

# Oracle Responsys® Connect™

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Exporting Contact Event Data

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## About exporting Contact Event Data

The Export Contact Event Data feature lets you extract behavioral and other raw data about events from account-wide and campaign-specific response activities. For example, logs can tell you – on a row-by-row basis – who was sent campaign X and when it was sent.

With this information, you can keep your system of record up to date with compliance data or load data into your reporting system or other third party applications. Once you have exported the data, you can use it for:

- Audit tracking
- Scrubbing data
- Downloading to external programs
- Analyzing campaigns using your analytics or other software

Information is exported to flat text files that are available on the Oracle Responsys file server associated with your account (for example, files.responsys.net or files.dc2.responsys.net) for 14 days. You can have the export data files packaged in individual ZIP archives and can also specify GPG/PGP encryption.

After you run an export for the first time, each subsequent report contains an incremental update of events that occurred since the last successful export. You use the Launch\_State values to create a lookup table of events so that you can match more recent events to an existing launch record. This is particularly important for triggered events where the launch date and send date are not necessarily the same.

**NOTE:** Post-19A, if you change a campaign's name, folder, marketing program, marketing strategy, subject line, or external campaign ID, then historical and new launches for both triggered and standard launches will take these new values in Insight.

This update applies to all channels. It does not impact the CED behavior as CED retains an unchanged 'snapshot' of values.

## Configuring a Contact Event Data export job

A Contact Event Data Export job lets you select the data you want to see, the format and location of the export file, and how often the file is created. Data is only available for 30 days, so best practice is to run export jobs on a daily basis.

**NOTE:** Although the data is available for export from the database for 30 days, the zip files, once you create them, are only available on the server for 14 days.

You create and maintain a Contact Event Data Export job the same way as other Connect Export jobs. Although you can create multiple Contact Event Data Export jobs for each account, you can only have one active Export Contact Event Data job per Event type. For example, you can set up one export job to output Bounced Event information and another to output Complaint Event information, but you cannot configure two active export jobs to output Bounced Event information.

### To configure a Contact Event Data Export job

**NOTE:** This section describes how to configure the job using the existing Connect interface. If you are using the new Connect interface, please see the [Exporting Feed Data Connect Jobs](#) Help topic.

- 1 From Connect' click **Create Job**.
- 2 Choose Export Event Data Feed.
- 3 On the Source page of the Wizard, click check boxes for the Event Types you want to download.

We recommend that you start with these event types; you can include others as well.

- Launch State
- Opted In
- Opted Out
- Complained
- Bounced

- 4 Click **Next**.
- 5 On the Target File page, in the File Location area, enter the access specifications for an Oracle Responsys file server or choose an external server.

The File Location for a Oracle Responsys File Server would look like this:

Server: files.responsys.net or files.dc2.responsys.net (Check with Support for your file server location.)

Username: *RIAccountName\_scp*

(*RIAccountName* is the short name of your Oracle Responsys Account. It appears to the right of the @ in your admin login: admin@*RIAccountName*)

Path: choose a location.

**6** In the **File Specifications** area, choose settings for the export file.

- Select a character set.  
If you have international characters in your DB, select **Unicode (UTF-8)**.
- Choose **Tab** as the delimiter between the fields (columns) in the download file.  
You can also choose comma, semicolon, or pipe as the delimiter, but tabs work best, especially if you're including custom columns.
- Choose whether to enclose text columns in single quotes, double quote, or none.

**NOTE:** For accounts configured to do so, the system will replace delimiters with spaces in all text fields of exported event feed data when NONE is chosen as the enclosing character. For example, if you set up an export event feed data job using a Responsys account configured for this behavior, and then choose NONE as the field enclosure and the tab character as the field delimiter, Responsys will replace all tab characters within text fields with spaces.

- Turn on the **Insert column header as first line** setting to export column headers as the first line in the exported file.
- Choose whether to encrypt or compress your export job as a .zip file (or both).  
Although you can choose not to compress or encrypt the file, the resulting raw text file takes significantly longer to download (and consumes more storage space on your file system and ours).
- Choose whether to create a Ready File for validation after the file is exported. Enter a file extension if needed.  
The options are none, an empty file, and a record count. Use an empty file to validate the completion of your download process. Use a record count file (recommended) to compare simple record counts to verify that all expected record counts were transferred. This is similar to the way the count file is used to validate a job import file. The Ready file and your export job have the same name.

**7** Click **Next**.

**8** On the **Options** page, select whether to receive email notification after each job is run, only after a failed job, or not at all. Enter one or more email addresses if needed. Click **Next**.

**9** On the **Schedule** page, choose how often you want to export the file (once a day is typically sufficient). Click **Next**.

**10** On the **Activate & Save** page, choose whether to activate or deactivate the export. Add a name and description, and click **Save**.

The new job is listed on the All Jobs tab.

## Using Custom Columns

There are times when the standard Contact Event Data columns do not capture all the data elements you want to report on, or you might need to feed additional information back to your System of Record. For example, you might use the !MasterData/CONTACT\_LIST COUNTRY\_ISO3 list column and want to include this information in the Contact Event Data output file.

Each account can have up to twelve custom columns. All custom column information per event must fit within a field defined as varchar2(4000), and must account for XML meta-data used to store the custom-column name-value pair information in the given column. Custom column values are drawn from the Campaign's List or associated Personalization Data sources as defined in the Campaign Dashboard.

For more information about the Contact Event Data output files that support custom columns, see [Contact Event Data Output Files](#).

The source Event determines how custom column information is captured.

For this kind of data	Custom Column values come from
Sent, Skipped, and Failed Events	The Worklist based on the recipient profile in the List
Form Submission Events	The incoming name-value pair passed during the form post
Clicked and Converted Events	<p>The value of the click or convert event's querystring name/value pair.</p> <p>This is because values set in the click tracking URL at the time of launch for a campaign are typically better for campaign and recipient tracking and attribution projects. Similarly, conversion parameter values determined and set at conversion time are typically the appropriate source of custom field data.</p>

When tracking custom field values for click events and convert events, the name in the name-value pair must be the target custom column name. These are the expected formats for links in email campaigns:

```
$clickthrough(link name, cid, vid, oid=somevalue)$  
http://brandxyz.com/path/to/page?cid=$campaignid()$&vid=$versionid$&oid=$offerid$
```

For example, if cid, vid, and oid are defined as custom fields, these incoming values are persisted for this click event and available for export as Clicked Event data. Similarly, custom fields for Converted Events should be passed as name-value pairs in the conversion tracking URL and would be specified by website code at conversion time.



## To enable custom columns in the Contact Event Data output file(s):

- 1** Make sure the desired custom data element/column exists in the List or a Supplemental Data table associated with the campaign.  
If a column of the same name exists in more than one Supplemental Table for a campaign, make sure the custom column value is the same everywhere it's used.
- 2** Log in as an admin user and click the **Admin** link.
- 3** Click Define custom columns.
- 4** Click Add new column.
- 5** Enter a name and description (optional) for the new custom column.  
Make sure the name is the same as the column name in the List table/object.
- 6** Click **Save**.  
The configuration will apply for all future launches.

## About Contact Event Data output files

Contact Event Data output files contain information about each Event transaction. Each row represents one Event transaction/occurrence. In general, each output file contains data for only one Event Type. However, some output files contain information about multiple closely related Event Types. For example, the Form Contact Event Data contains information about Form submissions and Form views.

Each Contact Event Data output file is a text flat file delimited the character you choose: comma, semi-colon, tab, or pipe character. All rows in the output file are related to your system of record data or reporting data based on the CUSTOMER\_ID value (a unique identifier for each recipient).

For all types of event feed, all line breaks in text fields are automatically replaced with spaces, so that a single record is not broken into multiple rows.

**NOTE:** Oracle Responsys tracks many user-initiated behavioral events (e.g. opens and clicks) via URLs sent back to Oracle Responsys. These URLs can become corrupted before Oracle Responsys receives them, and the corrupted data is saved as-is into Oracle Responsys event logs. Although URL corruption might occur for a variety of reasons that Oracle Responsys does not cause and cannot fix, we provide a solution for identifying the problem and redirecting valid and invalid rows. For more information, see [Appendix A: Troubleshooting Data Corruption](#).

For Contact Event Data output files that contain information about multiple event types (for example, the Form Event Contact Data output), each event type is identified by an Event Type ID value.

See [Contact Event Type IDs](#) for a mapping of Contact Event Type ID values to their respective Event Names and Actions. See [File Layouts for Email](#) and [File Layouts for SMS](#) for a description of the columns in the Contact Event Data output files.

**NOTE:** In 18C, Responsys moved to a new data framework that allowed us to detect a large number of devices and their attributes with improved accuracy. This new data framework has now been applied to applicable CED Feeds for 18D. With the new device data framework, we have added new derived fields to applicable CED feeds. These fields contain various device attributes such as operating system, operating system vendor, browser, browser type, and device type. The new fields and attribute values will be different from legacy device fields and attribute values.

The fields OPERATING\_SYSTEM, BROWSER, and BROWSER\_TYPE will still be exported if your account was enabled to receive them in CED feeds. However, they contain legacy device data and will be deprecated in a future release.

All extracted date and time values are formatted in Coordinated Universal Time (UTC) for consistency and ease of comparison. The event information contained in each Contact Event Data output is the data accumulated since the last successful Contact Event Data extract was

produced. Therefore, it is quite likely the day’s Contact Event Data output file may contain data for more than a single 24-hour period.

## Contact Event Data output files

The tables in this section provide a description of each Contact Event, its corresponding data filename, and the type of events or actions captured in the output file.

### NOTES:

- The output data filename is the name of the final text flat file that contains the output data. The filename of the file(s) available on the file server depends on your configuration of the Contact Event Data job. For contact interaction and contact permission events, the file name will contain SMS, MMS, or PUSH if the feed is for those channels. (Files for Email omit the channel name.) For example, a Clicked events feed for Email could have the file name 1234\_CLICK\_20190103\_130532.txt, but a Clicked events feed for SMS could have the file name 1234\_SMS\_CLICK\_20190103\_231059.zip.
- The output file extension is based on how the Connect job is set up: compressed files have a zip extension; encrypted files have a “gpg” extension; files that you choose to neither encrypt nor compress will be plain text with a “txt” extension; ready and count files have extensions based on your settings in Connect.

## Launch Events

Event Feed Type	Description	Output File Name	Comments
Launch State	Data regarding when a launch starts, pauses, resumes, and stops	<i>accountID_</i> <i>LAUNCH_STATE_</i> <i>YYYYMMDD_</i> <i>HH24MISS.txt</i>	<b>CUSTOMER_ID Support:</b> N/A <b>Custom Columns Support:</b> N/A Use this file to create a lookup table for mapping LAUNCH_ID value that appears in other output files.  This mapping is particularly important for triggered launches, where the launch date and send date are not necessarily the same.

