_numeric_val	DECIMAL(17,2)	Custom Segment Attribute Value - Numeric	Value (numeric) of the custom property of an item.	6
attribute_dttm_val	TIMESTAMP	Custom Segment Attribute Value - Date	Value (date) of the custom property of an item.	6
updated_by_nm	VARCHAR(60)	Updated by Name	User ID/name or process ID/name that is updating the table. This field is optional.	6
updated_dttm	TIMESTAMP	Updated DTTM	Timestamp for when the row was most recently modified. This value typically defaults to the current system timestamp when the row was updated in the database. This field is mandatory.	6
segment_id	VARCHAR(36)	Segment ID	Unique identifier for the segment.	8

CDM_SEGMENT_DETAIL (Non-partitioned)

This table contains metadata about published segments.

Data for this table is obtained from the MD_SEGMENT table.

Table 260 CDM_SEGMENT_DETAIL

Column Name	Data Type	Label	Description	Schema First Introduced
segment_version_id 	VARCHAR(36)	Segment Version ID	Version of the segment based on publishing. Each subsequent publish adds a new version ID. This column is the primary key.	6
segment_id	VARCHAR(36)	Segment ID	Unique identifier for the segment.	6
segment_map_version_id	VARCHAR(36)	Segment Map Version ID	Version of the segment map based on publishing. Each subsequent publish adds a new version ID. This column is the foreign key to the CDM_SEGMENT_MAP_DETAIL table.	6
valid_from_dttm	TIMESTAMP	Valid From Datetime	Timestamp when an item was published.	6
valid_to_dttm	TIMESTAMP	Valid To Datetime	Timestamp when an item was ended. The value of the column is based on the item's status: ■ For active items, the value is blank. ■ For completed items, the value is the date that the item is marked complete.	6

Column Name	Data Type	Label	Description	Schema First Introduced
segment_nm	VARCHAR(256)	Segment Name	Name of the segment.	6
segment_desc	VARCHAR(1500)	Segment Description	Description of the segment.	6
segment_category_nm	VARCHAR(100)	Segment Category	This column is a placeholder for future use.	6
segment_cd	VARCHAR(60)	Segment Code	Code assigned to the segment in order to map to external applications.	6
segment_src_nm	VARCHAR(40)	Segment Source	Source of the segment (cloud or on premises).	6
segment_status_cd	VARCHAR(20)	Segment Status	Publish status of the segment (active, completed, or history). When the value is history , the data is for a previous version of that item. When the value is completed , the item is either complete, manually stopped, or deleted.	6
source_system_cd	VARCHAR(10)	Source System	System that the information came from (for example, SAS Customer Intelligence 360 or SAS Customer Intelligence Studio). This field is mandatory.	6
updated_by_nm	VARCHAR(60)	Updated by Name	User ID/name or process ID/name	6

Column Name	Data Type	Label	Description	Schema First Introduced
			that is updating the table. This field is optional.	
updated_dttm	TIMESTAMP	Updated DTTM	Timestamp for when the row was most recently modified. This value typically defaults to the current system timestamp when the row was updated in the database. This field is mandatory.	6
segment_map_id	VARCHAR(36)	Segment Map ID	Unique identifier for the segment map.	8

CDM_SEGMENT_MAP (Non-partitioned)

This table contains metadata about published segment maps.

Data for this table is obtained from the MD_SEGMENT_MAP table.

Table 261 CDM_SEGMENT_MAP

Column Name	Data Type	Label	Description	Schema First Introduced
segment_map_version_id 	VARCHAR(36)	Segment Map Version ID	Version of the segment map based on publishing. Each subsequent publish adds a new version ID. This column is the primary key.	6

Column Name	Data Type	Label	Description	Schema First Introduced
segment_map_id	VARCHAR(36)	Segment Map ID	Unique identifier for the segment map.	6
valid_from_dttm	TIMESTAMP	Valid From Datetime	Timestamp when an item was published.	6
valid_to_dttm	TIMESTAMP	Valid To Datetime	Timestamp when an item was ended. The value of the column is based on the item's status: ■ For active items, the value is blank. ■ For completed items, the value is the date that the item is marked complete.	6
segment_map_nm	VARCHAR(256)	Segment Map Name	Name of the segment map.	6
segment_map_desc	VARCHAR(1500)	Segment Map Description	Description of the segment map.	6
segment_map_category_nm	VARCHAR(100)	Segment Map Category	Category assigned to the segment map by the user.	6
segment_map_cd	VARCHAR(60)	Segment Map Code	Code assigned to the segment map in order to map to external applications.	6
segment_map_src_nm	VARCHAR(40)	Segment Map Source	Source of the segment map (cloud or on premises).	6
segment_map_status_cd	VARCHAR(20)	Segment Map Status	Publish status of the segment map	6

Column Name	Data Type	Label	Description	Schema First Introduced
			(active, completed, or history). When the value is history , the data is for a previous version of that item. When the value is completed , the item is either complete, manually stopped, or deleted.	
source_system_cd	VARCHAR(10)	Source System	System that the information came from (for example, SAS Customer Intelligence 360 or SAS Customer Intelligence Studio). This field is mandatory.	6
updated_by_nm	VARCHAR(60)	Updated by Name	User ID/name or process ID/name that is updating the table. This field is optional.	6
updated_dttm	TIMESTAMP	Updated DTTM	Timestamp for when the row was most recently modified. This value typically defaults to the current system timestamp when the row was updated in the database. This field is mandatory.	6

CDM_SEGMENT_MAP_CUSTOM_ATTR (Non-partitioned)

This table contains custom properties defined by a user for published segment maps.

Data for this table is obtained from the MD_SEGMENT_MAP_CUSTOM_PROP table.

Table 262 CDM_SEGMENT_MAP_CUSTOM_ATTR

Column Name	Data Type	Label	Description	Schema First Introduced
segment_map_version_id ⓘ	VARCHAR(36)	Segment Map Version ID	Version of the segment based on publishing. Each subsequent publish adds a new version ID. This column is part of the composite key. It is also the foreign key to the CDM_SEGMENT_MAP table.	6
attribute_nm ⓘ	VARCHAR(256)	Segment Custom Attribute Name	Name of the custom property of an item. This column is part of the composite key.	6
attribute_data_type_cd ⓘ	VARCHAR(30)	Segment Map Custom Attribute Data Type	Data type of the custom property of an item. These are the possible values: ■ BOOLEAN ■ DATETIME ■ DATEONLY Note: This value corresponds to custom properties that are defined with a data	6

Column Name	Data Type	Label	Description	Schema First Introduced
			type value of DATE. ■ DOUBLE ■ INTEGER ■ TEXT This column is part of the composite key.	
attribute_val ⓘ	VARCHAR(1500)	Attribute Value	This column is no longer populated. Instead, one of the following columns are populated based on the type of custom property: ■ attribute_character_val ■ attribute_dttm_val ■ attribute_numeric_val	6
attribute_character_val	VARCHAR(1500)	Custom Segment Map Attribute Value - Character	Value (string) of the custom property of an item.	6
attribute_numeric_val	DECIMAL(17,2)	Custom Segment Map Attribute Value - Numeric	Value (numeric) of the custom property of an item.	6
attribute_dttm_val	TIMESTAMP	Custom Segment Map Attribute Value - Date	Value (date) of the custom property of an item.	6
updated_by_nm	VARCHAR(60)	Updated by Name	User ID/name or process ID/name that is updating the table. This field is optional.	6

Column Name	Data Type	Label	Description	Schema First Introduced
updated_dttm	TIMESTAMP	Updated DTTM	Timestamp for when the row was most recently modified. This value typically defaults to the current system timestamp when the row was updated in the database. This field is mandatory.	6
segment_map_id	VARCHAR(36)	Segment Map ID	Unique identifier for the segment map.	8

CDM_SEGMENT_TEST (Non-partitioned)

This table contains the metadata for segment tests. This table currently contains data about [holdout control groups](#).

A holdout control group represents members of a segment who do not receive the offer that the other members of the targeted segment receive. You can then analyze the actions of the segment members that did receive an offer against the actions of the holdout control group (who received nothing).

Table 263 CDM_SEGMENT_TEST

Column Name	Data Type	Label	Description	Schema First Introduced
test_cd ⓘ	VARCHAR(60)	Segment Test Code	The code that is assigned to the segment test in order to map to external applications.	10
task_version_id ⓘ	VARCHAR(36)	Task Version ID	The version of the task that is based on which instance of the task is published. Each subsequent publish adds a new version ID.	10

Column Name	Data Type	Label	Description	Schema First Introduced
task_id	VARCHAR(36)	Task ID	The unique identifier for the task object.	10
test_nm	VARCHAR(65)	Segment Test Name	The segment test's name.	10
test_type_nm	VARCHAR(10)	Segment Test Type Name	The type of the test. These are the possible values: ■ ABTest ■ holdOut	10
test_enabled_flg	CHAR(1)	Test Enabled Flag	Flag (1/0) that specifies whether the segment test is enabled.	10
test_sizing_type_nm	VARCHAR(65)	Control Group Sizing Type	Indicates how the control group size is determined. These are the possible values: ■ count: a raw number from the total segment population size ■ percentage: a percentage of the total segment population size	10
test_cnt	INT	Test Count	The absolute size of the control group when the test_sizing_type_nm value is count .	10
test_pct	DECIMAL(5,2)	Test Percent	The size of the holdout control group (as a percentage of the total segment's population size) when the test_sizing_type_nm value is percentage .	10
stratified_sampling_flg	CHAR(1)	Stratified Sampling Flag	Flag (1/0) that indicates whether the holdout control group is configured to use random selection (0) or stratified sampling (1).	10

Column Name	Data Type	Label	Description	Schema First Introduced
			For more information, see “Holdout Control Groups” in SAS Customer Intelligence 360: User’s Guide .	
stratified_samp_criteria_txt	VARCHAR(1024)	Stratified Sampling Criteria	When the stratified_sampling_flg value is 1 (enabled), this value is a list of up to 5 user-selected criteria that are used to guide the distribution of member selections for the holdout control group. The criteria are the names of the data items that are selected for stratification in the UI.	10
updated_dttm	timestamp	Updated Timestamp	Timestamp for when the row was most recently modified. This value typically defaults to the current system timestamp when the row was updated in the database. This field is mandatory.	10

CDM_SEGMENT_TEST_X_SEGMENT (Non-partitioned)

This table collects metadata information about the relationships between segment tests, the related tasks, and their targeted segments.

Table 264 CDM_SEGMENT_TEST_X_SEGMENT

Column Name	Data Type	Label	Description	Schema First Introduced
test_cd ⓘ	VARCHAR(60)	Segment Test Code	The code that is assigned to the segment test in order to map to external applications.	10

Column Name	Data Type	Label	Description	Schema First Introduced
task_version_id 	VARCHAR(36)	Task Version ID	The version of the task that is based on which instance of the task is published. Each subsequent publish adds a new version ID.	10
task_id	VARCHAR(36)	Task ID	The unique identifier for the task object.	10
segment_id	VARCHAR(36)	Segment ID	The unique identifier for the segment that is being tested.	10
updated_dttm	TIMESTAMP	Updated DTTM	Timestamp for when the row was most recently modified. This value typically defaults to the current system timestamp when the row was updated in the database. This field is mandatory.	10

CDM Task Tables

CDM_TASK_CUSTOM_ATTR (Non-partitioned)

This table contains custom properties defined by a user for published tasks.

Data for this table is obtained from the MD_TASK_CUSTOM_PROP table.

