

elements	
<u>element_identity</u>	int
element_code	varchar(20)
element_name	varchar(50)
element_key	int
element_description	varchar(100)
element_notes	varchar(4000)
element_type_code	varchar(20)
element_type_description	varchar(100)
element_type_key	int
element_group_code	varchar(20)
element_group_description	varchar(100)
element_group_key	int
element_cost	money
element_piece_code	varchar(10)
source_identity	int
load_batch_identity	int

campaign_elements	
<u>element_identity</u>	int
<u>campaign_identity</u>	smallint
element_symbol	char(1)
element_key	smallint

cmpg_elemt_cell	
<u>element_identity</u>	int
<u>campaign_identity</u>	smallint
<u>cell_identity</u>	int
cell_role	char(1)

campaign	
<u>campaign_identity</u>	smallint
campaign_code	varchar(20)
campaign_name	varchar(50)
campaign_key	int
campaign_description	varchar(100)
campaign_notes	varchar(4000)
campaign_type_code	varchar(20)
campaign_type_key	int
campaign_group_code	varchar(20)
campaign_group_key	int
campaign_start_date_id	int
campaign_expire_date_id	int
campaign_number_sent	int
campaign_number_control	int
campaign_per_piece_cost	money
campaign_fixed_cost	money
source_identity	int
load_batch_identity	int

campaign_contact	
<u>campaign_identity</u>	smallint
<u>contact_type_identity</u>	smallint

contact_type	
<u>contact_type_identity</u>	smallint
contact_type	varchar(20)
contact_type_description	varchar(100)
contact_type_key	int
contact_sub_type	varchar(20)
contact_sub_type_description	varchar(100)
contact_sub_type_key	int
contact_version	varchar(20)
contact_version_description	varchar(100)
contact_version_key	int
contact_type_note(1000)	varchar(1000)
source_identity	int
load_batch_identity	int

For campaign/element/cell reports and generating cell fields only. Beware of circular join to marketing_contact_fact!

For campaign/contact reports and defining allowable contacts for campaign only. Beware of circular joins to marketing_contact_fact!

media	
<u>media_identity</u>	smallint
media_code	varchar(20)
media_description	varchar(100)
media_key	int
media_type_code	varchar(20)
media_type_description	varchar(100)
media_type_key	int
media_group_code	varchar(20)
media_group_description	varchar(100)
media_group_key	int
media_note	varchar(1000)
contact_type_note	varchar(1000)
source_identity	int
load_batch_identity	int

cell	
<u>cell_identity</u>	int
campaign_identity	smallint
media_identity	smallint
cell_code	varchar(20)
cell_description	varchar(100)
cell_notes	varchar(1000)
is_control	bit
is_cell_set_child	bit
cell_set_parent_identity	int
number_elements	int
elements	varchar(50)
is_mvt	char(10)
recipie	varchar(50)
source_identity	int
load_batch_identity	int

marketing_contact_facts	
<u>marketing_contact_identity</u>	int
campaign_identity	smallint
contact_type_identity	smallint
cell_identity	int
day_identity	int
time_identity	smallint
member_id	int
club_identity	int
status_identity	tinyint
load_batch_identity	int
source_identity	int
send_id	int
is_usable	bit
member_score	smallint
member_metric	int
member_value	int
contact_value	int
days_from_drop	smallint

Conformed Dimensions

days
<u>day_identity</u> int

Typically only for tele or web responder event

time_of_day
<u>time_identity</u> smallint

members
<u>member_id</u> int

clubs
<u>club_identity</u> int

Club and status at time of marketing event

member_status
<u>member_status_identity</u> smallint

load_batch
<u>load_batch_identity</u> int

source
<u>source_identity</u> int

Links to all dimensions not shown for clarity.