## Response / Standard Events

Event Feed Type	Description	Output File Name	Comments
Bounced	Bounce transactions	<i>accountID_</i> <i>BOUNCE_</i> <i>YYYYMMDD_HH24</i> <i>MISS.txt</i>	<b>CUSTOMER_ID Support:</b> No <b>Custom Columns Support:</b> No Starting in version 6.9, the Bounced Event Feed Type does not support Custom Columns.
Clicked	Tracked links	<i>accountID_CLICK_</i> <i>YYYYMMDD_HH24</i> <i>MISS.txt</i>	<b>CUSTOMER_ID Support:</b> Yes <b>Custom Columns Support:</b> Yes CUSTOMER_ID and Custom Column values are populated from the event URL data.
Complained	Spam complaints reported by ISPs via feedback loops	<i>accountID_</i> <i>COMPLAINT_YYYY</i> <i>MMDD_HH24</i> <i>MISS.txt</i>	<b>CUSTOMER_ID Support:</b> No <b>Custom Columns Support:</b> No
Converted	Conversions registered by Conversion Tracking functionality	<i>accountID_</i> <i>CONVERT_</i> <i>YYYYMMDD_HH24</i> <i>MISS.txt</i>	<b>CUSTOMER_ID Support:</b> Yes <b>Custom Columns Support:</b> Yes CUSTOMER_ID and Custom Column values are populated from the event URL data. Includes Purchase events.

Failed	A “Failed” event per recipient per campaign launch	<i>accountID_FAIL_YYYYMMDD_HH24</i> <i>MISS.txt</i>	<p><b>CUSTOMER_ID Support:</b> Yes</p> <p><b>Custom Columns Support:</b> Yes</p> <p>The following conditions are some, but not all, possible reasons for failure to launch a specific message:</p> <ul style="list-style-type: none"> <li>• No Response from any of Number MTAs</li> <li>• No Response from any of Number MTAs (and SMTP Server Busy on Failover)</li> <li>• SMTP Error</li> <li>• SMTP Error (and SMTP Server Busy on Failover)</li> <li>• SMTP Server Busy</li> </ul> <p>CUSTOMER_ID and Custom Column values must be part of the profile list or Personalization data sources.</p>
Opened	Tracks individual recipients who opened campaign messages	<i>accountID_OPEN_YYYYMMDD_HH24</i> <i>MISS.txt</i>	<p><b>CUSTOMER_ID Support:</b> Yes</p> <p><b>Custom Columns Support:</b> Yes</p> <p>Oracle Responsys tracks open events via a 1x1 pixel image; recipients must allow images to be displayed in order to know the recipient has opened the message.</p> <p>CUSTOMER_ID and Custom Column values are populated from the event URL data.</p>
Sent	Messages by recipient by campaign launch that were successfully sent to the target mail server	<i>accountID_SENT_YYYYMMDD_HH24</i> <i>MISS.txt</i>	<p><b>CUSTOMER_ID Support:</b> Yes</p> <p><b>Custom Columns Support:</b> Yes</p>

Skipped	Suppressions <i>accountID_</i> <i>SKIPPED_YYYYMM</i> <i>DD_HH24MISS.txt</i>	<p><b>CUSTOMER_ID Support:</b> Yes</p> <p><b>Custom Columns Support:</b> Yes</p> <p>The following conditions are some, but not all, possible reasons for skipping a recipient when launching a campaign:</p> <ul style="list-style-type: none"> <li>• Email <b>domain</b> is suppressed at the pod level, the account level, or at the campaign level</li> <li>• Email <b>address</b> is suppressed at the pod level, the account level, or the campaign level</li> <li>• Invalid email address</li> <li>• Missing data for \$replacementField\$</li> <li>• Personalization errors, including problems with &lt;Format Type&gt; message or missing data for &lt;Dynamic Values&gt; such as Variable, Data Field, or Document.</li> </ul> <p>CUSTOMER_ID and Custom Column values must be part of the profile list or Personalization data sources.</p>
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## Form Events

Event Feed Type	Description	Output File Name	Comments
Form	Form Submission and view events	<i>accountID_FORM_</i> <i>YYYYMMDD_HH24</i> <i>MISS.txt</i>	<p><b>CUSTOMER_ID Support:</b> Yes</p> <p><b>Custom Columns Support:</b> Yes (Form Submits only)</p> <p>Read the EVENT_TYPE_ID column for the specific event type designation.</p> <p><b>Form Submits:</b> Custom Column values are populated based on incoming parameters (GET / POST request) where names match Custom Column names.</p> <p><b>Form Views:</b> Custom Column values ARE NOT supported.</p>

Form State	Captures when a form is enabled or disabled	<i>accountID_FORM_STATE_YYYYMMDD_HH24</i> <i>MISS.txt</i>	<b>CUSTOMER_ID Support:</b> N/A <b>Custom Columns Support:</b> N/A
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## Permission Events

Event Feed Type	Description	Output File Name	Comments
Opted In	Any individual change to permission status value	<i>accountID_OPT_IN_YYYYMMDD_HH24</i> <i>MISS.txt</i>	<p><b>CUSTOMER_ID Support:</b> Yes <b>Custom Columns Support:</b> No</p> <p>An OptIn event is recorded if:</p> <ul style="list-style-type: none"> <li>• A new record is inserted with an OptIn permission status</li> <li>• An existing record's permission status is changed from OptOut to OptIn</li> </ul> <p>Permission status changes via:</p> <ul style="list-style-type: none"> <li>• View/edit data screen</li> <li>• Form submissions</li> <li>• Program Set Data calls</li> <li>• Web services</li> </ul>
Opted Out	Any individual change to permission status value	<i>accountID_OPT_OUT_YYYYMMDD_HH24</i> <i>MISS.txt</i>	<p><b>CUSTOMER_ID Support:</b> Yes <b>Custom Columns Support:</b> Yes</p> <p>An OptOut event is recorded if the existing record has a permission status of OptIn and is being changed to OptOut.</p> <p>Permission status changes via:</p> <ul style="list-style-type: none"> <li>• View/edit data screen</li> <li>• Form submissions</li> <li>• One-click OptOut form submission</li> <li>• Unsubscribe via an email reply (when the reply address is hosted by Oracle Responsys)</li> <li>• Program Set Data calls</li> <li>• Web services</li> </ul>

## Program Events

Event Feed Type	Description	Output File Name	Comments
Program	Information for Program Entry and Program Exit events	<i>accountID_</i> <i>PROGRAM_</i> <i>YYYYMMDD_HH24</i> <i>MISS.txt</i>	<b>CUSTOMER_ID Support:</b> N/A <b>Custom Columns Support:</b> N/A Who entered a Program when; who exited a Program when
Program State	Includes information about when a Program is published or unpublished	<i>accountID_</i> <i>PROGRAM_</i> <i>STATE_YYYYMMDD</i> <i>_HH24MISS.txt</i>	<b>CUSTOMER_ID Support:</b> N/A <b>Custom Columns Support:</b> N/A

## Push Events

Event Feed Type	Description	Output File Name	Comments
Button Clicked	Tracks the responses of recipients to Interactive Push Notification Campaigns.	<i>accountID_PUSH_</i> <i>BUTTON_CLICKED</i> <i>_YYYYMMDD_HH24</i> <i>MISS.txt</i>	<b>CUSTOMER_ID Support:</b> Yes <b>Custom Columns Support:</b> No

## Contact Event Type IDs

These Contact Event Type IDs are used in Contact Event Data output files to identify the event in each row.

Event ID	Event Name	Action	Event Type Category
-1	Not specified	Not Used	Standard
1	Sent	<i>_Sent_</i>	Standard
2	Bounced	<i>_Bounced_</i>	Standard
4	Opened	<i>_Opened_</i>	Standard
5	Clicked	<i>_Clicked_</i>	Standard



Event ID	Event Name	Action	Event Type Category
6	Converted	_Conversion_	Standard
7	Unsubscribed	_Unsubscribed_	Standard
8	Failed	_Failed_	Standard
10	Skipped	_Skipped_	Standard
11	Entered_program	_Entered_program_	Program
12	Ended_program	_Ended_program_	Program
14	Viewed_form	_Viewed_form_	Form
15	Submitted_form	_Submitted_form_	Form
16	Forwarded	_Forwarded_	Standard
17	Form_Abandoned	_Form_Abandoned_	Form
18	Spam_Complaint	_Spam_Complaint_	Standard
19	Purchased	_Purchased_	Standard
20	Spent	_Spent_	Standard
21	Joined_List	_Joined_List_	List (Occurs when a recipient opts in to a list)
22	Activated_Email	_Activated_Email_	List
23	Deactivated_Email	_Deactivated_Email_	List
24	Activated_Mobile	_Activated_Mobile_	List
25	Deactivated_Mobile	_Deactivated_Mobile_	List
26	Activated_Postal	_Activated_Postal_	List
27	Deactivated_Postal	_Deactivated_Postal_	List
28	Email_ChangeOfAddress	_Email_ChangeOfAddress_	List
29	Mobile_ChangeNumber	_Mobile_ChangeNumber_	List
30	Postal_ChangeOfAddress	_Postal_ChangeOfAddress_	List
31	Deleted_From_List	_Deleted_From_List_	List
32	EnteredEnded_Program	_EnteredEnded_Program_	Program
515	Push_Button_Clicked	_Push_Button_Clicked_	Push

## Launch Status Values

The LAUNCH\_STATE Feed output uses a launch\_status column to indicate the launch state at the time of the event transaction. Ideally, a series of launch state events will start with Build Work List and finish with Complete, meaning the campaign launch activity completed. These values can apply to either a campaign or a form.

These are the launch\_status values:

Launch Status Value	Description	Comments
N	Unknown	
R	Requested	
B	Building Work List	Creating the final list of recipients, accounting for recipients who are Undeliverable (the deliverability permission status), and opted-out (if the campaign is a promotional campaign). Oracle Responsys also identifies the recipients to skip due to suppression settings.
L	Work List Complete	The list of recipients for whom Oracle Responsys will attempt to create a personalized message
S	Sending	Sending the messages
C	Completed	The launch process has completed for the given campaign launch.
P	Paused	The launch process was paused.
T	Stopped	The launch process was stopped.
M	Resumed	A paused launch was subsequently resumed.
F	Failed	The launch process failed.
V	Recovered	The launch was recovered by Support.

## Launch Type Values

The LAUNCH\_STATE Feed output uses a launch\_type column to indicate the way a launch was requested at the time of the event transaction.