Table 265 CDM_TASK_CUSTOM_ATTR

Column Name	Data Type	Label	Description	Schema First Introduced
task_version_id 	VARCHAR(36)	Task Version ID	The version of the task that is based on which instance of the task is published. Each subsequent publish adds a new version ID. This column is part of the composite key. It is also the	6

Column Name	Data Type	Label	Description	Schema First Introduced
			foreign key to the CDM_TASK_DETAIL table.	
attribute_nm ⓘ	VARCHAR(256)	Task Custom Attribute	Name of the custom property of an item. This column is part of the composite key.	6
attribute_data_type_cd ⓘ	VARCHAR(30)	Task Custom Attribute Data Type	Data type of the custom property of an item. These are the possible values: ■ BOOLEAN ■ DATETIME ■ DATEONLY Note: This value corresponds to custom properties that are defined with a data type value of DATE. ■ DOUBLE ■ INTEGER ■ TEXT This column is part of the composite key.	6
attribute_val ⓘ	VARCHAR(1500)	Attribute Value	This column is no longer populated. Instead, one of the following columns are populated based on the type of custom property: ■ attribute_character_val ■ attribute_dttm_val ■ attribute_numeric_val	6
attribute_character_val	VARCHAR(1500)	Custom Task Attribute Value — Character	Value (string) of the custom property of an item.	6
attribute_numeric_val	DECIMAL(17,2)	Custom Task Attribute	Value (numeric) of the custom property of an item.	6

Column Name	Data Type	Label	Description	Schema First Introduced
		Value — Numeric		
attribute_dttm_val	TIMESTAMP	Custom Task Attribute Value — Date	Value (date) of the custom property of an item.	6
extension_attribute_nm	VARCHAR(256)	Extension Attribute Name	Legacy CDM.CI_COMMUNICATION_EXT variable name.	6
updated_by_nm	VARCHAR(60)	Updated by Name	User ID/name or process ID/name that is updating the table. This field is optional.	6
updated_dttm	TIMESTAMP	Updated DTTM	Timestamp for when the row was most recently modified. This value typically defaults to the current system timestamp when the row was updated in the database. This field is mandatory.	6
task_id	VARCHAR(36)	Task ID	Unique identifier for the task.	8

CDM_TASK_DETAIL (Non-partitioned)

This table contains metadata about published tasks.

Data for this table is obtained from the MD_TASK table.

Table 266 CDM_TASK_DETAIL

Column Name	Data Type	Label	Description	Schema First Introduced
task_version_id ⓘ	VARCHAR(36)	Task Version ID	Version of the task that is based on which instance of the task is published. Each subsequent publish adds a new version ID.	6

Column Name	Data Type	Label	Description	Schema First Introduced
			This column is the primary key.	
task_id	VARCHAR(36)	Task ID	Unique ID for a task.	6
valid_from_dttm	TIMESTAMP	Task Valid From Datetime	Timestamp when an item was published.	6
valid_to_dttm	TIMESTAMP	Task Valid To Datetime	Timestamp when an item was ended. The value of the column is based on the item's status: ■ For active items, the value is blank. ■ For completed items, the value is the date that the item is marked complete.	6
task_nm	VARCHAR(256)	Task Name	Name of the task.	6
task_desc	VARCHAR(1500)	Task Description	Description of the task.	6
task_type_nm	VARCHAR(40)	Task Type	Type of task (for example, single or A/B test).	6
task_status_cd	VARCHAR(20)	Task Status	Publish status of the task. These are the possible values: ■ active ■ completed ■ history When the value is history, the data is for a previous version of that item. When the value is completed, the item is either complete, manually stopped, or deleted.	6
task_subtype_nm	VARCHAR(100)	Task SubType	Subtype for the task. These are the possible values: ■ spot ■ pushNotification	6

Column Name	Data Type	Label	Description	Schema First Introduced
			■ inApp	
task_cd	VARCHAR(60)	Task Code	Code assigned to the task in order to map to external applications.	6
task_delivery_type_nm	VARCHAR(60)	Task Delivery Type	Type of mechanism used to generate the task.	6
active_flg	CHAR(1)	Active Flag	Flag (1/0) indicating whether the item is active.	6
saved_flg	CHAR(1)	Saved Flag	Flag (1/0) indicating whether the flag is saved.	6
published_flg	CHAR(1)	Published Flag	Flag (1/0) indicating whether the item is published. Note: All items from SAS Customer Intelligence 360 are published.	6
owner_nm	VARCHAR(256) Note: The length of the column was updated in schema 16.	Task Published By User	User that modified the item.	6
modified_status_cd	VARCHAR(20)	Modified Status	Timestamp of when an item was published.	6
created_user_nm	VARCHAR(256) Note: The length of the column was updated in schema 16.	Task Created By User	User that created the item.	6
created_dt	DATE	Created Date	Date the task was created.	6
scheduled_start_dttm	TIMESTAMP	Task Schedule Start Date	Timestamp when the schedule for the task begins.	6

Column Name	Data Type	Label	Description	Schema First Introduced
scheduled_end_dttm	TIMESTAMP	Task Schedule End Date	Timestamp when the schedule for the task ends	6
scheduled_flg	CHAR(1)	Task Scheduled Flag	Flag (1/0) indicating whether the task is scheduled.	6
maximum_period_expression_cnt	INT	Task Impression Capping By Period	Maximum time period for capping impressions.	6
limit_period_unit_cnt	INT	Task Limit Period Unit	Numeric value (such as the number of minutes) based on the unit of time selected.	6
limit_by_total_impression_flg	INT Note: In the JSON schema file, this column's type is currently listed incorrectly as CHAR(1).	Task Impressions Life Time Limit	Maximum number of impressions for the task.	6
export_dttm	TIMESTAMP	Export Datetime	Datetime that the communication was last exported.	6
update_contact_history_flg	CHAR(1)	Update Contact History Flag	Flag (1/0) indicating whether a communication is expected to have a contact history. In SAS Campaign Studio, the contact history can be specified for the communication. The communication is published to the CDM regardless of this value.	6
subject_type_nm	VARCHAR(60)	Subject Type	Subject type (household, customer, or account) associated with the communication.	6
min_budget_offer_amt	DECIMAL(17,2)	Minimum Budget Per	Minimum budget per offer used in conjunction with	6

Column Name	Data Type	Label	Description	Schema First Introduced
		Offer Constraint	SAS Customer Intelligence Studio.	
max_budget_offer_amt	DECIMAL(17,2)	Maximum Budget Per Offer Amount	Maximum budget per offer used in conjunction with SAS Customer Intelligence Studio.	6
min_budget_amt	DECIMAL(17,2)	Minimum Budget Per Campaign Amount	Minimum budget per offer used in conjunction with SAS Customer Intelligence Studio.	6
max_budget_amt	DECIMAL(17,2)	Maximum Budget Per Campaign Amount	Maximum budget per offer used in conjunction with SAS Customer Intelligence Studio.	6
budget_unit_cost_amt	DECIMAL(17,2)	Budget Unit Cost Amount	Budget unit cost amount used in conjunction with SAS Customer Intelligence Studio.	6
recurr_type_cd	VARCHAR(3)	Recurring Type	Primary key code for a communication recurrence type. Examples of supplied values are "N" (None), "H" (Hourly), "D" (Daily), "W" (Weekly), "M" (Monthly), and "O" (Other).	6
budget_unit_usage_amt	DECIMAL(17,2)	Budget Unit Usage Amount	Budget unit usage amount used in conjunction with SAS Customer Intelligence Studio.	6
standard_reply_flg	CHAR(1)	Standard Reply Flag	Flag (Y/N) indicating whether the communication is part of a standard reply decision campaign.	6
staged_flg	CHAR(1)	Staged Offer Flag	Flag (Y/N) indicating whether the communication is for treatment staging.	6
contact_channel_cd	VARCHAR(60)	Task Channel	Channel where the task is being executed. This column can be set as the foreign key to the	6

Column Name	Data Type	Label	Description	Schema First Introduced
			CDM_CONTACT_CHANNEL table, but the constraint is disabled by default.	
campaign_id	VARCHAR(36)	Campaign ID	Unique identifier for a campaign item. This column is the foreign key to the CDM_CAMPAIGN_DETAIL table.	6
business_context_id	VARCHAR(36)	Business Context Name	Unique identifier used to define a business context. This column is the foreign key to the CDM_BUSINESS_CONTEXT table.	6
source_system_cd	VARCHAR(10)	Source System	System that the information came from (for example, SAS Customer Intelligence 360 or SAS Customer Intelligence Studio). This field is mandatory.	6
updated_by_nm	VARCHAR(60)	Updated by Name	User ID/name or process ID/name that is updating the table. This field is optional.	6
updated_dttm	TIMESTAMP	Updated DTTM	Timestamp for when the row was most recently modified. This value typically defaults to the current system timestamp when the row was updated in the database. This field is mandatory.	6
recurring_schedule_flg	CHAR(1)	Task Recurring Schedule	Flag (Y/N) indicating whether the task is part of a recurring schedule.	8
control_group_action_nm	VARCHAR(65)	Control Group Action Name	The action that is performed when the segment size is too small to	10

Column Name	Data Type	Label	Description	Schema First Introduced
			populate the holdout control group. These are the possible values: ■ useEntirePopulation ■ failTaskExecution	
stratified_sampling_action_nm	VARCHAR(65)	Stratified Sampling Action Name	The action that is performed when the holdout control group is too small to apply stratified sampling. These are the possible values: ■ useEntirePopulation ■ failTaskExecution ■ useRandomSelection	10
segment_tests_flg	CHAR(1)	Segment Tests Flag	Flag (1/0) that indicates that both of these settings are true: ■ segment tests are enabled for the direct marketing task ■ one or more segments tests are defined and enabled	10

See Also

[“Entity Relationship Diagrams” on page 5](#)

List of Data Tables by Name

The following sections list the tables by name, including the table’s type, category, and the schema that first included the table.

Table Names Beginning with A — B

Table 267 A — B

Table Name	Table Type	Categories	Schema First Introduced
AB_TEST_PATH_ASSIGNMENT	Real-time Journey	ENGAGEDIGITAL, ENGAGEWEB, ENGAGEMOBILE	7
ACTIVITY_CONVERSION	Real-time Journey	ENGAGEDIGITAL, ENGAGEEMAIL, ENGAGEDIRECT, ENGAGEWEB, ENGAGEMOBILE	4
ACTIVITY_FLOW_IN	Real-time Journey	ENGAGEDIGITAL, ENGAGEEMAIL, ENGAGEDIRECT, ENGAGEWEB, ENGAGEMOBILE	4
ACTIVITY_START	Real-time Journey	ENGAGEDIGITAL, ENGAGEEMAIL, ENGAGEDIRECT, ENGAGEWEB, ENGAGEMOBILE	4
ADVERTISING_CONTACT	Advertising	ENGAGEDIGITAL, ENGAGEEMAIL, ENGAGEDIRECT, ENGAGEWEB, ENGAGEMOBILE	11
AUDIENCE_MEMBERSHIP_CHANGE	Audience	AUDIENCE	14
ASSET_DETAILS	Assets	PLAN	5
ASSET_DETAILS_CUSTOM_PROP	Assets	PLAN	5
ASSET_FOLDER_DETAILS	Assets	PLAN	5
ASSET_RENDITION_DETAILS	Assets	PLAN	5
ASSET_REVISION	Assets	PLAN	5

Table Name	Table Type	Categories	Schema First Introduced
BUSINESS_PROCESS_DETAILS	SAS 360 Discover Detail	DISCOVER	1

Table Names Beginning with C

Table 268 C

Table Name	Table Type	Categories	Schema First Introduced
CART_ACTIVITY_DETAILS	SAS 360 Discover Detail	DISCOVER	1
CC_BUDGET_BREAKUP	SAS 360 Plan	PLAN	5
CC_BUDGET_BREAKUP_CCBDGT	SAS 360 Plan	PLAN	9
CDM_ACTIVITY_CUSTOM_ATTR	CDM	CDM	6
CDM_ACTIVITY_DETAIL	CDM	CDM	6
CDM_ACTIVITY_X_TASK	CDM	CDM	6
CDM_AUDIENCE_DETAIL	CDM	CDM	16
CDM_AUDIENCE_OCCUR_DETAIL	CDM	CDM	16
CDM_BUSINESS_CONTEXT	CDM	CDM	6
CDM_CAMPAIGN_CUSTOM_ATTR	CDM	CDM	6
CDM_CAMPAIGN_DETAIL	CDM	CDM	6
CDM_CONTACT_CHANNEL	CDM	CDM	6
CDM_CONTACT_HISTORY	CDM	CDM	6
CDM_CONTACT_STATUS	CDM	CDM	6
CDM_CONTENT_CUSTOM_ATTR	CDM	CDM	6

Table Name	Table Type	Categories	Schema First Introduced
CDM_CONTENT_DETAIL	CDM	CDM	6
CDM_DYN_CONTENT_CUSTOM_ATTR	CDM	CDM	6
CDM_IDENTIFIER_TYPE	CDM	CDM	6
CDM_IDENTITY_ATTR	CDM	CDM	6
CDM_IDENTITY_MAP	CDM	CDM	6
CDM_IDENTITY_TYPE	CDM	CDM	6
CDM_OCCURRENCE_DETAIL	CDM	CDM	6
CDM_RESPONSE_CHANNEL	CDM	CDM	6
CDM_RESPONSE_EXTENDED_ATTR	CDM	CDM	6
CDM_RESPONSE_HISTORY	CDM	CDM	6
CDM_RESPONSE_LOOKUP	CDM	CDM	6
CDM_RESPONSE_TYPE	CDM	CDM	6
CDM_RTC_DETAIL	CDM	CDM	6
CDM_RTC_X_CONTENT	CDM	CDM	6
CDM_SEGMENT_CUSTOM_ATTR	CDM	CDM	6
CDM_SEGMENT_DETAIL	CDM	CDM	6
CDM_SEGMENT_MAP	CDM	CDM	6
CDM_SEGMENT_MAP_CUSTOM_ATTR	CDM	CDM	6
CDM_SEGMENT_TEST	CDM	CDM	10
CDM_SEGMENT_TEST_X_SEGMENT	CDM	CDM	10
CDM_TASK_CUSTOM_ATTR	CDM	CDM	6
CDM_TASK_DETAIL	CDM	CDM	6
COMMITMENT_DETAILS	SAS 360 Plan	PLAN	5

Table Name	Table Type	Categories	Schema First Introduced
COMMITMENT_LINE_ITEMS	SAS 360 Plan	PLAN	6
COMMITMENT_LINE_ITEMS_CCBDGT	SAS 360 Plan	PLAN	9
CONTACT_HISTORY	Task	ENGAGEDIGITAL, ENGAGEEMAIL, ENGAGEDIRECT, ENGAGEWEB, ENGAGEMOBILE	4
CONVERSION_MILESTONE	Task	ENGAGEDIGITAL, ENGAGEEMAIL, ENGAGEDIRECT, ENGAGEWEB, ENGAGEMOBILE	4
CUSTOM_ATTRIBUTES	SAS 360 Discover Detail	DISCOVER	1
CUSTOM_EVENTS	SAS 360 Discover Detail	DISCOVER	4
CUSTOM_EVENTS_EXT	SAS 360 Discover Detail	DISCOVER	4

Table Names Beginning with D – G

Table 269 D – G

Table Name	Table Type	Categories	Schema First Introduced
DAILY_USAGE	Usage	USAGE	8
DATA_VIEW_DETAILS	Detail	DISCOVER	4
DIRECT_CONTACT	Direct Marketing and Custom Tasks	ENGAGEDIRECT	4
DOCUMENT_DETAILS	Detail	DISCOVER	1
EMAIL_BOUNCE	Email	ENGAGEEMAIL	4

Table Name	Table Type	Categories	Schema First Introduced
EMAIL_CLICK	Email	ENGAGEEMAIL	4
EMAIL_COMPLAINT	Email	ENGAGEEMAIL	4
EMAIL_OPEN	Email	ENGAGEEMAIL	4
EMAIL_OPTOUT	Email	ENGAGEEMAIL	4
EMAIL_OPTOUT_DETAILS	Email	OPTOUTDATA	6
EMAIL_REPLY	Email	ENGAGEEMAIL	4
EMAIL_SEND	Email	ENGAGEEMAIL	4
EMAIL_VIEW	Email	ENGAGEEMAIL	4
EVENT_ERRORS	Debugging	DEBUG	20
EXTERNAL_EVENT	SAS 360 Discover Detail	DISCOVER	4
FISCAL_CC_BUDGET	SAS 360 Plan	PLAN	9
FORM_DETAILS	SAS 360 Discover Detail	DISCOVER	1
GOAL_DETAILS	SAS 360 Discover Detail	DISCOVER	1
GOAL_DETAILS_EXT	SAS 360 Discover Detail	DISCOVER	1

Table Names Beginning with I

Table 270 /

Table Name	Table Type	Categories	Schema First Introduced
IDENTITY_ATTRIBUTES	Identity	DISCOVER, ENGAGEDIGITAL, ENGAGEEMAIL, ENGAGEDIRECT, ENGAGEWEB, ENGAGEMOBILE	1

Table Name	Table Type	Categories	Schema First Introduced
IDENTITY_MAP	Identity	DISCOVER, ENGAGEDIGITAL, ENGAGEEMAIL, ENGAGEDIRECT, ENGAGEWEB, ENGAGEMOBILE	1
IMPRESSION_DELIVERED	Task	ENGAGEDIGITAL, ENGAGEWEB, ENGAGEMOBILE	7
IMPRESSION_SPOT_VIEWABLE	Task	ENGAGEDIGITAL, ENGAGEWEB, ENGAGEMOBILE	4
IN_APP_FAILED	Mobile	ENGAGEDIGITAL, ENGAGEMOBILE	4
IN_APP_MESSAGE	Mobile	ENGAGEDIGITAL, ENGAGEMOBILE	4
IN_APP_SEND	Mobile	ENGAGEDIGITAL, ENGAGEMOBILE	4
IN_APP_TARGETING_REQUEST	Mobile	ENGAGEDIGITAL, ENGAGEMOBILE	7
INVOICE_DETAILS	SAS 360 Plan	PLAN	5
INVOICE_LINE_ITEMS	SAS 360 Plan	PLAN	5
INVOICE_LINE_ITEMS_CCB DGT	SAS 360 Plan	PLAN	9

Table Names Beginning with J

Table 271 J

Table Name	Table Type	Categories	Schema First Introduced
JOURNEY_ENTRY	SAS 360 Foundations Detail	DESTINATIONS	17
JOURNEY_EXIT	SAS 360 Foundations Detail	DESTINATIONS	17

Table Name	Table Type	Categories	Schema First Introduced
JOURNEY_HOLDOUT	SAS 360 Foundations Detail	DESTINATIONS	17
JOURNEY_NODE_ENTRY	SAS 360 Foundations Detail	DESTINATIONS	17
JOURNEY_TEST_SUCCESS	SAS 360 Foundations Detail	DESTINATIONS	20
JOURNEY_SUCCESS	SAS 360 Foundations Detail	DESTINATIONS	17
JOURNEY_SUPPRESSION	SAS 360 Foundations Detail	DESTINATIONS	17

Table Names Beginning with M

Table 272 M

Table Name	Table Type	Categories	Schema First Introduced
MD_ACTIVITY	Real-time Journey Metadata	ENGAGEDIGITAL, ENGAGEEMAIL, ENGAGEDIRECT, ENGAGEMETADATA, ENGAGWEB, ENGAGEMOBILE	4
MD_ACTIVITY_ALL	Real-time Journey Metadata	METADATA_ALL	20
MD_ACTIVITY_ABTESTPATH	Real-time Journey Metadata	ENGAGEDIGITAL, ENGAGEEMAIL, ENGAGEDIRECT, ENGAGEMETADATA, ENGAGWEB, ENGAGEMOBILE	6
MD_ACTIVITY_ABTESTPATH_ALL	Real-time Journey Metadata	METADATA_ALL	20

Table Name	Table Type	Categories	Schema First Introduced
MD_ACTIVITY_CUSTOM_PROP	Real-time Journey Metadata	ENGAGEDIGITAL, ENGAGEEMAIL, ENGAGEDIRECT, ENGAGEMETADATA, ENGAGEWEB, ENGAGEMOBILE	4
MD_ACTIVITY_CUSTOM_PROP_ALL	Real-time Journey Metadata	METADATA_ALL	20
MD_ACTIVITY_NODE	Real-time Journey Metadata	ENGAGEDIGITAL, ENGAGEEMAIL, ENGAGEDIRECT, ENGAGEMETADATA, ENGAGEWEB, ENGAGEMOBILE	6
MD_ACTIVITY_NODE_ALL	Real-time Journey Metadata	METADATA_ALL	20
MD_ACTIVITY_X_ACTIVITY_NODE	Real-time Journey Metadata	ENGAGEDIGITAL, ENGAGEEMAIL, ENGAGEDIRECT, ENGAGEMETADATA, ENGAGEWEB, ENGAGEMOBILE	6
MD_ACTIVITY_X_ACTIVITY_NODE_ALL	Real-time Journey Metadata	METADATA_ALL	20
MD_ACTIVITY_X_TASK	Real-time Journey Metadata	ENGAGEDIGITAL, ENGAGEEMAIL, ENGAGEDIRECT, ENGAGEMETADATA, ENGAGEWEB, ENGAGEMOBILE	4
MD_ACTIVITY_X_TASK_ALL	Real-time Journey Metadata	METADATA_ALL	20
MD_ASSET	Asset Metadata	ENGAGEDIGITAL, ENGAGEEMAIL, ENGAGEDIRECT,	6

Table Name	Table Type	Categories	Schema First Introduced
		ENGAGEMENTMETADATA, ENGAGEWEB, ENGAGEMOBILE	
MD_ASSET_ALL	Asset Metadata	METADATA_ALL	20
MD_AUDIENCE	Audience Metadata	AUDIENCE, DESTINATIONS, ENGAGEMENTMETADATA, SMS Note: The category value was updated in schema 20.	12
MD_AUDIENCE_OCCURRENCE	Audience Metadata	AUDIENCE, DESTINATIONS, ENGAGEMENTMETADATA, SMS Note: The category value was updated in schema 20.	12
MD_AUDIENCE_X_SEGMENT	Audience Metadata	AUDIENCE, DESTINATIONS, ENGAGEMENTMETADATA, METADATA_ALL, SMS	19
MD_BU	SAS 360 Plan	PLAN	5
MD_BUSINESS_CONTEXT	Business Context Metadata	ENGAGEDIGITAL, ENGAGEEMAIL, ENGAGEDIRECT, ENGAGEMENTMETADATA, ENGAGEWEB, ENGAGEMOBILE	6
MD_BUSINESS_CONTEXT_ALL	Business Context Metadata	METADATA_ALL	20
MD_COST_CATEGORY	SAS 360 Plan	PLAN	6
MD_COSTCENTER	SAS 360 Plan	PLAN	5