These are the launch\_type values:

Launch Type Value	Description	Comments
S	Standard	Ad hoc launches either via "launch now" or scheduled launches
T	Proof	
X	Spam Score	A launch used to check the campaign's spam score.
V	Preview	
P	Triggered	Launches via Program, form follow-up, or the API's triggeredCampaignMessage method. A launch type of P is created when the campaign is created. However, starting with 6.12.1, campaigns launched via Program use the R launch type.
U	Usage	Campaign Usage / Form Usage. The launch record is created when users select Campaign Usage or Form URLs from the object's context menu. Used primarily for testing purposes.
R	Program Triggered	Program Triggered Launch. As of 6.12.1, campaigns launched via Program no longer use the Triggered (P) launch record.  This launch type is created when the program is published.
Q	Program Triggered Launch	Triggered Program Proof Test Launch.

## Source Identification Values

Several Contact Event Type data output files have a column named SOURCE that identifies the application or module that initiated (raised) the specific event. For example, if a recipient opts-in via a hosted form, the SOURCE value is Form for the OPTIN Contact Event Type Data record.

These are the source identification values:

SOURCE Value	Abbreviation	Comments
Form	FR	
Program	PR	
User Interface	UI	
UI - Data Viewer	UV	
UI - List Upload	UU	
Exchange - Webservice	XW	Oracle Responsys API (aka Web Services API)
Exchange - Connect	XC	Connect
Exchange - Salesforce Connector	XS	Salesforce Connector integration module
Spam Complaint	SC	
Reply-To Email	RT	Email reply sent to a Oracle Responsys -hosted reply to address, and processed by the Reply To Handling feature
Unknown	UN	
Unsubscribe Page/Link	UL	

## File Layouts for Launch State

### NOTES:

- All timestamps are presented in UTC with this format: *DD-Mon-YYYY HH24:MI:SS*, where *DD* is the day, *Mon* is the month abbreviation (Jan for January), *YYYY* is the year, *HH24* is the hour expressed in 24-hour notation (00 through 23), *MI* is minutes, and *SS* is seconds.
- Post-19A, if you change a campaign's name, folder, marketing program, marketing strategy, subject line, or external campaign ID, then historical and new launches for both triggered and standard launches will take these new values in Insight.

This update applies to all channels and does not impact the CED behavior as CED retains an unchanged 'snapshot' of values.

### Launch State

Field Name	Type and Max Length	Null?	Description/Comments
ACCOUNT_ID	NUMBER	NO	Account number (for example. 1234)
LIST_ID	NUMBER		Numerical identifier for the List object used by the Campaign
EVENT_CAPTURED_DT	TIMESTAMP (6)	NO	Date and time the system was informed about the event
EVENT_STORED_DT	TIMESTAMP (6)	NO	Date the event transaction was stored into the Event DB
CAMPAIGN_ID	NUMBER		Numerical identifier of the specific campaign
LAUNCH_ID	NUMBER	NO	Numerical identifier of the launch instance
EXTERNAL_CAMPAIGN_ID	VARCHAR2 (255)		A string value matching the campaign name assigned by your Web analytics package for the specific campaign Used to associate system events to events and data in your Web analytics package
SF_CAMPAIGN_ID	VARCHAR2 (255)		A string value matching the ID of the associated Salesforce campaign object Only used with Connect for Salesforce integration.
CAMPAIGN_NAME	VARCHAR2 (255)		Name of the Campaign.

Field Name	Type and Max Length	Null?	Description/Comments
LAUNCH_NAME	VARCHAR2 (255)		Used internally
LAUNCH_STATUS	CHAR(1)	NO	The state of the campaign launch at the time of the event row. See <a href="#">Launch Status Values</a> for more information.
LAUNCH_TYPE	CHAR(1)	NO	The method by which the campaign was launched. See <a href="#">Launch Type Values</a> for more information.
LAUNCH_CHARSET	VARCHAR2 (255)		Language character set for the campaign. Normally, this value is either ISO-8859-1 or UTF-8, but depends on the exact campaign configuration.
PURPOSE	CHAR(1)		Campaign purpose: Promotional or Transactional. <b>P</b> = promotional <b>T</b> = transactional
SUBJECT	VARCHAR2 (255)		The campaign's subject line. Can include built-in functions, as this the raw subject line as configured in the Campaign Dashboard.
DESCRIPTION	VARCHAR2 (4000)		Campaign Description, as entered in the Campaign Dashboard.
PRODUCT_CATEGORY	VARCHAR2 (255)		Ignored
PRODUCT_TYPE	VARCHAR2 (255)		Ignored
MARKETING_STRATEGY	VARCHAR2 (255)		Marketing Strategy Category as configured in the Campaign Dashboard. Possible values are configured in the account's Administrative Configuration screens available to the admin user.

Field Name	Type and Max Length	Null?	Description/Comments
MARKETING_PROGRAM	VARCHAR2 (255)		Marketing Program Category as configured in the Campaign Dashboard.  Possible values are configured in the account's Administrative Configuration screens available to the admin user.
LAUNCH_ERROR_CODE	VARCHAR2 (255)		
LAUNCH_STARTED_DT	TIMESTAMP (6)		
LAUNCH_COMPLETED_DT	TIMESTAMP (6)		
DISPATCHABLE_TYPE	VARCHAR2 (100)		Campaign type associated with the LAUNCH_STATE record:  <b>PromotionalCampaign</b> = Promotional email campaign  <b>TransactionalCampaign</b> = Transactional email campaign  <b>WebformCampaign</b> = Oracle Responsys form  <b>PushIOCampaign</b> = Push campaign  <b>MobileInAppCampaign</b> = In-App campaign  <b>MmsCampaign</b> = MMS campaign  <b>SmsCampaign</b> = SMS campaign

## File Layouts for Email

**NOTE:** Post-19A, if you change a campaign's name, folder, marketing program, marketing strategy, subject line, or external campaign ID, then historical and new launches for both triggered and standard launches will take these new values in Insight.

This update applies to all channels. It does not impact the CED behavior as CED retains an unchanged 'snapshot' of values.

### Bounced

Field Name	Type and Max Length	Null?	Description/Comments
EVENT_TYPE_ID	NUMBER	NO	Numerical value that denotes the event type for the given event transaction See <a href="#">Contact Event Type IDs</a> for more information.
ACCOUNT_ID	NUMBER	NO	Account number (for example. 1234)
LIST_ID	NUMBER		Numerical identifier for the List object used by the Campaign
RIID	NUMBER	NO	Unique ID assigned for this specific List record
CUSTOMER_ID	VARCHAR2(255)		A unique identifier of the recipient/record that matches a customer ID or unique identifier in your system of record. <b><i>NOT POPULATED AT THIS TIME</i></b>
EVENT_CAPTURED_DT	TIMESTAMP(6)	NO	Date and time the system was informed about the event.
EVENT_STORED_DT	TIMESTAMP(6)	NO	Date the event transaction was stored into the Event DB.
CAMPAIGN_ID	NUMBER	NO	Numerical identifier of the specific campaign
LAUNCH_ID	NUMBER	NO	Numerical identifier of the launch instance
EMAIL	VARCHAR2(255)	NO	Email address that initiated the bounce event  The email address of the response event may differ from the email address in the List. This is because recipients can forward messages from one email account to another before ultimately handling the message.



Field Name	Type and Max Length	Null?	Description/Comments
EMAIL_FORMAT	CHAR(1)	NO	Recipient's preferred email content format, HTML or Text. H = HTML T = Text N = No Preferred M = Multi-part
BOUNCE_TYPE	CHAR(1)	NO	Hard or Soft bounce H = Hard bounce S = Soft Bounce
REASON	VARCHAR2(500)		Bounce category value (e.g. USER_NOT_FOUND, CONNECTION_REFUSED, etc.)
REASON_CODE	VARCHAR2(500)		The bounce message as provided by the ISP. <b>ISP bounce message:</b> Informational text the ISP provides when bouncing a message. This informational text is important in determining if a block has occurred, and also includes ways to contact the ISP regarding questions
SUBJECT	VARCHAR2(255)		The "bounced" message's subject line value
CONTACT_INFO	VARCHAR2(1000)		Additional data for you to understand how to best follow up with complaints, bounces, skips and changed contact data Possible values depend upon the subject Channel for the given event: <ul style="list-style-type: none"> <li>• Email Channel: Recipient's email address (from the List)</li> <li>• Mobile Channel: Recipient's mobile number (from the List)</li> </ul>
CAMPAIGN_VERSION_ID	NUMBER	YES	The identifier of the test version
PERSONALIZATION_DT	TIMESTAMP	YES	The date and time of the personalization message

Field Name	Type and Max Length	Null?	Description/Comments
RECIPIENT_ORG_ID	NUMBER	YES	Applies only if Targeting By Organization is enabled for the account.  Organizational unit ID of the targeted organizational unit.

## Clicked

Field Name	Type and Max Length	Null?	Description/Comments
EVENT_TYPE_ID	NUMBER	NO	Numerical value that denotes the event type for the given event transaction  See <a href="#">Contact Event Type IDs</a> for more information.
ACCOUNT_ID	NUMBER	NO	Account number (for example. 1234)
LIST_ID	NUMBER		Numerical identifier for the List object used by the Campaign
RIID	NUMBER	NO	Unique ID assigned for this specific List record
CUSTOMER_ID	VARCHAR2(255)		A unique identifier of the recipient/record that matches a customer ID or unique identifier in your system of record
EVENT_CAPTURED_DT	TIMESTAMP(6)	NO	Date and time the system was informed about the event.
EVENT_STORED_DT	TIMESTAMP(6)	NO	Date the event transaction was stored into the Event DB.
CAMPAIGN_ID	NUMBER	NO	Numerical identifier of the specific campaign
LAUNCH_ID	NUMBER	NO	Numerical identifier of the launch instance
EMAIL_FORMAT	CHAR(1)	NO	Recipient's preferred email content format, HTML or Text.  H = HTML T = Text N = No Preferred M = Multi-part

Field Name	Type and Max Length	Null?	Description/Comments
OFFER_NAME	VARCHAR2(255)	NO	The name of the link. The LINK_NAME value from the campaign's link table
OFFER_NUMBER	NUMBER	NO	Numerical identifier used for click tracking
OFFER_CATEGORY	VARCHAR2(255)		The link category value. The LINK_CATEGORY value from the campaign's link table
OFFER_URL	VARCHAR2(4000)	NO	The URL of the clicked link
USER_AGENT_STRING	VARCHAR2(512)	YES	Available only if enabled for your account. The User Agent String, which identifies the user's device and browser version.
OPERATING_SYSTEM	VARCHAR2(4)	YES	The user's operating system. NOTE: This field contains legacy device data and will be deprecated in a future release.
BROWSER	VARCHAR2(2)	YES	The user's browser. NOTE: This field contains legacy device data and will be deprecated in a future release.
BROWSER_TYPE	VARCHAR2(2)	YES	The user's browser type. NOTE: This field contains legacy device data and will be deprecated in a future release.
OPERATING_SYSTEM_INFO	VARCHAR2(1000)	YES	Available only if enabled for your account. The user's operating system.
OS_VENDOR_INFO	VARCHAR2(1000)	YES	Available only if enabled for your account. The user's operating system vendor.
BROWSER_INFO	VARCHAR2(1000)	YES	Available only if enabled for your account. The user's browser.

Field Name	Type and Max Length	Null?	Description/Comments
BROWSER_TYPE_IN FO	VARCHAR2(1000)	YES	Available only if enabled for your account.  The user's browser type.
DEVICE_TYPE_INFO	VARCHAR2(1000)	YES	Available only if enabled for your account.  The user's device type.
CAMPAIGN_ VERSION_ID	NUMBER	YES	The version of the MVT campaign
PERSONALIZATION_ DT	TIMESTAMP	YES	The date and time of the MVT run
RECIPIENT_ORG_ID	NUMBER	YES	Applies only if Targeting By Organization is enabled for the account.  Organizational unit ID of the targeted organizational unit.
REMOTE_ADDR	VARCHAR2(255)	YES	Available only if enabled for your account.  IP address of the device from which the recipient clicked.

## Complaint

Field Name	Type and Max Length	Null?	Description/Comments
EVENT_TYPE_ID	NUMBER	NO	Numerical value that denotes the event type for the given event transaction  See <a href="#">Contact Event Type IDs</a> for more information.
ACCOUNT_ID	NUMBER	NO	Account number (for example. 1234)
LIST_ID	NUMBER		Numerical identifier for the List object used by the Campaign
RIID	NUMBER		Unique ID assigned for this specific List record
CUSTOMER_ID	VARCHAR2(255)		A unique identifier of the recipient/record that matches a customer ID or unique identifier in your system of record

Field Name	Type and Max Length	Null?	Description/Comments
EVENT_CAPTURED_DT	TIMESTAMP(6)	NO	Date and time the system was informed about the event
EVENT_STORED_DT	TIMESTAMP(6)	NO	Date the event transaction was stored into the Event DB
CAMPAIGN_ID	NUMBER		Numerical identifier of the specific campaign
LAUNCH_ID	NUMBER		Numerical identifier of the launch instance
EMAIL_FORMAT	CHAR(1)		Recipient's preferred email content format, HTML or Text. H = HTML T = Text N = No Preferred M = Multi-part
REASON	VARCHAR2(500)		Method by which the complaint was captured: <ul style="list-style-type: none"> <li>• SP:Spam Complaint</li> <li>• SP:Spam Complaint Transfer (Complaints that were obtained via the Oracle Responsys 5.x implementation during the first 30-60 days after switching to Oracle Responsys 6.x)</li> </ul>
EMAIL	VARCHAR2(255)		Recipient's email address that <b>reported</b> the spam complaint. If recipients have forwarded the message to a second (or third) email address, this is the email address used to make the complaint. NOTE: This may differ from the email address in the List. This is because recipients can forward messages from one email account to another before ultimately complaining.
EMAIL_ISP	VARCHAR2(255)		ISP of the recipient's email address (e.g. Yahoo!, Hotmail, etc.) If the ISP is unknown / uncategorized, a value of "Other" is presented.

Field Name	Type and Max Length	Null?	Description/Comments
COMPLAINER_EMAIL	VARCHAR2(255)		Recipient's email address that <b>accepted</b> the spam complaint report.  The email address of the spam complaint event may differ from the email address in the List. This is because recipients can forward messages from one email account to another before ultimately complaining.
SPAM_TYPE	NUMBER(8,2)		Hardcoded to "0", which translates to AUTO_SPAM.
CONTACT_INFO	VARCHAR2(1000)		Additional data for you to understand how to best follow-up with complaints, bounces, skips and changed contact data  Possible values depend upon the subject Channel for the given event: <ul style="list-style-type: none"> <li>• Email Channel: Recipient's email address (from the List)</li> <li>• Mobile Channel: Recipient's mobile number (from the List)</li> </ul>
COMPLAINT_DT	TIMESTAMP(6)		Date the complaint was reported to the ISP.
RECIPIENT_ORG_ID	NUMBER	YES	Applies only if Targeting By Organization is enabled for the account.  Organizational unit ID of the targeted organizational unit.

## Converted

As of Oracle Responsys 6.8, the Converted event replaces the Purchase event. It uses the previous Purchase export schema, with three additional columns: ORDER\_ID, ORDER\_TOTAL and ORDER\_QUANTITY.

Field Name	Type and Max Length	Null?	Description/Comments
EVENT_TYPE_ID	NUMBER	NO	Numerical value that denotes the event type for the given event transaction  See <a href="#">Contact Event Type IDs</a> for more information.
ACCOUNT_ID	NUMBER	NO	Account number (for example. 1234)

Field Name	Type and Max Length	Null?	Description/Comments
LIST_ID	NUMBER		Numerical identifier for the List object used by the Campaign
RIID	NUMBER	NO	Unique ID assigned for this specific List record
CUSTOMER_ID	VARCHAR2(255)		A unique identifier of the recipient/record that matches a customer ID or unique identifier in your system of record
EVENT_CAPTURED_DT	TIMESTAMP(6)	NO	Date and time the system was informed about the event
EVENT_STORED_DT	TIMESTAMP(6)	NO	Date the event transaction was stored into the Event DB
CAMPAIGN_ID	NUMBER	NO	Numerical identifier of the specific campaign
LAUNCH_ID	NUMBER	NO	Numerical identifier of the launch instance
SOURCE	CHAR(100)		Application / module that initiates the event  Conversion / Purchase events are initiated / reported by an external source (your Web site), so this value will always be Unknown.  Exported value is "Source Value" found in the <a href="#">Source Identification Values</a> table.
EMAIL_FORMAT	CHAR(1)	NO	Recipient's preferred email content format, HTML or Text.  H = HTML T = Text N = No Preferred M = Multi-part
OFFER_NAME	VARCHAR2(255)	NO	The name of the link that initiated the Conversion.  The LINK_NAME value from the campaign's link table

Field Name	Type and Max Length	Null?	Description/Comments
OFFER_NUMBER	NUMBER	NO	Numerical identifier used for click tracking
OFFER_CATEGORY	VARCHAR2(255)		The link category value. The LINK_CATEGORY value from the campaign's link table
OFFER_URL	VARCHAR2(4000)	NO	The URL of the "clicked" link that initiated the Conversion
ORDER_ID	VARCHAR2(255)		The order ID value of the specific order as passed by you when registering the Conversion. The value from the OrderID name-value pair when calling the Conversion Tracking image pixel
ORDER_TOTAL	NUMBER(18,2)		The total amount of the order as passed by you when registered in the Conversion. The value from the OrderTotal name-value pair when calling the Conversion Tracking image pixel
ORDER_QUANTITY	NUMBER(18,2)		The total number of items in the order as passed by you when registering the Conversion / Purchase The value from the NumItem name-value pair when calling the Conversion Tracking image pixel
USER_AGENT_STRING	VARCHAR2(512)	YES	Available only if enabled for your account. The User Agent String, which identifies the user's device and browser version.
OPERATING_SYSTEM	VARCHAR2(4)	YES	The user's operating system. NOTE: This field contains legacy device data and will be deprecated in a future release.
BROWSER	VARCHAR2(2)	YES	The user's browser. NOTE: This field contains legacy device data and will be deprecated in a



Field Name	Type and Max Length	Null?	Description/Comments
			future release.
BROWSER_TYPE	VARCHAR2(2)	YES	The user's browser type. NOTE: This field contains legacy device data and will be deprecated in a future release.
OPERATING_SYSTEM_INFO	VARCHAR2(1000)	YES	Available only if enabled for your account. The user's operating system.
OS_VENDOR_INFO	VARCHAR2(1000)	YES	Available only if enabled for your account. The user's operating system vendor.
BROWSER_INFO	VARCHAR2(1000)	YES	Available only if enabled for your account. The user's browser.
BROWSER_TYPE_INFO	VARCHAR2(1000)	YES	Available only if enabled for your account. The user's browser type.
DEVICE_TYPE_INFO	VARCHAR2(1000)	YES	Available only if enabled for your account. The user's device type.
CAMPAIGN_VERSION_ID	NUMBER	YES	The identifier of the test version
PERSONALIZATION_DT	TIMESTAMP	YES	The date and time of the personalization message
RECIPIENT_ORG_ID	NUMBER	YES	Applies only if Targeting By Organization is enabled for the account. Organizational unit ID of the targeted organizational unit.
REMOTE_ADDR	VARCHAR2(255)	YES	Available only if enabled for your account. IP address of the device from which the recipient clicked.

## Failed

Field Name	Type and Max Length	Null ?	Description/Comments
EVENT_TYPE_ID	NUMBER	NO	Numerical value that denotes the event type for the given event transaction. See <a href="#">Contact Event Type IDs</a> for more information.
ACCOUNT_ID	NUMBER	NO	Account number (for example. 1234)
LIST_ID	NUMBER		Numerical identifier for the List object used by the Campaign
RIID	NUMBER	NO	Unique ID assigned for this specific List record
CUSTOMER_ID	VARCHAR2(255)		A unique identifier of the recipient/record that matches a customer ID or unique identifier in your system of record
EVENT_CAPTURED_DT	TIMESTAMP(6)	NO	Date and time the system was informed about the event.
EVENT_STORED_DT	TIMESTAMP(6)	NO	Date the event transaction was stored into the Event DB.
CAMPAIGN_ID	NUMBER	NO	Numerical identifier of the specific campaign
LAUNCH_ID	NUMBER	NO	Numerical identifier of the launch instance
EMAIL	VARCHAR2(255)		Email address of the recipient. The value depends on the launch conditions: <ul style="list-style-type: none"> <li>• Live Launch: the Value is the email address from the List</li> <li>• Proof Launch to a Proof List: the Value is the email address from the Proof List</li> <li>• Proof Launch to specific email address(es) or Proof Launch personalized against Proof List: Value is the email address specified during the Proof Launch setup</li> </ul>
EMAIL_ISP	VARCHAR2(255)		Domain value of the recipient's email address (e.g. yahoo.com)
EMAIL_FORMAT	CHAR(1)	NO	Recipient's preferred email content format, HTML or Text. <b>H</b> = HTML <b>T</b> = Text <b>N</b> = No Preferred <b>M</b> = Multi-part

Field Name	Type and Max Length	Null ?	Description/Comments
OFFER_SIGNATURE_ID	NUMBER		See SENT
DYNAMIC_CONTENT_SIGNATURE_ID	NUMBER		Numeric identifier of dynamic content that was sent
MESSAGE_SIZE	NUMBER		Message size in bytes
SEGMENT_INFO	VARCHAR2(4000)		See SENT
CONTACT_INFO	VARCHAR2(1000)		Additional data for you to understand how to best follow up with complaints, bounces, skips and changed contact data.  Possible values depend upon the subject Channel for the given event: <ul style="list-style-type: none"> <li>• Email Channel: Recipient's email address (from the List)</li> <li>• Mobile Channel: Recipient's mobile number (from the List)</li> </ul>
REASON	VARCHAR2(500)		Reason for the failure to send the message
CAMPAIGN_VERSION_ID	NUMBER	YES	The identifier of the test version
PERSONALIZATION_DT	TIMESTAMP	YES	The date and time of the personalization message
RECIPIENT_ORG_ID	NUMBER	YES	Applies only if Targeting By Organization is enabled for the account.  Organizational unit ID of the targeted organizational unit.