Table Name	Table Type	Categories	Schema First Introduced
MD_CREATIVE	Creative Metadata	ENGAGEDIGITAL, ENGAGEEMAIL, ENGAGEDIRECT, ENGAGEMETADATA, ENGAGWEB, ENGAGEMOBILE	4
MD_CREATIVE_ALL	Creative Metadata	METADATA_ALL	20
MD_CREATIVE_CUSTOM_PROP	Creative Metadata	ENGAGEDIGITAL, ENGAGEEMAIL, ENGAGEDIRECT, ENGAGEMETADATA, ENGAGWEB, ENGAGEMOBILE	4
MD_CREATIVE_CUSTOM_PROP_ALL	Creative Metadata	METADATA_ALL	20
MD_CREATIVE_X_ASSET	Creative Metadata	ENGAGEDIGITAL, ENGAGEEMAIL, ENGAGEDIRECT, ENGAGEMETADATA, ENGAGWEB, ENGAGEMOBILE, PLAN	6
MD_CREATIVE_X_ASSET_ALL	Creative Metadata	METADATA_ALL	20
MD_CUST_ATTRIB	SAS 360 Plan	PLAN	5
MD_CUSTATTRIB_TABLE_VALUES	SAS 360 Plan	PLAN	5
MD_DATAVIEW	Data View Metadata	DISCOVER, ENGAGEMETADATA	4
MD_DATAVIEW_ALL	Event Metadata	METADATA_ALL	20
MD_DATAVIEW_X_EVENT	Data View Metadata	DISCOVER, ENGAGEDIGITAL, ENGAGEEMAIL, ENGAGEDIRECT, ENGAGEMETADATA,	6

Table Name	Table Type	Categories	Schema First Introduced
		ENGAGEWEB, ENGAGEMOBILE Note: The DISCOVER category was added to this table in schema 14.	
MD_DATAVIEW_X_EVENT_ALL	Event Metadata	METADATA_ALL	20
MD_EVENT	Event Metadata	DISCOVER, ENGAGEMETADATA	4
MD_EVENT_ALL	Event Metadata	METADATA_ALL	20
MD_FISCAL_PERIOD	SAS 360 Plan	PLAN	9
MD_GRID_ATTR_DEFN	SAS 360 Plan	PLAN	5
MD_JOURNEY	Journey Metadata	DESTINATIONS, ENGAGEMETADATA	17
MD_JOURNEY_ALL	Scheduled Journey Metadata	METADATA_ALL	20
MD_JOURNEY_NODE	Scheduled Journey Metadata	DESTINATIONS, ENGAGEMETADATA, METADATA_ALL	17
MD_JOURNEY_NODE_OCCURRENCE	Scheduled Journey Metadata	DESTINATIONS, ENGAGEMETADATA, METADATA_ALL	17
MD_JOURNEY_OCCURRENCE	Scheduled Journey Metadata	DESTINATIONS, ENGAGEMETADATA, METADATA_ALL	17
MD_JOURNEY_X_AUDIENCE	Scheduled Journey Metadata	DESTINATIONS, ENGAGEMETADATA, METADATA_ALL	17
MD_JOURNEY_X_EVENT	Scheduled Journey Metadata	DESTINATIONS, ENGAGEMETADATA, METADATA_ALL	17

Table Name	Table Type	Categories	Schema First Introduced
MD_JOURNEY_NODE_X_NEXT_NODE	Scheduled Journey Metadata	DESTINATIONS, ENGAGEMENTMETADATA	20
MD_JOURNEY_NODE_X_PREVIOUS_NODE	Scheduled Journey Metadata	DESTINATIONS, ENGAGEMENTMETADATA	20
MD_JOURNEY_NODE_X_VARIANT	Scheduled Journey Metadata	DESTINATIONS, ENGAGEMENTMETADATA	20
MD_JOURNEY_X_TASK	Scheduled Journey Metadata	DESTINATIONS, ENGAGEMENTMETADATA, METADATA_ALL	17
MD_MESSAGE	Message Metadata	ENGAGEDIGITAL, ENGAGEEMAIL, ENGAGEDIRECT, ENGAGEMENTMETADATA, ENGAGEWEB, ENGAGEMOBILE	4
MD_MESSAGE_ALL	Message Metadata	METADATA_ALL	20
MD_MESSAGE_CUSTOM_PROP	Message Metadata	ENGAGEDIGITAL, ENGAGEEMAIL, ENGAGEDIRECT, ENGAGEMENTMETADATA, ENGAGEWEB, ENGAGEMOBILE	4
MD_MESSAGE_CUSTOM_PROP_ALL	Message Metadata	METADATA_ALL	20
MD_MESSAGE_X_CREATIVE	Message Metadata	ENGAGEDIGITAL, ENGAGEEMAIL, ENGAGEDIRECT, ENGAGEMENTMETADATA, ENGAGEWEB, ENGAGEMOBILE	6
MD_MESSAGE_X_CREATIVE_ALL	Message Metadata	METADATA_ALL	20

Table Name	Table Type	Categories	Schema First Introduced
MD_OBJECT_TYPE	SAS 360 Plan	PLAN	5
MD_OCCURRENCE	Segment and Task Metadata	ENGAGEDIGITAL, ENGAGEEMAIL, ENGAGEDIRECT, ENGAGEMETADATA, ENGAGEMOBILE	6
MD_PICKLIST	SAS 360 Plan	PLAN	5
MD_PURPOSE	Scheduled Journey Metadata	DESTINATIONS, ENGAGEMETADATA	17
MD_RTC	Task Metadata	ENGAGEDIGITAL, ENGAGEEMAIL, ENGAGEDIRECT, ENGAGEMETADATA, ENGAGEMOBILE	6
MD_SEGMENT	Segment Metadata	ENGAGEDIGITAL, ENGAGEEMAIL, ENGAGEDIRECT, ENGAGEMETADATA, ENGAGWEB, ENGAGEMOBILE	4
MD_SEGMENT_ALL	Segment Metadata	METADATA_ALL	20
MD_SEGMENT_CUSTOM_PROP	Segment Metadata	ENGAGEDIGITAL, ENGAGEEMAIL, ENGAGEDIRECT, ENGAGEMETADATA, ENGAGWEB, ENGAGEMOBILE	4
MD_SEGMENT_CUSTOM_PROP_ALL	Segment Metadata	METADATA_ALL	20
MD_SEGMENT_MAP	Segment Metadata	ENGAGEDIRECT, ENGAGEMETADATA	4
MD_SEGMENT_MAP_ALL	Segment Metadata	METADATA_ALL	20

Table Name	Table Type	Categories	Schema First Introduced
MD_SEGMENT_MAP_CUSTOM_PROP	Segment Metadata	ENGAGEDIGITAL, ENGAGEEMAIL, ENGAGEDIRECT, ENGAGEMETADATA, ENGAGWEB, ENGAGEMOBILE	4
MD_SEGMENT_MAP_CUSTOM_PROP_ALL	Segment Metadata	METADATA_ALL	20
MD_SEGMENT_MAP_X_SEGMENT	Segment Metadata	ENGAGEDIGITAL, ENGAGEEMAIL, ENGAGEDIRECT, ENGAGEMETADATA, ENGAGWEB, ENGAGEMOBILE	6
MD_SEGMENT_MAP_X_SEGMENT_ALL	Segment Metadata	METADATA_ALL	20
MD_SEGMENT_TEST	Segment Metadata	ENGAGEDIRECT, ENGAGEMETADATA	10
MD_SEGMENT_TEST_ALL	Segment Metadata	METADATA_ALL	20
MD_SEGMENT_TEST_X_SEGMENT	Segment Metadata	ENGAGEDIRECT, ENGAGEMETADATA	10
MD_SEGMENT_TEST_X_SEGMENT_ALL	Segment Metadata	METADATA_ALL	20
MD_SEGMENT_X_EVENT	Segment Metadata	ENGAGEDIGITAL, ENGAGEEMAIL, ENGAGEDIRECT, ENGAGEMETADATA, ENGAGWEB, ENGAGEMOBILE	6
MD_SEGMENT_X_EVENT_ALL	Segment Metadata	METADATA_ALL	20
MD_SPOT	Spot Metadata	ENGAGEDIGITAL, ENGAGEEMAIL, ENGAGEMETADATA,	4

Table Name	Table Type	Categories	Schema First Introduced
		ENGAGEWEB, ENGAGEMOBILE	
MD_SPOT_ALL	Spot Metadata	METADATA_ALL	20
MD_TARGET_ASSIST	Assisted Targeting Metadata	ENGAGEDIGITAL, ENGAGEEMAIL, ENGAGEDIRECT, ENGAGEMETADATA, ENGAGEWEB, ENGAGEMOBILE, METADATA_ALL	8
MD_TASK	Task Metadata	ENGAGEDIGITAL, ENGAGEEMAIL, ENGAGEDIRECT, ENGAGEMETADATA, ENGAGEWEB, ENGAGEMOBILE	4
MD_TASK_ALL	Task Metadata	METADATA_ALL	20
MD_TASK_CUSTOM_PROP	Task Metadata	ENGAGEDIGITAL, ENGAGEEMAIL, ENGAGEDIRECT, ENGAGEMETADATA, ENGAGEWEB, ENGAGEMOBILE	4
MD_TASK_CUSTOM_PROP_ALL	Task Metadata	METADATA_ALL	20
MD_TASK_X_AUDIENCE	Task Metadata	ENGAGEDIGITAL, ENGAGEEMAIL, ENGAGEDIRECT, ENGAGEMETADATA, ENGAGEMOBILE, METADATA_ALL	12
MD_TASK_X_CREATIVE	Task Metadata	ENGAGEDIGITAL, ENGAGEEMAIL, ENGAGEDIRECT, ENGAGEMETADATA,	6

Table Name	Table Type	Categories	Schema First Introduced
		ENGAGEWEB, ENGAGEMOBILE	
MD_TASK_X_CREATIVE_ALL	Task Metadata	METADATA_ALL	20
MD_TASK_X_DATAVIEW	Task Metadata	ENGAGEDIGITAL, ENGAGEEMAIL, ENGAGEDIRECT, ENGAGEMETADATA, ENGAGEWEB, ENGAGEMOBILE	6
MD_TASK_X_DATAVIEW_ALL	Task Metadata	METADATA_ALL	20
MD_TASK_X_EVENT	Task Metadata	ENGAGEDIGITAL, ENGAGEEMAIL, ENGAGEDIRECT, ENGAGEMETADATA, ENGAGEWEB, ENGAGEMOBILE	6
MD_TASK_X_EVENT_ALL	Task Metadata	METADATA_ALL	20
MD_TASK_X_MESSAGE	Task Metadata	ENGAGEDIGITAL, ENGAGEEMAIL, ENGAGEDIRECT, ENGAGEMETADATA, ENGAGEWEB, ENGAGEMOBILE	6
MD_TASK_X_MESSAGE_ALL	Task Metadata	METADATA_ALL	20
MD_TASK_X_SEGMENT	Task Metadata	ENGAGEDIGITAL, ENGAGEEMAIL, ENGAGEDIRECT, ENGAGEMETADATA, ENGAGEWEB, ENGAGEMOBILE	6
MD_TASK_X_SEGMENT_ALL	Task Metadata	METADATA_ALL	20

Table Name	Table Type	Categories	Schema First Introduced
MD_TASK_X_SPOT	Task Metadata	ENGAGEDIGITAL, ENGAGEEMAIL, ENGAGEDIRECT, ENGAGEMETADATA, ENGAGEWEB, ENGAGEMOBILE	6
MD_TASK_X_SPOT_ALL	Task Metadata	METADATA_ALL	20
MD_TASK_X_VARIANT	Task Metadata	ENGAGEDIGITAL, ENGAGEEMAIL, ENGAGEDIRECT, ENGAGEMETADATA, ENGAGEWEB, ENGAGEMOBILE	16
MD_TASK_X_VARIANT_ALL	Task Metadata	METADATA_ALL	20
MD_VENDOR	SAS 360 Plan	PLAN	5
MD_WF_PROCESS_DEF	Workflow	PLAN	5
MD_WF_PROCESS_DEF_ATTR_GRP	Workflow	PLAN	5
MD_WF_PROCESS_DEF_CATEGORIES	Workflow	PLAN	5
MD_WF_PROCESS_DEF_TASK_ASSG	Workflow	PLAN	5
MD_WF_PROCESS_DEF_TASKS	Workflow	PLAN	5
MEDIA_ACTIVITY_DETAILS	SAS 360 Discover Detail	DISCOVER	1
MEDIA_DETAILS	SAS 360 Discover Detail	DISCOVER	1
MEDIA_DETAILS_EXT	SAS 360 Discover Detail	DISCOVER	1

Table Name	Table Type	Categories	Schema First Introduced
MOBILE_FOCUS_DEFOCUS	SAS 360 Discover Detail	DISCOVER	4
MOBILE_SPOTS	Mobile	ENGAGEDIGITAL, ENGAGEMOBILE	4
MONTHLY_USAGE	Usage	USAGE	8

Table Names Beginning with N – S

Table 273 N – S

Table Name	Table Type	Categories	Schema First Introduced
NOTIFICATION_FAILED	Mobile	ENGAGEDIGITAL, ENGAGEMOBILE	4
NOTIFICATION_OPENED	Mobile	ENGAGEDIGITAL, ENGAGEMOBILE	4
NOTIFICATION_SEND	Mobile	ENGAGEDIGITAL, ENGAGEMOBILE	4
NOTIFICATION_TARGETING_REQUEST	Mobile	ENGAGEDIGITAL, ENGAGEMOBILE	7
ORDER_DETAILS	SAS 360 Discover Detail	DISCOVER	1
ORDER_SUMMARY	SAS 360 Discover Detail	DISCOVER	1
OUTBOUND_SYSTEM	Direct Marketing and	ENGAGEDIGITAL, ENGAGEDIRECT, ENGAGEWEB,ENGAGEMOBILE	4

Table Name	Table Type	Categories	Schema First Introduced
	Custom Tasks		
PAGE_DETAILS	SAS 360 Discover	DISCOVER	1
PAGE_DETAILS_EXT	SAS 360 Discover	DISCOVER	1
PAGE_ERRORS	SAS 360 Discover	DISCOVER	1
PLANNING_HIERARCHY_DEFN	SAS 360 Plan	PLAN	5
PLANNING_INFO	SAS 360 Plan	PLAN	5
PLANNING_INFO_CUSTOM_PROP	SAS 360 Plan	PLAN	5
PRODUCT_VIEWS	SAS 360 Discover Detail	DISCOVER	1
PROMOTION_DISPLAYED	SAS 360 Discover Detail	DISCOVER	1
PROMOTION_USED	SAS 360 Discover Detail	DISCOVER	1
RESPONSE_HISTORY	Task	ENGAGEDIGITAL, ENGAGEEMAIL, ENGAGEDIRECT, ENGAGEWEB, ENGAGEMOBILE	4
SEARCH_RESULTS	SAS 360 Discover Detail	DISCOVER	1
SEARCH_RESULTS_EXT	SAS 360 Discover Detail	DISCOVER	1

Table Name	Table Type	Categories	Schema First Introduced
SESSION_DETAILS	SAS 360 Discover Detail	DISCOVER	1
SESSION_DETAILS_EXT	SAS 360 Discover Detail	DISCOVER	1
SEGMENT_MEMBERSHIP	Direct Marketing	ENGAGEDIRECT	22
SMS_MESSAGE_CLICKED	Mobile	DESTINATIONS, SMS	17
SMS_MESSAGE_DELIVERED	Mobile	DESTINATIONS, SMS	17
SMS_MESSAGE_FAILED	Mobile	DESTINATIONS, SMS	17
SMS_MESSAGE_REPLY	Mobile	DESTINATIONS, SMS	17
SMS_MESSAGE_SEND	Mobile	DESTINATIONS, SMS	17
SMS_OPTOUT	Mobile	DESTINATIONS, SMS	17
SMS_OPTOUT_DETAILS	Mobile	SMS_OPTOUTDATA	17
SPOT_CLICKED	Task	ENGAGEDIGITAL, ENGAGEWEB, ENGAGEMOBILE	4
SPOT_REQUESTED	Task	ENGAGEDIGITAL, ENGAGEWEB, ENGAGEMOBILE	7

Table Names Beginning with T – W

Table 274 T – W

Table Name	Table Type	Categories	Schema First Introduced
TAG_DETAILS	SAS 360 Plan	PLAN	5

Table Name	Table Type	Categories	Schema First Introduced
VISIT_DETAILS	SAS 360 Discover Detail	DISCOVER	1
WF_PROCESS_DETAILS	Workflow	PLAN	5
WF_PROCESS_DETAILS_CUSTOM_PROP	Workflow	PLAN	5
WF_PROCESS_TASKS	Workflow	PLAN	5
WF_TASKS_USER_ASSIGNMENT	Workflow	PLAN	5

List of Data Tables by Category

The following tables list the database tables that are available for each category, the type of table, and the schema that first included the table.

AUDIENCE

Table 275 AUDIENCE

Table Name	Table Type	Schema First Introduced
AUDIENCE_MEMBERSHIP_CHANGE	Audience	14
MD_AUDIENCE	Audience Metadata	12 Note: The category value is updated to AUDIENCE in schema 14.
MD_AUDIENCE_OCCURRENCE	Audience Metadata	12 Note: The category value is updated to AUDIENCE in schema 14.
MD_AUDIENCE_X_SEGMENT	Audience Metadata	19

CDM

Table 276 CDM

Table Name	Table Type	Schema First Introduced
CDM_ACTIVITY_CUSTOM_ATTR	CDM	6
CDM_ACTIVITY_DETAIL	CDM	6
CDM_ACTIVITY_X_TASK	CDM	6
CDM_AUDIENCE_DETAIL	CDM	16
CDM_AUDIENCE_OCCUR_DETAIL	CDM	16
CDM_AUDIENCE_X_SEGMENT	CDM	19
CDM_BUSINESS_CONTEXT	CDM	6
CDM_CAMPAIGN_CUSTOM_ATTR	CDM	6
CDM_CAMPAIGN_DETAIL	CDM	6
CDM_CONTACT_CHANNEL	CDM	6
CDM_CONTACT_HISTORY	CDM	6
CDM_CONTACT_STATUS	CDM	6
CDM_CONTENT_CUSTOM_ATTR	CDM	6
CDM_CONTENT_DETAIL	CDM	6
CDM_DYN_CONTENT_CUSTOM_ATTR	CDM	6
CDM_IDENTIFIER_TYPE	CDM	6
CDM_IDENTITY_ATTR	CDM	6
CDM_IDENTITY_MAP	CDM	6
CDM_IDENTITY_TYPE	CDM	6
CDM_OCCURRENCE_DETAIL	CDM	6

Table Name	Table Type	Schema First Introduced
CDM_RESPONSE_CHANNEL	CDM	6
CDM_RESPONSE_EXTENDED_ATTR	CDM	6
CDM_RESPONSE_HISTORY	CDM	6
CDM_RESPONSE_LOOKUP	CDM	6
CDM_RESPONSE_TYPE	CDM	6
CDM_RTC_DETAIL	CDM	6
CDM_RTC_X_CONTENT	CDM	6
CDM_SEGMENT_CUSTOM_ATTR	CDM	6
CDM_SEGMENT_DETAIL	CDM	6
CDM_SEGMENT_MAP	CDM	6
CDM_SEGMENT_MAP_CUSTOM_ATTR	CDM	6
CDM_SEGMENT_TEST	CDM	10
CDM_SEGMENT_TEST_X_SEGMENT	CDM	10
CDM_TASK_CUSTOM_ATTR	CDM	6
CDM_TASK_DETAIL	CDM	6

DEBUG

Table 277 DEBUG

Table Name	Table Type	Schema First Introduced
EVENT_ERRORS	Debugging	20

DECISIONING

Table 278 DECISIONING

Table Name	Table Type	Schema First Introduced
DECISION_EXECUTION	Decisioning Detail	21

DESTINATIONS

Table 279 DESTINATIONS

Table Name	Table Type	Schema First Introduced
AB_TEST_PATH_ASSIGNMENT	SAS 360 Foundations Detail	17
ACTIVITY_CONVERSION	SAS 360 Foundations Detail	17
ACTIVITY_FLOW_IN	SAS 360 Foundations Detail	17
ACTIVITY_START	SAS 360 Foundations Detail	17
ADVERTISING_CONTACT	SAS 360 Foundations Detail	17
AUDIENCE_MEMBERSHIP_CHANGE	SAS 360 Foundations Detail	17
CONTACT_HISTORY	SAS 360 Foundations Detail	17
CONVERSION_MILESTONE	SAS 360 Foundations Detail	17
EMAIL_BOUNCE	SAS 360 Foundations Detail	17
EMAIL_CLICK	SAS 360 Foundations Detail	17
EMAIL_COMPLAINT	SAS 360 Foundations Detail	17
EMAIL_OPEN	SAS 360 Foundations Detail	17
EMAIL_OPTOUT	SAS 360 Foundations Detail	17

Table Name	Table Type	Schema First Introduced
EMAIL_REPLY	SAS 360 Foundations Detail	17
EMAIL_SEND	SAS 360 Foundations Detail	17
EMAIL_VIEW	SAS 360 Foundations Detail	17
IDENTITY_ADDRESSABLE_DEVICES	Identity	21
IMPRESSION_DELIVERED	SAS 360 Foundations Detail	17
IMPRESSION_SPOT_VIEWABLE	SAS 360 Foundations Detail	17
IN_APP_FAILED	SAS 360 Foundations Detail	17
IN_APP_MESSAGE	SAS 360 Foundations Detail	17
IN_APP_SEND	SAS 360 Foundations Detail	17
IN_APP_TARGETING_REQUEST	SAS 360 Foundations Detail	17
JOURNEY_ENTRY	SAS 360 Foundations Detail	17
JOURNEY_EXIT	SAS 360 Foundations Detail	17
JOURNEY_HOLDOUT	SAS 360 Foundations Detail	17
JOURNEY_NODE_ENTRY	SAS 360 Foundations Detail	17
JOURNEY_TEST_SUCCESS	SAS 360 Foundations Detail	20
JOURNEY_SUCCESS	SAS 360 Foundations Detail	17
JOURNEY_SUPPRESSION	SAS 360 Foundations Detail	17
MD_ACTIVITY	Real-time Journey Metadata	17
MD_ACTIVITY_ABTESTPATH	Real-time Journey Metadata	17
MD_ACTIVITY_CUSTOM_PROP	Real-time Journey Metadata	17
MD_ACTIVITY_NODE	Real-time Journey Metadata	17
MD_ACTIVITY_X_ACTIVITY_NODE	Real-time Journey Metadata	17
MD_ACTIVITY_X_TASK	Real-time Journey Metadata	17