## Opened

Field Name	Type and Max Length	Null?	Description/Comments
EVENT_TYPE_ID	NUMBER	NO	Numerical value that denotes the event type for the given event transaction  See <a href="#">Contact Event Type IDs</a> for more information.

Field Name	Type and Max Length	Null?	Description/Comments
ACCOUNT_ID	NUMBER	NO	Account number (for example. 1234)
LIST_ID	NUMBER		Numerical identifier for the List object used by the Campaign
RIID	NUMBER	NO	Unique ID assigned for this specific List record
CUSTOMER_ID	VARCHAR2(255)		A unique identifier of the recipient/record that matches a customer ID or unique identifier in your system of record
EVENT_CAPTURED_DT	TIMESTAMP(6)	NO	Date and time the system was informed about the event.
EVENT_STORED_DT	TIMESTAMP(6)	NO	Date the event transaction was stored into the Event DB.
CAMPAIGN_ID	NUMBER	NO	Numerical identifier of the specific campaign
LAUNCH_ID	NUMBER	NO	Numerical identifier of the launch instance
EMAIL_FORMAT	CHAR(1)	NO	Recipient's preferred email content format, HTML or Text. H = HTML T = Text N = No Preferred M = Multi-part
USER_AGENT_STRING	VARCHAR2(512)	YES	Available only if enabled for your account.  The User Agent String, which identifies the user's device and browser version.
OPERATING_SYSTEM	VARCHAR2(4)	YES	The user's operating system.  NOTE: This field contains legacy device data and will be deprecated in a future release.
BROWSER	VARCHAR2(2)	YES	The user's browser.  NOTE: This field contains legacy device data and will be deprecated in a future release.

Field Name	Type and Max Length	Null?	Description/Comments
BROWSER_TYPE	VARCHAR2(2)	YES	The user's browser type.  NOTE: This field contains legacy device data and will be deprecated in a future release.
OPERATING_SYSTEM_INFO	VARCHAR2(1000)	YES	Available only if enabled for your account.  The user's operating system.
OS_VENDOR_INFO	VARCHAR2(1000)	YES	Available only if enabled for your account.  The user's operating system vendor.
BROWSER_INFO	VARCHAR2(1000)	YES	Available only if enabled for your account.  The user's browser.
BROWSER_TYPE_INFO	VARCHAR2(1000)	YES	Available only if enabled for your account.  The user's browser type.
DEVICE_TYPE_INFO	VARCHAR2(1000)	YES	Available only if enabled for your account.  The user's device type.
CAMPAIGN_VERSION_ID	NUMBER	YES	The identifier of the test version
PERSONALIZATION_DT	TIMESTAMP	YES	The date and time of the personalization message
RECIPIENT_ORG_ID	NUMBER	YES	Applies only if Targeting By Organization is enabled for the account.  Organizational unit ID of the targeted organizational unit.
REMOTE_ADDR	VARCHAR2(255)	YES	Available only if enabled for your account.  IP address of the device from which the recipient clicked.

## Sent

Field Name	Type and Max Length	Null ?	Description/Comments
EVENT_TYPE_ID	NUMBER	NO	Numerical value that denotes the event type for the given event transaction.  See <a href="#">Contact Event Type IDs</a> for more information.
ACCOUNT_ID	NUMBER	NO	Account number (for example. 1234)
LIST_ID	NUMBER		Numerical identifier for the List object used by the Campaign
RIID	NUMBER	NO	Unique ID assigned for this specific List record  The value depends on the launch condition: <ul style="list-style-type: none"> <li>• Live Launch: The RIID is drawn from the distribution List object</li> <li>• Proof Launch personalized against the live distribution List: The RIID is drawn from the distribution List object</li> <li>• Proof Launch personalized against the Proof List: The RIID is drawn from the Proof List object</li> </ul>
CUSTOMER_ID	VARCHAR2(255)		A unique identifier of the recipient/record that matches a customer ID or unique identifier in your system of record
EVENT_CAPTURED_DT	TIMESTAMP(6)	NO	Date and time the system was informed about the event.
EVENT_STORED_DT	TIMESTAMP(6)	NO	Date the event transaction was stored into the Event DB.
CAMPAIGN_ID	NUMBER	NO	Numerical identifier of the specific campaign
LAUNCH_ID	NUMBER	NO	Numerical identifier of the launch instance
EMAIL	VARCHAR2(255)	NO	Recipient's email address  The value depends on the launch conditions: <ul style="list-style-type: none"> <li>• Live Launch: the Value is the email address from the List</li> <li>• Proof Launch to a Proof List: the Value is the email address from the Proof List</li> <li>• Proof Launch to specific email address(es) or Proof Launch personalized against Proof</li> </ul>

Field Name	Type and Max Length	Null ?	Description/Comments
			List: Value is the email address specified during the Proof Launch setup
EMAIL_ISP	VARCHAR2(255)		Domain value of the recipient's email address (e.g. yahoo.com)
EMAIL_FORMAT	CHAR(1)	NO	Recipient's preferred email content format, HTML or Text. H = HTML T = Text N = No Preferred M = Multi-part
OFFER_SIGNATURE_ID	NUMBER		Ignore
DYNAMIC_CONTENT_SIGNATURE_ID	NUMBER		Numeric identifier of dynamic content that was sent
MESSAGE_SIZE	NUMBER		Message size in bytes
SEGMENT_INFO	VARCHAR2(4000)		If the message was sent with multiple segments, this information is not usable. It is, however, usable for single segment sends (PR:Value).
CONTACT_INFO	VARCHAR2(1000)		Additional data for you to understand how to best follow up with complaints, bounces, skips and changed contact data  Possible values depend upon the subject Channel for the given event: <ul style="list-style-type: none"> <li>• Email Channel: Recipient's email address (from the List)</li> <li>• Mobile Channel: Recipient's mobile number (from the List)</li> </ul>
CAMPAIGN_VERSION_ID	NUMBER	YES	The identifier of the test version
PERSONALIZATION_DT	TIMESTAMP	YES	The date and time of the personalization message
RECIPIENT_ORG_ID	NUMBER	YES	Applies only if Targeting By Organization is enabled for the account. Organizational unit ID of the targeted organizational unit.

## Skipped

Field Name	Type and Max Length	Null ?	Description/Comments
EVENT_TYPE_ID	NUMBER	NO	Numerical value that denotes the event type for the given event transaction  See <a href="#">Contact Event Type IDs</a> for more information.
ACCOUNT_ID	NUMBER	NO	Account number (for example. 1234)
LIST_ID	NUMBER		Numerical identifier for the List object used by the Campaign
RIID	NUMBER	NO	Unique ID assigned for this specific List record
CUSTOMER_ID	VARCHAR2(255)		A unique identifier of the recipient/record that matches a customer ID or unique identifier in your system of record
EVENT_CAPTURED_DT	TIMESTAMP(6)	NO	Date and time the system was informed about the event.
EVENT_STORED_DT	TIMESTAMP(6)	NO	Date the event transaction was stored into the Event DB.
CAMPAIGN_ID	NUMBER	NO	Numerical identifier of the specific campaign
LAUNCH_ID	NUMBER	NO	Numerical identifier of the launch instance
EMAIL	VARCHAR2(255)		Recipient's email address  The value depends on the launch conditions: <ul style="list-style-type: none"> <li>• Live Launch: the Value is the email address from the List</li> <li>• Proof Launch to a Proof List: the Value is the email address from the Proof List</li> <li>• Proof Launch to specific email address(es) or Proof Launch personalized against Proof List: Value is the email address specified during the Proof Launch setup</li> </ul>
EMAIL_ISP	VARCHAR2(255)		Domain value of the recipient's email address (e.g. yahoo.com)
EMAIL_FORMAT	CHAR(1)	NO	Recipient's preferred email content format, HTML or Text.  H = HTML T = Text



Field Name	Type and Max Length	Null ?	Description/Comments
			N = No Preferred M = Multi-part
OFFER_SIGNATURE_ID	NUMBER		N/A
DYNAMIC_CONTENT_SIGNATURE_ID	NUMBER		Numeric identifier of dynamic content that was sent
MESSAGE_SIZE	NUMBER		Message size in bytes
SEGMENT_INFO	VARCHAR2(4000)		See <a href="#">Sent</a> .
CONTACT_INFO	VARCHAR2(1000)		Additional data for you to understand how to best follow up with complaints, bounces, skips and changed contact data  Possible values depend upon the subject Channel for the given event: <ul style="list-style-type: none"> <li>• Email Channel: Recipient's email address (from the List)</li> <li>• Mobile Channel: Recipient's mobile number (from the List)</li> </ul>
REASON	VARCHAR2(500)		Reason for skipping the message
CAMPAIGN_VERSION_ID	NUMBER	YES	The identifier of the test version
PERSONALIZATION_DT	TIMESTAMP	YES	The date and time of the personalization message
RECIPIENT_ORG_ID	NUMBER	YES	Applies only if Targeting By Organization is enabled for the account.  Organizational unit ID of the targeted organizational unit.

## Form

Field Name	Type and Max Length	Null?	Description/Comments
EVENT_TYPE_ID	NUMBER	NO	Numerical value that denotes the event type for the given event transaction  See <a href="#">Contact Event Type IDs</a> for more information.

Field Name	Type and Max Length	Null?	Description/Comments
ACCOUNT_ID	NUMBER	NO	Account number (for example. 1234)
LIST_ID	NUMBER		Numerical identifier for the List object used by the Form
RIID	NUMBER	NO	Unique ID assigned for this specific List record
CUSTOMER_ID	VARCHAR2(255)		A unique identifier of the recipient/record that matches a customer ID or unique identifier in your system of record
EVENT_CAPTURED_DT	TIMESTAMP(6)	NO	Date and time the system was informed about the event
EVENT_STORED_DT	TIMESTAMP(6)	NO	Date the event transaction was stored into the Event DB
CAMPAIGN_ID	NUMBER		Numerical identifier of the specific campaign
LAUNCH_ID	NUMBER		Numerical identifier of the launch instance
FORM_ID	NUMBER		Numerical identifier of the Form
FORM_NAME	VARCHAR2(255)	NO	Name of the Form as assigned

## Form State

Field Name	Type and Max Length	Null?	Description/Comments
EVENT_TYPE_ID	NUMBER	NO	Numerical value that denotes the event type for the given event transaction See <a href="#">Contact Event Type IDs</a> for more information.
ACCOUNT_ID	NUMBER	NO	Account number (for example. 1234)
LIST_ID	NUMBER		Numerical identifier for the List object used by the Form
EVENT_CAPTURED_DT	TIMESTAMP(6)	NO	Date and time the system was informed about the event
EVENT_STORED_DT	TIMESTAMP(6)	NO	Date the event transaction was stored into the Event DB
FORM_ID	NUMBER		Numerical identifier of the Form
FORM_NAME	VARCHAR2(255)	NO	Name of the Form

Field Name	Type and Max Length	Null?	Description/Comments
FORM_DESCRIPTION	VARCHAR2(255)		A description of the Form

## Opted In

Field Name	Type and Max Length	Null?	Description/Comments
EVENT_TYPE_ID	NUMBER	NO	Numerical value that denotes the event type for the given event transaction See <a href="#">Contact Event Type IDs</a> for more information.
ACCOUNT_ID	NUMBER	NO	Account number (for example. 1234)
LIST_ID	NUMBER		Numerical identifier for the List object used by the Campaign
RIID	NUMBER	NO	Unique ID assigned for this specific List record
CUSTOMER_ID	VARCHAR2(255)		A unique identifier of the recipient/record that matches a customer ID or unique identifier in your system of record
EVENT_CAPTURED_DT	TIMESTAMP(6)	NO	Date and time the system was informed about the event
EVENT_STORED_DT	TIMESTAMP(6)	NO	Date the event transaction was stored into the Event DB
CAMPAIGN_ID	NUMBER	NO	Numerical identifier of the specific campaign
LAUNCH_ID	NUMBER	NO	Numerical identifier of the launch instance
EMAIL_FORMAT	CHAR(1)	NO	Recipient's preferred email content format, HTML or Text. H = HTML T = Text N = No Preferred M = Multi-part
SOURCE	CHAR(100)		Application / module that initiates the event Exported value is "Source Value" found in the <a href="#">Source Identification Values</a> table.

Field Name	Type and Max Length	Null?	Description/Comments
REASON	VARCHAR2(500)		Method used to add the recipient to the List (does not include bulk loads). <ul style="list-style-type: none"> <li>DV:MERGE (Data Viewer edit / merge)</li> <li>FR:MERGE (Update / insert via a Form as a result of a form submission)</li> <li>PR:MERGE</li> <li>WS:MERGE</li> <li>Confirmed Opt-in</li> </ul>
EMAIL	VARCHAR2(255)	NO	Recipient's email address

### Opted Out

Field Name	Type and Max Length	Null?	Description/Comments
EVENT_TYPE_ID	NUMBER	NO	Numerical value that denotes the event type for the given event transaction See <a href="#">Contact Event Type IDs</a> for more information.
ACCOUNT_ID	NUMBER	NO	Account number (for example. 1234)
LIST_ID	NUMBER		Numerical identifier for the List object used by the Campaign
RIID	NUMBER	NO	Unique ID assigned for this specific List record
CUSTOMER_ID	VARCHAR2(255)		A unique identifier of the recipient/record that matches a customer ID or unique identifier in your system of record
EVENT_CAPTURED_DT	TIMESTAMP(6)	NO	Date and time the system was informed about the event
EVENT_STORED_DT	TIMESTAMP(6)	NO	Date the event transaction was stored into the Event DB
CAMPAIGN_ID	NUMBER		Numerical identifier of the specific campaign
LAUNCH_ID	NUMBER	YES	Numerical identifier of the launch instance. The value of the launch ID is null in the following cases:

Field Name	Type and Max Length	Null?	Description/Comments
			<ul style="list-style-type: none"> <li>• When you manually opt out a record</li> <li>• When an unsubscribe request is sent via email without a complete header</li> <li>• When the recipient clicks the Spam button, in some cases the ISP does not send the complete header with the request</li> </ul>
EMAIL_FORMAT	CHAR(1)	NO	<p>Recipient's preferred email content format, HTML or Text.</p> <p>H = HTML T = Text N = No Preferred M = Multi-part</p>
SOURCE	CHAR(100)		<p>Application / module that initiates the event</p> <p>Exported value is "Source Value" found in the <a href="#">Source Identification Values</a> table.</p>
REASON	VARCHAR2(500)		<p>Method used to add the recipient to the List (does not include bulk loads)</p> <ul style="list-style-type: none"> <li>• SP: Spam Complaint</li> <li>• SP: Spam Complaint Transfer</li> <li>• Unsubscribe Page</li> <li>• US: Unsubscribe</li> <li>• US: Unsubscribe Transfer</li> <li>• DV: Merge (Data viewer)</li> <li>• FR: Merge (Form)</li> <li>• PR: Merge (Program)</li> <li>• WS: Merge (Webservices)</li> </ul>
EMAIL	VARCHAR2(255)	NO	<p>Email address that initiated the OptOut event. The email address of the response event may differ from the email address in the List; Recipients often forward messages from one email address to another where the recipient ultimately handles the message</p>

Field Name	Type and Max Length	Null?	Description/Comments
CONTACT_INFO	VARCHAR2(500)		<p>Additional data for you to understand how to best follow-up with complaints, bounces, skips and changed contact data</p> <p>Possible values depend upon the subject Channel for the given event, provided the RIID value is included in the unsubscribe request.</p> <ul style="list-style-type: none"> <li>• Email Channel: Recipient's email address (from the List)</li> <li>• Mobile Channel: Recipient's mobile number (from the List)</li> <li>• Default: Email address that initiated the OptOut event. (This usually occurs when an unsubscribe request is made via an email reply.)</li> </ul>
CAMPAIGN_VERSION_ID	NUMBER	YES	The identifier of the test version
PERSONALIZATION_DT	TIMESTAMP	YES	The date and time of the personalization message
RECIPIENT_ORG_ID	NUMBER	YES	<p>Applies only if Targeting By Organization is enabled for the account.</p> <p>Organizational unit ID of the targeted organizational unit.</p>

## Program

Field Name	Type and Max Length	Null?	Description/Comments
EVENT_TYPE_ID	NUMBER	NO	Numerical value that denotes the event type for the given event transaction. See <a href="#">Contact Event Type IDs</a> for more information.
ACCOUNT_ID	NUMBER	NO	Account number (for example. 1234)
LIST_ID	NUMBER		Numerical identifier for the List object used by the Program
RIID	NUMBER	NO	Unique ID assigned for this specific List record

Field Name	Type and Max Length	Null?	Description/Comments
CUSTOMER_ID	VARCHAR2(255)		A unique identifier of the recipient/record that matches a customer ID or unique identifier in your system of record
EVENT_CAPTURED_DT	TIMESTAMP(6)	NO	Date and time the system was informed about the event
EVENT_STORED_DT	TIMESTAMP(6)	NO	Date the event transaction was stored into the Event DB
PROGRAM_ID	NUMBER	NO	Numerical identifier for the given Program
ENACTMENT_ID	NUMBER	NO	Numerical identifier of the recipient's specific entry into the program
PROGRAM_NAME	VARCHAR2(255)	NO	The Program name
PROGRAM_VERSION	NUMBER		The version of the Program used by this event
DESCRIPTION	VARCHAR2(1000)		The Program description

## Program State

Field Name	Type and Max Length	Null?	Description/Comments
EVENT_TYPE_ID	NUMBER	NO	Numerical value that denotes the event type for the given event transaction See <a href="#">Contact Event Type IDs</a> for more information.
ACCOUNT_ID	NUMBER	NO	Account number (for example. 1234)
LIST_ID	NUMBER		Numerical identifier for the List object used by the Program
EVENT_CAPTURED_DT	TIMESTAMP(6)	NO	Date and time the system was informed about the event
EVENT_STORED_DT	TIMESTAMP(6)		Date the event transaction was stored into the Event DB
PROGRAM_ID	NUMBER	NO	Numerical identifier of the given Program
PROGRAM_NAME	VARCHAR2(255)	NO	The Program name
PROGRAM_DESCRIPTION	VARCHAR2(4000)		The Program description

## Dynamic Content

Field Name	Type and Max Length	Null?	Description/Comments
EVENT_UUID	VARCHAR(36)	NO	Internal ID of the event
ACCOUNT_ID	NUMBER	NO	Account number (for example. 1234)
LIST_ID	NUMBER	YES	Numeric identifier of the List object used by the Campaign
EVENT_CAPTURED_DT	TIMESTAMP(6)	NO	Date and time the system was informed about the event
EVENT_STORED_DT	TIMESTAMP(6)	NO	Date the event transaction was stored into the Event DB
CAMPAIGN_ID	NUMBER	YES	Numerical identifier of the specific campaign
LAUNCH_ID	NUMBER	NO	Numeric identifier of the launch instance
REGION_NAME	VARCHAR(255)	NO	Name of the dynamic content region
RULE_NAME	VARCHAR(255)	NO	Name of the dynamic content rule
CONTENT_TYPE	VARCHAR(255)	NO	The type of content for the selected rule:  <b>text</b> =A block of text explicitly added in the dynamic content rule  <b>doc</b> =The path and name of a document in the content repository  <b>no</b> =No content
CONTENT	VARCHAR2(4000)	NO	The HTML code / text of the content region
EMAIL_FORMAT	CHAR(1)	NO	Recipient's preferred email content:  <b>H</b> = HTML <b>T</b> = Text <b>N</b> = No Preferred <b>M</b> = Multi-part
SIGNATURE_ID	NUMBER	NO	Numeric hash of the signature



Field Name	Type and Max Length	Null?	Description/Comments
SIGNATURE	VARCHAR(500)	NO	Ignored
CONTENT_INDEX	NUMBER	YES	Ignored

## File Layouts for SMS

The following table describes the layouts of the SMS export files.