Table Name	Table Type	Schema First Introduced
MD_ASSET	Real-time Journey Metadata	17
MD_AUDIENCE	Audience Metadata	12
MD_AUDIENCE_OCCURRENCE	Audience Metadata	12
MD_AUDIENCE_X_SEGMENT	Audience Metadata	19
MD_CREATIVE	Creative Metadata	17
MD_CREATIVE_CUSTOM_PROP	Creative Metadata	17
MD_CREATIVE_X_ASSET	Creative Metadata	17
MD_DATAVIEW	Dataview Metadata	17
MD_DATAVIEW_X_EVENT	Dataview Metadata	17
MD_EVENT	Event Metadata	17
MD_JOURNEY	Scheduled Journey Metadata	17
MD_JOURNEY_NODE	Scheduled Journey Metadata	17
MD_JOURNEY_NODE_OCCURRENCE	Scheduled Journey Metadata	17
MD_JOURNEY_NODE_X_NEXT_NODE	Scheduled Journey Metadata	20
MD_JOURNEY_NODE_X_PREVIOUS_NODE	Scheduled Journey Metadata	20
MD_JOURNEY_NODE_X_VARIANT	Scheduled Journey Metadata	20
MD_JOURNEY_OCCURRENCE	Scheduled Journey Metadata	17
MD_JOURNEY_X_AUDIENCE	Scheduled Journey Metadata	17
MD_JOURNEY_X_EVENT	Scheduled Journey Metadata	17
MD_JOURNEY_X_TASK	Scheduled Journey Metadata	17
MD_MESSAGE	Message Metadata	17
MD_MESSAGE_CUSTOM_PROP	Message Metadata	17
MD_MESSAGE_X_CREATIVE	Message Metadata	17

Table Name	Table Type	Schema First Introduced
MD_OCCURRENCE	Segment and Task Metadata	17
MD_PURPOSE	Scheduled Journey Metadata	17
MD_RTC	Task Metadata	17
MD_SEGMENT	Segment Metadata	17
MD_SEGMENT_CUSTOM_PROP	Segment Metadata	17
MD_SEGMENT_MAP	Segment Metadata	17
MD_SEGMENT_MAP_CUSTOM_PROP	Segment Metadata	17
MD_SEGMENT_MAP_X_SEGMENT	Segment Metadata	17
MD_SEGMENT_TEST	Segment Metadata	17
MD_SEGMENT_TEST_X_SEGMENT	Segment Metadata	17
MD_SEGMENT_X_EVENT	Segment Metadata	17
MD_SPOT	Spot Metadata	17
MD_TASK	Task Metadata	17
MD_TASK_CUSTOM_PROP	Task Metadata	17
MD_TASK_X_AUDIENCE	Task Metadata	17
MD_TASK_X_CREATIVE	Task Metadata	17
MD_TASK_X_DATAVIEW	Task Metadata	17
MD_TASK_X_EVENT	Task Metadata	17
MD_TASK_X_MESSAGE	Task Metadata	17
MD_TASK_X_SEGMENT	Task Metadata	17
MD_TASK_X_SPOT	Task Metadata	17
MD_TASK_X_VARIANT	Task Metadata	17
MOBILE_SPOTS	Mobile	17

Table Name	Table Type	Schema First Introduced
NOTIFICATION_FAILED	Mobile	17
NOTIFICATION_OPENED	Mobile	17
NOTIFICATION_SEND	Mobile	17
NOTIFICATION_TARGETING_REQUEST	Mobile	17
OUTBOUND_SYSTEM	Direct Marketing and Custom Tasks	17
RESPONSE_HISTORY	Task	17
SMS_MESSAGE_CLICKED	Mobile	17
SMS_MESSAGE_DELIVERED	Mobile	17
SMS_MESSAGE_FAILED	Mobile	17
SMS_MESSAGE_REPLY	Mobile	17
SMS_MESSAGE_SEND	Mobile	17
SMS_OPTOUT	Mobile	17
SPOT_CLICKED	Task	17
SPOT_REQUESTED	Task	17

DISCOVER

Table 280 DISCOVER

Table Name	Table Type	Schema First Introduced
BUSINESS_PROCESS_DETAILS	SAS 360 Discover Detail	1
CART_ACTIVITY_DETAILS	SAS 360 Discover Detail	1
CUSTOM_ATTRIBUTES	SAS 360 Discover Detail	1
CUSTOM_EVENTS	SAS 360 Discover Detail	4

Table Name	Table Type	Schema First Introduced
CUSTOM_EVENTS_EXT	SAS 360 Discover Detail	4
DATA_VIEW_DETAILS	SAS 360 Discover Detail	4
DOCUMENT_DETAILS	SAS 360 Discover Detail	1
EXTERNAL_EVENT	SAS 360 Discover Detail	4
FORM_DETAILS	SAS 360 Discover Detail	1
GOAL_DETAILS	SAS 360 Discover Detail	1
GOAL_DETAILS_EXT	SAS 360 Discover Detail	1
IDENTITY_ATTRIBUTES	Identity	1
IDENTITY_MAP	Identity	1
MD_DATAVIEW	Data View Metadata	4
MD_DATAVIEW_X_EVENT	Data View Metadata	6 Note: The DISCOVER category was added to this table in schema 14.
MD_EVENT	Event Metadata	4
MEDIA_ACTIVITY_DETAILS	SAS 360 Discover Detail	1
MEDIA_DETAILS	SAS 360 Discover Detail	1
MEDIA_DETAILS_EXT	SAS 360 Discover Detail	1
MOBILE_FOCUS_DEFOCUS	SAS 360 Discover Detail	4
ORDER_DETAILS	SAS 360 Discover Detail	1
ORDER_SUMMARY	SAS 360 Discover Detail	1
PAGE_DETAILS	SAS 360 Discover Detail	1
PAGE_DETAILS_EXT	SAS 360 Discover Detail	1
PAGE_ERRORS	SAS 360 Discover Detail	1
PRODUCT_VIEWS	SAS 360 Discover Detail	1

Table Name	Table Type	Schema First Introduced
PROMOTION_DISPLAYED	SAS 360 Discover Detail	1
PROMOTION_USED	SAS 360 Discover Detail	1
SEARCH_RESULTS	SAS 360 Discover Detail	1
SEARCH_RESULTS_EXT	SAS 360 Discover Detail	1
SESSION_DETAILS	SAS 360 Discover Detail	1
SESSION_DETAILS_EXT	SAS 360 Discover Detail	1
VISIT_DETAILS	SAS 360 Discover Detail	1

ENGAGEDIGITAL

Table 281 ENGAGEDIGITAL

Table Name	Table Type	Schema First Introduced
AB_TEST_PATH_ASSIGNMENT	Real-time Journey	7
ACTIVITY_CONVERSION	Real-time Journey	4
ACTIVITY_FLOW_IN	Real-time Journey	4
ACTIVITY_START	Real-time Journey	4
ADVERTISING_CONTACT	Advertising	11
CONTACT_HISTORY	Task	4
CONVERSION_MILESTONE	Task	4
EXTERNAL_EVENT	SAS 360 Discover Detail	8
IDENTITY_ATTRIBUTES	Identity	1
IDENTITY_MAP	Identity	1
IMPRESSION_DELIVERED	Task	7

Table Name	Table Type	Schema First Introduced
IMPRESSION_SPOT_VIEWABLE	Task	4
IN_APP_FAILED	Mobile	4
IN_APP_MESSAGE	Mobile	4
IN_APP_SEND	Mobile	4
IN_APP_TARGETING_REQUEST	Mobile	7
MD_ACTIVITY	Real-time Journey Metadata	4
MD_ACTIVITY_ABTESTPATH	Real-time Journey Metadata	6
MD_ACTIVITY_CUSTOM_PROP	Real-time Journey Metadata	4
MD_ACTIVITY_NODE	Real-time Journey Metadata	6
MD_ACTIVITY_X_ACTIVITY_NODE	Real-time Journey Metadata	6
MD_ACTIVITY_X_TASK	Real-time Journey Metadata	4
MD_ASSET	Asset Metadata	6
MD_BUSINESS_CONTEXT	Business Context Metadata	6
MD_CREATIVE	Creative Metadata	4
MD_CREATIVE_CUSTOM_PROP	Creative Metadata	4
MD_CREATIVE_X_ASSET	Creative Metadata	6
MD_DATAVIEW_X_EVENT	Data View Metadata	6
MD_MESSAGE	Message Metadata	4
MD_MESSAGE_CUSTOM_PROP	Message Metadata	4
MD_MESSAGE_X_CREATIVE	Message Metadata	6
MD_OCCURRENCE	Segment and Task Metadata	6
MD_RTC	Task Metadata	6
MD_SEGMENT	Segment Metadata	4

Table Name	Table Type	Schema First Introduced
MD_SEGMENT_CUSTOM_PROP	Segment Metadata	4
MD_SEGMENT_MAP_CUSTOM_PROP	Segment Metadata	4
MD_SEGMENT_TEST	Segment Metadata	10
MD_SEGMENT_TEST_X_SEGMENT	Segment Metadata	10
MD_SEGMENT_MAP_X_SEGMENT	Segment Metadata	6
MD_SEGMENT_X_EVENT	Segment Metadata	6
MD_SPOT	Spot Metadata	4
MD_TARGET_ASSIST	Assisted Targeting Metadata	8
MD_TASK	Task Metadata	4
MD_TASK_CUSTOM_PROP	Task Metadata	4
MD_TASK_X_AUDIENCE	Task Metadata	12
MD_TASK_X_CREATIVE	Task Metadata	6
MD_TASK_X_DATAVIEW	Task Metadata	6
MD_TASK_X_EVENT	Task Metadata	6
MD_TASK_X_MESSAGE	Task Metadata	6
MD_TASK_X_SEGMENT	Task Metadata	6
MD_TASK_X_SPOT	Task Metadata	6
MD_TASK_X_VARIANT	Task Metadata	16
MOBILE_SPOTS	Mobile	4
NOTIFICATION_FAILED	Mobile	4
NOTIFICATION_OPENED	Mobile	4
NOTIFICATION_SEND	Mobile	4
NOTIFICATION_TARGETING_REQUEST	Mobile	7

Table Name	Table Type	Schema First Introduced
OUTBOUND_SYSTEM	Direct Marketing and Custom Tasks	4
RESPONSE_HISTORY	Task	4
SPOT_CLICKED	Task	4
SPOT_REQUESTED	Task	7

ENGAGEDIRECT

Table 282 ENGAGEDIRECT

Table Name	Table Type	Schema First Introduced
ACTIVITY_CONVERSION	Real-time Journey	4
ACTIVITY_FLOW_IN	Real-time Journey	4
ACTIVITY_START	Real-time Journey	4
ADVERTISING_CONTACT	Advertising	11
CONTACT_HISTORY	Task	4
CONVERSION_MILESTONE	Task	4
DIRECT_CONTACT	Direct Marketing and Custom Tasks	4
EXTERNAL_EVENT	SAS 360 Discover Detail	8
IDENTITY_ATTRIBUTES	Identity	1
IDENTITY_MAP	Identity	1
MD_ACTIVITY	Real-time Journey Metadata	4
MD_ACTIVITY_ABTESTPATH	Real-time Journey Metadata	6
MD_ACTIVITY_CUSTOM_PROP	Real-time Journey Metadata	4
MD_ACTIVITY_NODE	Real-time Journey Metadata	6