NOTE: All timestamps are presented in UTC with this format: *DD-Mon-YYYY HH24:MI:SS*

### Clicked

Field Name	Type and Max Length	Null ?	Description/Comments
EVENT_UUID	VARCHAR(36)	NO	Internal ID of the event
EVENT_TYPE_ID	NUMBER	NO	Numerical value that denotes the event type for the given event transaction See <a href="#">Contact Event Type IDs</a> for more information.
ACCOUNT_ID	NUMBER	NO	Account number
LIST_ID	NUMBER		Numerical identifier for the List object used by the Campaign
RIID	NUMBER	NO	Unique ID assigned for this specific List record.
CUSTOMER_ID	VARCHAR2(255)		A unique identifier of the recipient/record that matches a customer ID or unique identifier in your system of record
EVENT_CAPTURED_DT	TIMESTAMP(6)	NO	Date and time the system was informed about the event.
EVENT_STORED_DT	TIMESTAMP(6)	NO	Date the event transaction was stored into the Event DB.
CAMPAIGN_ID	NUMBER	NO	Numerical identifier of the specific campaign
LAUNCH_ID	NUMBER	NO	Numerical identifier of the launch instance
PROGRAM_ID	INTEGER		Numerical identifier of the Program. -1 if unknown

Field Name	Type and Max Length	Null ?	Description/Comments
AGGREGATOR_ID	NUMBER	NO	Numerical identifier of the aggregator. 2 for Velti
COUNTRY_CODE	VARCHAR2(2)		Mobile country code
MOBILE_CODE	VARCHAR2(50)	NO	Short or long mobile code
MOBILE_NUMBER	VARCHAR2(255)	NO	Mobile phone number
OFFER_NUMBER	NUMBER	NO	Numerical identifier used for click tracking
REMOTE_ADDR	VARCHAR2(15)		IP address of the device from which the recipient clicked.
USER_AGENT_STRING	VARCHAR2(512)	YES	Available only if enabled for your account. The User Agent String, which identifies the user's device and browser version.
OPERATING_SYSTEM	VARCHAR2(4)	YES	The user's operating system. NOTE: This field contains legacy device data and will be deprecated in a future release.
BROWSER	VARCHAR2(2)	YES	The user's browser. NOTE: This field contains legacy device data and will be deprecated in a future release.
BROWSER_TYPE	VARCHAR2(2)	YES	The user's browser type. NOTE: This field contains legacy device data and will be deprecated in a future release.
OPERATING_SYSTEM_INFO	VARCHAR2(1000)	YES	Available only if enabled for your account. The user's operating system.
OS_VENDOR_INFO	VARCHAR2(1000)	YES	Available only if enabled for your account. The user's operating system vendor.
BROWSER_INFO	VARCHAR2(1000)	YES	Available only if enabled for your account. The user's browser.
BROWSER_TYPE_INFO	VARCHAR2(1000)	YES	Available only if enabled for your account.

Field Name	Type and Max Length	Null ?	Description/Comments
			The user's browser type.
DEVICE_TYPE_INFO	VARCHAR2(1000)	YES	Available only if enabled for your account. The user's device type.

## Received

Field Name	Type and Max Length	Null ?	Description/Comments
EVENT_UUID	VARCHAR(36)	NO	Internal ID of the event
EVENT_TYPE_ID	NUMBER	NO	Numerical value that denotes the event type for the given event transaction
ACCOUNT_ID	NUMBER	NO	Account number
LIST_ID	NUMBER		Numerical identifier for the list object used by the campaign
RIID	NUMBER	NO	Unique ID assigned for this specific List record. -1 if unknown
CUSTOMER_ID	VARCHAR2(255)		A unique identifier of the recipient/record that matches a customer ID or unique identifier in your system of record
EVENT_CAPTURED_DT	TIMESTAMP(6)	NO	Date and time the system was informed about the event
EVENT_STORED_DT	TIMESTAMP(6)	NO	Date the event transaction was stored into the Event DB
CAMPAIGN_ID	NUMBER	NO	Numerical identifier of the specific campaign
LAUNCH_ID	NUMBER	NO	Numerical identifier of the launch instance
PROGRAM_ID	NUMBER	NO	Numerical identifier of the Program. -1 if unknown
AGGREGATOR_ID	NUMBER	NO	Numerical identifier of the aggregator. 2 for Velti
COUNTRY_CODE	VARCHAR2(2)		Mobile country code
MOBILE_CODE	VARCHAR(50)	NO	Short or long mobile code
MOBILE_NUMBER	VARCHAR2(255)	NO	Mobile phone number
MOBILE_KEYWORD	VARCHAR(50)	NO	Mobile keyword, converted to upper or

Field Name	Type and Max Length	Null ?	Description/Comments
			lowercase. 'unknown' if not in the system
MOBILE_CARRIER	VARCHAR2(250)	NO	Name of the mobile carrier
AGGREGATOR_MESSAGE_ID			Numerical identifier from the aggregator
MSG_BODY	VARCHAR	YES	The content of received the message

## Sent

Field Name	Type and Max Length	Null ?	Description/Comments
EVENT_UUID	VARCHAR(36)	NO	Internal ID of the event
EVENT_TYPE_ID	NUMBER	NO	Numerical value that denotes the event type for the given event transaction See <a href="#">Contact Event Type IDs</a> for more information.
ACCOUNT_ID	NUMBER	NO	Account number
LIST_ID	NUMBER		Numerical identifier of the List object used by the campaign
RIID	NUMBER	NO	Unique ID assigned for this specific List record
CUSTOMER_ID	VARCHAR2(255)		A unique identifier of the recipient/record that matches a customer ID or unique identifier in your system of record
EVENT_CAPTURED_DT	TIMESTAMP(6)	NO	Date and time the system was informed about the event
EVENT_STORED_DT	TIMESTAMP(6)	NO	Date the event transaction was stored into the Event DB
CAMPAIGN_ID	NUMBER	NO	Numerical identifier of the specific campaign
LAUNCH_ID	NUMBER	NO	Numerical identifier of the launch instance
PROGRAM_ID	NUMBER		Numerical identifier of the Program. -1 if unknown
AGGREGATOR_ID	NUMBER	NO	Numerical identifier of the aggregator. 2 for Velti
COUNTRY_CODE	VARCHAR2(2)		Mobile country code
MOBILE_CODE	VARCHAR2(50)	NO	Short or long mobile code

Field Name	Type and Max Length	Null ?	Description/Comments
MOBILE_NUMBER	VARCHAR2(255)	NO	Mobile phone number
MOBILE_CHANNEL	VARCHAR2(50)	NO	The channel for the event, either SMS or PUSH
MOBILE_KEYWORD	VARCHAR2(50)		Mobile keyword, converted to upper or lowercase. 'unknown' if not in the system
OFFER_SIGNATURE_ID	NUMBER		Offers that were sent
MSG_SPLIT_COUNT	NUMBER	NO	Number of split messages
MESSAGE	VARCHAR	NO	Body of the sent message

## Converted

Field Name	Type and Max Length	Null ?	Description/Comments
EVENT_UUID	VARCHAR(36)	NO	Internal ID of the event
EVENT_TYPE_ID	NUMBER	NO	Numerical value that denotes the event type for the given event transaction  See <a href="#">Contact Event Type IDs</a> for more information.
ACCOUNT_ID	NUMBER	NO	Account number
LIST_ID	NUMBER		Numerical identifier for the List object used by the campaign
RIID	NUMBER	NO	Unique ID assigned for this specific List record
CUSTOMER_ID	VARCHAR2(255)		A unique identifier of the recipient/record that matches a customer ID or unique identifier in your system of record
EVENT_CAPTURED_DT	TIMESTAMP(6)	NO	Date and time the system was informed about the event
EVENT_STORED_DT	TIMESTAMP(6)	NO	Date the event transaction was stored into the Event DB
CAMPAIGN_ID	NUMBER	NO	Numerical identifier of the specific campaign
LAUNCH_ID	NUMBER	NO	Numerical identifier of the launch instance
PROGRAM_ID	NUMBER		Numerical identifier of the Program. -1 if unknown
AGGREGATOR_ID	NUMBER	NO	Numerical identifier of the aggregator. 2 for

Field Name	Type and Max Length	Null ?	Description/Comments
			Velti
COUNTRY_CODE	VARCHAR2(2)		Mobile country code
MOBILE_CODE	VARCHAR(50)	NO	Short or long mobile code
MOBILE_NUMBER	VARCHAR2(255)	NO	Mobile phone number
OFFER_NUMBER	NUMBER	NO	Numerical identifier used for click tracking
ORDER_ID	VARCHAR2(50)		The order ID value of the specific order as passed by you when registering the Conversion. The value from the OrderID name-value pair when calling the Conversion Tracking image pixel
ORDER_TOTAL	NUMBER(15,2)		The total amount of the order as passed by you when registered in the Conversion. The value from the OrderTotal name-value pair when calling the Conversion Tracking image pixel
ORDER_QUANTITY	NUMBER		The total number of items in the order as passed by you when registering the Conversion / Purchase The value from the NumItem name-value pair when calling the Conversion Tracking image pixel
USER_AGENT_STRING	VARCHAR2(512)	YES	Available only if enabled for your account. The User Agent String, which identifies the user's device and browser version.
OPERATING_SYSTEM	VARCHAR2(4)	YES	The user's operating system. NOTE: This field contains legacy device data and will be deprecated in a future release.
BROWSER	VARCHAR2(2)	YES	The user's browser. NOTE: This field contains legacy device data and will be deprecated in a future release.

Field Name	Type and Max Length	Null ?	Description/Comments
BROWSER_TYPE	VARCHAR2(2)	YES	The user's browser type.  NOTE: This field contains legacy device data and will be deprecated in a future release.
OPERATING_SYSTEM_INFO	VARCHAR2(1000)	YES	Available only if enabled for your account.  The user's operating system.
OS_VENDOR_INFO	VARCHAR2(1000)	YES	Available only if enabled for your account.  The user's operating system vendor.
BROWSER_INFO	VARCHAR2(1000)	YES	Available only if enabled for your account.  The user's browser.
BROWSER_TYPE_INFO	VARCHAR2(1000)	YES	Available only if enabled for your account.  The user's browser type.
DEVICE_TYPE_INFO	VARCHAR2(1000)	YES	Available only if enabled for your account.  The user's device type.