Table Name	Table Type	Schema First Introduced
MD_ACTIVITY_X_ACTIVITY_NODE	Real-time Journey Metadata	6
MD_ACTIVITY_X_TASK	Real-time Journey Metadata	4
MD_ASSET	Asset Metadata	6
MD_BUSINESS_CONTEXT	Business Context Metadata	6
MD_CREATIVE	Creative Metadata	4
MD_CREATIVE_CUSTOM_PROP	Creative Metadata	4
MD_CREATIVE_X_ASSET	Creative Metadata	6
MD_DATAVIEW_X_EVENT	Data View Metadata	6
MD_MESSAGE	Message Metadata	4
MD_MESSAGE_CUSTOM_PROP	Message Metadata	4
MD_MESSAGE_X_CREATIVE	Message Metadata	6
MD_OCCURRENCE	Segment and Task Metadata	6
MD_RTC	Task Metadata	6
MD_SEGMENT	Segment Metadata	4
MD_SEGMENT_CUSTOM_PROP	Segment Metadata	4
MD_SEGMENT_MAP	Segment Metadata	4
MD_SEGMENT_MAP_CUSTOM_PROP	Segment Metadata	4
MD_SEGMENT_MAP_X_SEGMENT	Segment Metadata	6
MD_SEGMENT_TEST	Segment Metadata	10
MD_SEGMENT_TEST_X_SEGMENT	Segment Metadata	10
MD_SEGMENT_X_EVENT	Segment Metadata	6
MD_TARGET_ASSIST	Assisted Targeting Metadata	8
MD_TASK	Task Metadata	4

Table Name	Table Type	Schema First Introduced
MD_TASK_CUSTOM_PROP	Task Metadata	4
MD_TASK_X_AUDIENCE	Task Metadata	12
MD_TASK_X_CREATIVE	Task Metadata	6
MD_TASK_X_DATAVIEW	Task Metadata	6
MD_TASK_X_EVENT	Task Metadata	6
MD_TASK_X_MESSAGE	Task Metadata	6
MD_TASK_X_SEGMENT	Task Metadata	6
MD_TASK_X_SPOT	Task Metadata	6
OUTBOUND_SYSTEM	Direct Marketing and Custom Tasks	4
RESPONSE_HISTORY	Task	4
SEGMENT_MEMBERSHIP	Direct Marketing	22

ENGAGEEMAIL

Table 283 ENGAGEEMAIL

Table Name	Table Type	Schema First Introduced
ACTIVITY_CONVERSION	Real-time Journey	4
ACTIVITY_FLOW_IN	Real-time Journey	4
ACTIVITY_START	Real-time Journey	4
ADVERTISING_CONTACT	Advertising	11
CONTACT_HISTORY	Task	4
CONVERSION_MILESTONE	Task	4
EMAIL_BOUNCE	Email	4

Table Name	Table Type	Schema First Introduced
EMAIL_CLICK	Email	4
EMAIL_COMPLAINT	Email	4
EMAIL_OPEN	Email	4
EMAIL_OPTOUT	Email	4
EMAIL_REPLY	Email	4
EMAIL_SEND	Email	4
EMAIL_VIEW	Email	4
EXTERNAL_EVENT	SAS 360 Discover Detail	8
IDENTITY_ATTRIBUTES	Identity	1
IDENTITY_MAP	Identity	1
MD_ACTIVITY	Real-time Journey Metadata	4
MD_ACTIVITY_ABTESTPATH	Real-time Journey Metadata	6
MD_ACTIVITY_CUSTOM_PROP	Real-time Journey Metadata	4
MD_ACTIVITY_NODE	Real-time Journey Metadata	6
MD_ACTIVITY_X_ACTIVITY_NODE	Real-time Journey Metadata	6
MD_ACTIVITY_X_TASK	Real-time Journey Metadata	4
MD_ASSET	Asset Metadata	6
MD_BUSINESS_CONTEXT	Business Context Metadata	6
MD_CREATIVE	Creative Metadata	4
MD_CREATIVE_CUSTOM_PROP	Creative Metadata	4
MD_CREATIVE_X_ASSET	Creative Metadata	6
MD_DATAVIEW_X_EVENT	Data View Metadata	6
MD_MESSAGE	Message Metadata	4

Table Name	Table Type	Schema First Introduced
MD_MESSAGE_CUSTOM_PROP	Message Metadata	4
MD_MESSAGE_X_CREATIVE	Message Metadata	6
MD_OCCURRENCE	Segment and Task Metadata	6
MD_RTC	Task Metadata	6
MD_SEGMENT	Segment Metadata	4
MD_SEGMENT_CUSTOM_PROP	Segment Metadata	4
MD_SEGMENT_MAP_CUSTOM_PROP	Segment Metadata	4
MD_SEGMENT_MAP_X_SEGMENT	Segment Metadata	6
MD_SEGMENT_X_EVENT	Segment Metadata	6
MD_SPOT	Spot Metadata	4
MD_TARGET_ASSIST	Assisted Targeting Metadata	8
MD_TASK	Task Metadata	4
MD_TASK_CUSTOM_PROP	Task Metadata	4
MD_TASK_X_AUDIENCE	Task Metadata	12
MD_TASK_X_CREATIVE	Task Metadata	6
MD_TASK_X_DATAVIEW	Task Metadata	6
MD_TASK_X_EVENT	Task Metadata	6
MD_TASK_X_MESSAGE	Task Metadata	6
MD_TASK_X_SEGMENT	Task Metadata	6
MD_TASK_X_SPOT	Task Metadata	6
RESPONSE_HISTORY	Task	4

ENGAGEMENTMETADATA

Table 284 ENGAGEMENTMETADATA

Table Name	Table Type	Schema First Introduced
MD_ACTIVITY	Real-time Journey Metadata	4
MD_ACTIVITY_ABTESTPATH	Real-time Journey Metadata	6
MD_ACTIVITY_CUSTOM_PROP	Real-time Journey Metadata	4
MD_ACTIVITY_NODE	Real-time Journey Metadata	6
MD_ACTIVITY_X_ACTIVITY_NODE	Real-time Journey Metadata	6
MD_ACTIVITY_X_TASK	Real-time Journey Metadata	4
MD_AUDIENCE	Audience Metadata	12
MD_AUDIENCE_OCCURRENCE	Audience Metadata	12
MD_AUDIENCE_X_SEGMENT	Audience Metadata	19
MD_ASSET	Asset Metadata	6
MD_BUSINESS_CONTEXT	Business Context Metadata	6
MD_CREATIVE	Creative Metadata	4
MD_CREATIVE_CUSTOM_PROP	Creative Metadata	4
MD_CREATIVE_X_ASSET	Creative Metadata	6
MD_DATAVIEW	Data View Metadata	4
MD_DATAVIEW_X_EVENT	Data View Metadata	6
MD_EVENT	Event Metadata	4
MD_JOURNEY	Scheduled Journey Metadata	17
MD_JOURNEY_NODE	Scheduled Journey Metadata	17
MD_JOURNEY_NODE_OCCURRENCE	Scheduled Journey Metadata	17

Table Name	Table Type	Schema First Introduced
MD_JOURNEY_NODE_X_NEXT_NODE	Scheduled Journey Metadata	20
MD_JOURNEY_NODE_X_PREVIOUS_NODE	Scheduled Journey Metadata	20
MD_JOURNEY_NODE_X_VARIANT	Scheduled Journey Metadata	20
MD_JOURNEY_OCCURRENCE	Scheduled Journey Metadata	17
MD_JOURNEY_X_AUDIENCE	Scheduled Journey Metadata	17
MD_JOURNEY_X_EVENT	Scheduled Journey Metadata	17
MD_JOURNEY_X_TASK	Scheduled Journey Metadata	17
MD_MESSAGE	Message Metadata	4
MD_MESSAGE_CUSTOM_PROP	Message Metadata	4
MD_MESSAGE_X_CREATIVE	Message Metadata	6
MD_OCCURRENCE	Segment and Task Metadata	6
MD_PURPOSE	Scheduled Journey Metadata	17
MD_RTC	Task Metadata	6
MD_SEGMENT	Segment Metadata	4
MD_SEGMENT_CUSTOM_PROP	Segment Metadata	4
MD_SEGMENT_MAP	Segment Metadata	4
MD_SEGMENT_MAP_CUSTOM_PROP	Segment Metadata	4
MD_SEGMENT_MAP_X_SEGMENT	Segment Metadata	6
MD_SEGMENT_X_EVENT	Segment Metadata	6
MD_SPOT	Spot Metadata	4
MD_TARGET_ASSIST	Assisted Targeting Metadata	8
MD_TASK	Task Metadata	4
MD_TASK_CUSTOM_PROP	Task Metadata	4

Table Name	Table Type	Schema First Introduced
MD_TASK_X_AUDIENCE	Task Metadata	12
MD_TASK_X_CREATIVE	Task Metadata	6
MD_TASK_X_DATAVIEW	Task Metadata	6
MD_TASK_X_EVENT	Task Metadata	6
MD_TASK_X_MESSAGE	Task Metadata	6
MD_TASK_X_SEGMENT	Task Metadata	6
MD_TASK_X_SPOT	Task Metadata	6

ENGAGEMOBILE

Table 285 ENGAGEMOBILE

Table Name	Table Type	Schema First Introduced
AB_TEST_PATH_ASSIGNMENT	Real-time Journey	7
ACTIVITY_CONVERSION	Real-time Journey	4
ACTIVITY_FLOW_IN	Real-time Journey	4
ACTIVITY_START	Real-time Journey	4
ADVERTISING_CONTACT	Advertising	11
CONTACT_HISTORY	Task	4
CONVERSION_MILESTONE	Task	4
IDENTITY_ADDRESSABLE_DEVICES	Identity	21
IDENTITY_ATTRIBUTES	Identity	1
IDENTITY_MAP	Identity	1
IMPRESSION_DELIVERED	Task	7

Table Name	Table Type	Schema First Introduced
IMPRESSION_SPOT_VIEWABLE	Task	4
IN_APP_FAILED	Mobile	4
IN_APP_MESSAGE	Mobile	4
IN_APP_SEND	Mobile	4
IN_APP_TARGETING_REQUEST	Mobile	7
MD_ACTIVITY	Real-time Journey Metadata	4
MD_ACTIVITY_ABTESTPATH	Real-time Journey Metadata	6
MD_ACTIVITY_CUSTOM_PROP	Real-time Journey Metadata	4
MD_ACTIVITY_NODE	Real-time Journey Metadata	6
MD_ACTIVITY_X_ACTIVITY_NODE	Real-time Journey Metadata	6
MD_ACTIVITY_X_TASK	Real-time Journey Metadata	4
MD_ASSET	Asset Metadata	6
MD_BUSINESS_CONTEXT	Business Context Metadata	6
MD_CREATIVE	Creative Metadata	4
MD_CREATIVE_CUSTOM_PROP	Creative Metadata	4
MD_CREATIVE_X_ASSET	Creative Metadata	6
MD_DATAVIEW_X_EVENT	Data View Metadata	6
MD_MESSAGE	Message Metadata	4
MD_MESSAGE_CUSTOM_PROP	Message Metadata	4
MD_MESSAGE_X_CREATIVE	Message Metadata	6
MD_OCCURRENCE	Segment and Task Metadata	6
MD_RTC	Task Metadata	6
MD_SEGMENT	Segment Metadata	4

Table Name	Table Type	Schema First Introduced
MD_SEGMENT_CUSTOM_PROP	Segment Metadata	4
MD_SEGMENT_MAP_CUSTOM_PROP	Segment Metadata	4
MD_SEGMENT_MAP_X_SEGMENT	Segment Metadata	6
MD_SEGMENT_X_EVENT	Segment Metadata	6
MD_SPOT	Spot Metadata	4
MD_TARGET_ASSIST	Assisted Targeting Metadata	8
MD_TASK	Task Metadata	4
MD_TASK_CUSTOM_PROP	Task Metadata	4
MD_TASK_X_AUDIENCE	Task Metadata	12
MD_TASK_X_CREATIVE	Task Metadata	6
MD_TASK_X_DATAVIEW	Task Metadata	6
MD_TASK_X_EVENT	Task Metadata	6
MD_TASK_X_MESSAGE	Task Metadata	6
MD_TASK_X_SEGMENT	Task Metadata	6
MD_TASK_X_SPOT	Task Metadata	6
MOBILE_SPOTS	Mobile	4
NOTIFICATION_FAILED	Mobile	4
NOTIFICATION_OPENED	Mobile	4
NOTIFICATION_SEND	Mobile	4
NOTIFICATION_TARGETING_REQUEST	Mobile	7
OUTBOUND_SYSTEM	Direct Marketing and Custom Tasks	4
RESPONSE_HISTORY	Task	4

Table Name	Table Type	Schema First Introduced
SPOT_CLICKED	Task	4
SPOT_REQUESTED	Task	7

ENGAGEWEB

Table 286 ENGAGEWEB

Table Name	Table Type	Schema First Introduced
AB_TEST_PATH_ASSIGNMENT	Real-time Journey	7
ACTIVITY_CONVERSION	Real-time Journey	4
ACTIVITY_FLOW_IN	Real-time Journey	4
ACTIVITY_START	Real-time Journey	4
ADVERTISING_CONTACT	Advertising	11
CONTACT_HISTORY	Task	4
CONVERSION_MILESTONE	Task	4
IDENTITY_ATTRIBUTES	Identity	1
IDENTITY_MAP	Identity	1
IMPRESSION_DELIVERED	Task	7
IMPRESSION_SPOT_VIEWABLE	Task	4
MD_ACTIVITY	Real-time Journey Metadata	4
MD_ACTIVITY_ABTESTPATH	Real-time Journey Metadata	6
MD_ACTIVITY_CUSTOM_PROP	Real-time Journey Metadata	4
MD_ACTIVITY_NODE	Real-time Journey Metadata	6
MD_ACTIVITY_X_ACTIVITY_NODE	Real-time Journey Metadata	6

Table Name	Table Type	Schema First Introduced
MD_ACTIVITY_X_TASK	Real-time Journey Metadata	4
MD_ASSET	Asset Metadata	6
MD_BUSINESS_CONTEXT	Business Context Metadata	6
MD_CREATIVE	Creative Metadata	4
MD_CREATIVE_CUSTOM_PROP	Creative Metadata	4
MD_CREATIVE_X_ASSET	Creative Metadata	6
MD_DATAVIEW_X_EVENT	Data View Metadata	6
MD_MESSAGE	Message Metadata	4
MD_MESSAGE_CUSTOM_PROP	Message Metadata	4
MD_MESSAGE_X_CREATIVE	Message Metadata	6
MD_SEGMENT	Segment Metadata	4
MD_SEGMENT_CUSTOM_PROP	Segment Metadata	4
MD_SEGMENT_MAP_CUSTOM_PROP	Segment Metadata	4
MD_SEGMENT_MAP_X_SEGMENT	Segment Metadata	6
MD_SEGMENT_X_EVENT	Segment Metadata	6
MD_SPOT	Spot Metadata	4
MD_TARGET_ASSIST	Assisted Targeting Metadata	8
MD_TASK	Task Metadata	4
MD_TASK_CUSTOM_PROP	Task Metadata	4
MD_TASK_X_CREATIVE	Task Metadata	6
MD_TASK_X_DATAVIEW	Task Metadata	6
MD_TASK_X_EVENT	Task Metadata	6
MD_TASK_X_MESSAGE	Task Metadata	6

Table Name	Table Type	Schema First Introduced
MD_TASK_X_SEGMENT	Task Metadata	6
MD_TASK_X_SPOT	Task Metadata	6
OUTBOUND_SYSTEM	Direct Marketing and Custom Tasks	4
RESPONSE_HISTORY	Task	4
SPOT_CLICKED	Task	4
SPOT_REQUESTED	Task	7

METADATA_ALL

Table 287 METADATA_ALL

Table Name	Table Type	Schema First Introduced
MD_ACTIVITY_ALL	Real-time Journey Metadata	20
MD_ACTIVITY_ABTESTPATH_ALL	Real-time Journey Metadata	20
MD_ACTIVITY_CUSTOM_PROP_ALL	Real-time Journey Metadata	20
MD_ACTIVITY_NODE_ALL	Real-time Journey Metadata	20
MD_ACTIVITY_X_ACTIVITY_NODE_ALL	Real-time Journey Metadata	20
MD_ACTIVITY_X_TASK_ALL	Real-time Journey Metadata	20
MD_ASSET_ALL	Asset Metadata	20
MD_AUDIENCE_X_SEGMENT	Audience Metadata	20
MD_BUSINESS_CONTEXT_ALL	Business Context Metadata	20
MD_CREATIVE_ALL	Creative Metadata	20
MD_CREATIVE_CUSTOM_PROP_ALL	Creative Metadata	20
MD_CREATIVE_X_ASSET_ALL	Creative Metadata	20

Table Name	Table Type	Schema First Introduced
MD_DATAVIEW_ALL	Event Metadata	20
MD_DATAVIEW_X_EVENT_ALL	Event Metadata	20
MD_EVENT_ALL	Event Metadata	20
MD_JOURNEY_ALL	Scheduled Journey Metadata	20
MD_JOURNEY_NODE	Scheduled Journey Metadata	20
MD_JOURNEY_NODE_OCCURRENCE	Scheduled Journey Metadata	20
MD_JOURNEY_OCCURRENCE	Scheduled Journey Metadata	20
MD_JOURNEY_X_AUDIENCE	Scheduled Journey Metadata	20
MD_JOURNEY_X_EVENT	Scheduled Journey Metadata	20
MD_JOURNEY_X_TASK	Scheduled Journey Metadata	20
MD_MESSAGE_ALL	Message Metadata	20
MD_MESSAGE_CUSTOM_PROP_ALL	Message Metadata	20
MD_MESSAGE_X_CREATIVE_ALL	Message Metadata	20
MD_SEGMENT_ALL	Segment Metadata	20
MD_SEGMENT_CUSTOM_PROP_ALL	Segment Metadata	20
MD_SEGMENT_MAP_ALL	Segment Metadata	20
MD_SEGMENT_MAP_CUSTOM_PROP_ALL	Segment Metadata	20
MD_SEGMENT_MAP_X_SEGMENT_ALL	Segment Metadata	20
MD_SEGMENT_TEST_ALL	Segment Metadata	20
MD_SEGMENT_TEST_X_SEGMENT_ALL	Segment Metadata	20
MD_SEGMENT_X_EVENT_ALL	Segment Metadata	20
MD_SPOT_ALL	Spot Metadata	20
MD_TARGET_ASSIST	Assisted Targeting Metadata	20

Table Name	Table Type	Schema First Introduced
MD_TASK_ALL	Task Metadata	20
MD_TASK_CUSTOM_PROP_ALL	Task Metadata	20
MD_TASK_X_AUDIENCE	Task Metadata	20
MD_TASK_X_CREATIVE_ALL	Task Metadata	20
MD_TASK_X_DATAVIEW_ALL	Task Metadata	20
MD_TASK_X_EVENT_ALL	Task Metadata	20
MD_TASK_X_MESSAGE_ALL	Task Metadata	20
MD_TASK_X_SEGMENT_ALL	Task Metadata	20
MD_TASK_X_SPOT_ALL	Task Metadata	20
MD_TASK_X_VARIANT_ALL	Task Metadata	20

OPTOUTDATA

Table 288 OPTOUTDATA

Table Name	Table Type	Schema First Introduced
EMAIL_OPTOUT_DETAILS	Email	6

PLAN

Table 289 PLAN

Table Name	Table Type	Schema First Introduced
ASSET_DETAILS	Assets	5
ASSET_DETAILS_CUSTOM_PROP	Assets	5

Table Name	Table Type	Schema First Introduced
ASSET_FOLDER_DETAILS	Assets	5
ASSET_RENDITION_DETAILS	Assets	5
ASSET_REVISION	Assets	5
CC_BUDGET_BREAKUP	SAS 360 Plan	5
CC_BUDGET_BREAKUP_CCBDDGT	SAS 360 Plan	9
COMMITMENT_DETAILS	SAS 360 Plan	5
COMMITMENT_LINE_ITEMS	SAS 360 Plan	6
COMMITMENT_LINE_ITEMS_CCBDDGT	SAS 360 Plan	9
FISCAL_CC_BUDGET	SAS 360 Plan	9
INVOICE_DETAILS	SAS 360 Plan	5
INVOICE_LINE_ITEMS	SAS 360 Plan	5
INVOICE_LINE_ITEMS_CCBDDGT	SAS 360 Plan	9
MD_BU	SAS 360 Plan	5
MD_COST_CATEGORY	SAS 360 Plan	6
MD_COSTCENTER	SAS 360 Plan	5
MD_CREATIVE_X_ASSET	Creative Metadata	6
MD_CUST_ATTRIB	SAS 360 Plan	5
MD_CUSTATTRIB_TABLE_VALUES	SAS 360 Plan	5
MD_FISCAL_PERIOD	SAS 360 Plan	9
MD_GRID_ATTR_DEFN	SAS 360 Plan	5
MD_OBJECT_TYPE	SAS 360 Plan	5
MD_PICKLIST	SAS 360 Plan	5
MD_VENDOR	SAS 360 Plan	5

Table Name	Table Type	Schema First Introduced
MD_WF_PROCESS_DEF	Workflow	5
MD_WF_PROCESS_DEF_ATTR_GRP	Workflow	5
MD_WF_PROCESS_DEF_CATEGORIES	Workflow	5
MD_WF_PROCESS_DEF_TASK_ASSG	Workflow	5
MD_WF_PROCESS_DEF_TASKS	Workflow	5
PLANNING_HIERARCHY_DEFN	SAS 360 Plan	5
PLANNING_INFO	SAS 360 Plan	5
PLANNING_INFO_CUSTOM_PROP	SAS 360 Plan	5
TAG_DETAILS	SAS 360 Plan	5
WF_PROCESS_DETAILS	Workflow	5
WF_PROCESS_DETAILS_CUSTOM_PROP	Workflow	5
WF_PROCESS_TASKS	Workflow	5
WF_TASKS_USER_ASSIGNMENT	Workflow	5

SMS

Table 290 SMS

Table Name	Table Type	Schema First Introduced
AUDIENCE_MEMBERSHIP_CHANGE	Audience	17
CONVERSION_MILESTONE	Task	17
MD_AUDIENCE	Audience Metadata	17
MD_AUDIENCE_OCCURRENCE	Audience Metadata	17
MD_AUDIENCE_X_SEGMENT	Audience Metadata	19

Table Name	Table Type	Schema First Introduced
MD_CREATIVE	Creative Metadata	17
MD_CREATIVE_CUSTOM_PROP	Creative Metadata	17
MD_OCCURRENCE	Segment and Task Metadata	17
MD_RTC	Task Metadata	17
MD_TASK	Task Metadata	17
MD_TASK_CUSTOM_PROP	Task Metadata	17
MD_TASK_X_AUDIENCE	Task Metadata	17
MD_TASK_X_CREATIVE	Task Metadata	17
MD_TASK_X_EVENT	Task Metadata	17
SMS_MESSAGE_CLICKED	Mobile	17
SMS_MESSAGE_DELIVERED	Mobile	17
SMS_MESSAGE_FAILED	Mobile	17
SMS_MESSAGE_REPLY	Mobile	17
SMS_MESSAGE_SEND	Mobile	17
SMS_OPTOUT	Mobile	17

SMS_OPTOUTDATA

Table 291 SMS_OPTOUTDATA

Table Name	Table Type	Schema First Introduced
SMS_OPTOUT_DETAILS	Mobile	17

USAGE

Table 292 USAGE

Table Name	Table Type	Schema First Introduced
DAILY_USAGE	Usage	8
MONTHLY_USAGE	Usage	8