## Skipped

Field Name	Type and Max Length	Null ?	Description/Comments
EVENT_UUID	VARCHAR2(36)	NO	Internal ID of the event
EVENT_TYPE_ID	NUMBER	NO	Numerical value that denotes the event type for the given event transaction  See <a href="#">Contact Event Type IDs</a> for more information.
ACCOUNT_ID	NUMBER	NO	Account number (for example, 1234)
LIST_ID	NUMBER		Numerical identifier for the List object used by the Campaign
RIID	NUMBER	NO	Unique ID assigned for this specific List record
CUSTOMER_ID	VARCHAR2(255)		A unique identifier of the recipient/record that matches a customer ID or unique identifier in your system of record

Field Name	Type and Max Length	Null ?	Description/Comments
EVENT_CAPTURED_DT	TIMESTAMP(6)	NO	Date and time the system was informed about the event.
EVENT_STORED_DT	TIMESTAMP(6)	NO	Date the event transaction was stored into the Event DB.
CAMPAIGN_ID	NUMBER	NO	Numerical identifier of the specific campaign
LAUNCH_ID	NUMBER	NO	Numerical identifier of the launch instance
PROGRAM_ID	NUMBER		Numerical identifier of the Program. -1 if unknown
AGGREGATOR_ID	NUMBER		Numerical identifier of the aggregator. 2 for Velti
COUNTRY_CODE	VARCHAR2(2)		Mobile country code
MOBILE_CODE	VARCHAR2(50)	NO	Short or long mobile code
MOBILE_NUMBER	VARCHAR2(255)	NO	Mobile phone number
MOBILE_CHANNEL	VARCHAR2(50)	NO	The channel for the event, either SMS or PUSH
MOBILE_KEYWORD	VARCHAR2(50)		Mobile keyword, converted to upper or lowercase. 'unknown' if not in the system
OFFER_SIGNATURE_ID	NUMBER		Offers that were sent
REASON	VARCHAR2(255)		Reason for skipping the message

## Failed

Field Name	Type and Max Length	Null ?	Description/Comments
EVENT_UUID	VARCHAR(36)	NO	Internal ID of the event
EVENT_TYPE_ID	NUMBER	NO	Numerical value that denotes the event type for the given event transaction See <a href="#">Contact Event Type IDs</a> for more information.
ACCOUNT_ID	NUMBER	NO	Account number (for example. 1234)
LIST_ID	NUMBER		Numerical identifier for the List object used by the Campaign
RIID	NUMBER	NO	Unique ID assigned for this specific List record



Field Name	Type and Max Length	Null ?	Description/Comments
CUSTOMER_ID	VARCHAR2(255)		A unique identifier of the recipient/record that matches a customer ID or unique identifier in your system of record
EVENT_CAPTURED_DT	TIMESTAMP(6)	NO	Date and time the system was informed about the event.
EVENT_STORED_DT	TIMESTAMP(6)	NO	Date the event transaction was stored into the Event DB.
CAMPAIGN_ID	NUMBER	NO	Numerical identifier of the specific campaign
LAUNCH_ID	NUMBER	NO	Numerical identifier of the launch instance
PROGRAM_ID	NUMBER		Numerical identifier of the Program. -1 if unknown
AGGREGATOR_ID	NUMBER		Numerical identifier of the aggregator. 2 for Velti
COUNTRY_CODE	VARCHAR2(2)		Mobile country code
MOBILE_CODE	VARCHAR2(50)	NO	Short or long mobile code
MOBILE_NUMBER	VARCHAR2(255)	NO	Mobile phone number
MOBILE_CHANNEL	VARCHAR2(50)	NO	The channel for the event, either SMS or PUSH
MOBILE_KEYWORD	VARCHAR2(50)		Mobile keyword, converted to upper or lowercase. 'unknown' if not in the system
OFFER_SIGNATURE_ID	NUMBER		Offers that were sent
REASON	VARCHAR2(255)		Reason the message failed

## Delivered

Field Name	Type and Max Length	Null ?	Description/Comments
EVENT_UUID	VARCHAR(36)	NO	Internal ID of the event
EVENT_TYPE_ID	NUMBER	NO	Numerical value that denotes the event type for the given event transaction  See <a href="#">Contact Event Type IDs</a> for more information.
ACCOUNT_ID	NUMBER	NO	Account number (for example. 1234)

Field Name	Type and Max Length	Null ?	Description/Comments
LIST_ID	NUMBER		Numerical identifier for the List object used by the Campaign
RIID	NUMBER	NO	Unique ID assigned for this specific List record
EVENT_CAPTURED_DT	TIMESTAMP(6)	NO	Date and time the system was informed about the event.
EVENT_STORED_DT	TIMESTAMP(6)	NO	Date the event transaction was stored into the Event DB.
CAMPAIGN_ID	NUMBER	NO	Numerical identifier of the specific campaign
LAUNCH_ID	NUMBER	NO	Numerical identifier of the launch instance
PROGRAM_ID	NUMBER		Numerical identifier of the Program. -1 if unknown
AGGREGATOR_ID	NUMBER		Numerical identifier of the aggregator. 2 for Velti
COUNTRY_CODE	VARCHAR2(2)		Mobile country code
MOBILE_CODE	VARCHAR2(50)	NO	Short or long mobile code
MOBILE_NUMBER	VARCHAR2(255)	NO	Mobile phone number
MOBILE_CHANNEL	VARCHAR2(50)	NO	The channel for the event, either SMS or PUSH
MOBILE_CARRIER	VARCHAR2(250)	NO	Name of the mobile carrier
SMS_SENT_UUID	VARCHAR2(36)	NO	Internal ID of the event from the sms_sent event that is sent to the aggregator
DELIVERED_FLAG	CHAR(1)	NO	Indicates whether the SMS was delivered. 1 if delivered, 0 if undelivered
AGGREGATOR_MESSAGE_ID	VARCHAR2(36)		Numerical identifier from the aggregator
AGGREGATOR_MESSAGE_SUBID	NUMBER		The sub-ID of the message assigned by the aggregator
AGGREGATOR_STATUS_CODE	NUMBER		Aggregator-specific error code
AGGREGATOR_STATUS_DESC	VARCHAR2(50)		Aggregator-specific description of the error code

## Opted In

Field Name	Type and Max Length	Null?	Description/Comments
EVENT_UUID	VARCHAR(36)	NO	Internal ID of the event
EVENT_TYPE_ID	NUMBER	NO	Numerical value that denotes the event type for the given event transaction See <a href="#">Contact Event Type IDs</a> for more information.
ACCOUNT_ID	NUMBER	NO	Account number (for example, 1234)
RIID	NUMBER	NO	Unique ID assigned for this specific List record
EVENT_CAPTURED_DT	TIMESTAMP(6)	NO	Date and time the system was informed about the event
EVENT_STORED_DT	TIMESTAMP(6)	NO	Date the event transaction was stored into the Event DB
AGGREGATOR_ID	NUMBER		Numerical identifier of the aggregator. 2 for Velti
LIST_ID	NUMBER		Numerical identifier for the List object used by the Campaign
LAUNCH_ID	NUMBER	NO	Numerical identifier of the launch instance
CAMPAIGN_ID	NUMBER	NO	Numerical identifier of the specific campaign
PROGRAM_ID	NUMBER		Numerical identifier of the Program. -1 if unknown
MOBILE_CODE	VARCHAR2(50)	NO	Short or long mobile code
MOBILE_NUMBER	VARCHAR2(255)	NO	Mobile phone number
MOBILE_KEYWORD	VARCHAR(50)		Mobile keyword, converted to upper or lowercase. 'unknown' if not in the system
MOBILE_COUNTRY	VARCHAR2(2)		The 2 character ISO2 country code
MOBILE_CARRIER	VARCHAR2(250)	NO	Name of the mobile carrier
SOURCE	CHAR(100)		Application / module that initiates the event  Exported value is "Source Value" found in the <a href="#">Source Identification Values</a> table.
REASON	VARCHAR2(500)		Method used to add the recipient to the List

Field Name	Type and Max Length	Null?	Description/Comments
			(does not include bulk loads). <ul style="list-style-type: none"> <li>• DV:MERGE (Data Viewer edit / merge)</li> <li>• FR:MERGE (Update / insert via a Form as a result of a form submission)</li> <li>• FR: CONFIRMED (Confirmed Opt In email recipient)</li> <li>• FR: AWAIT_CONFRIM (Acquired email recipient who was previously opted in and subscribes again, but is un-confirmed)</li> <li>• PR:MERGE</li> <li>• WS:MERGE</li> </ul>
CUSTOMER_ID	VARCHAR2(255)		A unique identifier of the recipient/record that matches a customer ID or unique identifier in your system of record

## Opted Out

Field Name	Type and Max Length	Null?	Description/Comments
EVENT_UUID	VARCHAR(36)	NO	Internal ID of the event
EVENT_TYPE_ID	NUMBER	NO	Numerical value that denotes the event type for the given event transaction See <a href="#">Contact Event Type IDs</a> for more information.
ACCOUNT_ID	NUMBER	NO	Account number (for example, 1234)
RIID	NUMBER	NO	Unique ID assigned for this specific List record
EVENT_CAPTURED_DT	TIMESTAMP(6)	NO	Date and time the system was informed about the event
EVENT_STORED_DT	TIMESTAMP(6)	NO	Date the event transaction was stored into the Event DB
AGGREGATOR_ID	NUMBER		Numerical identifier of the aggregator. 2 for Velti
LIST_ID	NUMBER		Numerical identifier for the List object used

Field Name	Type and Max Length	Null?	Description/Comments
			by the Campaign
LAUNCH_ID	NUMBER	YES	Numerical identifier of the launch instance
CAMPAIGN_ID	NUMBER	NO	Numerical identifier of the specific campaign
PROGRAM_ID	NUMBER		Numerical identifier of the Program. -1 if unknown
MOBILE_CODE	VARCHAR2(50)	NO	Short or long mobile code
MOBILE_NUMBER	VARCHAR2(255)	NO	Mobile phone number
MOBILE_KEYWORD	VARCHAR(50)		Mobile keyword, converted to upper or lowercase. 'unknown' if not in the system
MOBILE_COUNTRY	VARCHAR2(2)		The 2 character ISO2 country code
MOBILE_CARRIER	VARCHAR2(250)	NO	Name of the mobile carrier
SOURCE	CHAR(100)		Application / module that initiates the event  Exported value is "Source Value" found in the <a href="#">Source Identification Values</a> table.
REASON	VARCHAR2(500)		Method used to add the recipient to the List (does not include bulk loads). <ul style="list-style-type: none"> <li>• DV:MERGE (Data Viewer edit / merge)</li> <li>• FR:MERGE (Update / insert via a Form as a result of a form submission)</li> <li>• PR:MERGE (Program)</li> <li>• WS:MERGE</li> </ul>
CUSTOMER_ID	VARCHAR2(255)		A unique identifier of the recipient/record that matches a customer ID or unique identifier in your system of record

## MO Forward Sent

Field Name	Type and Max Length	Null?	Description/Comments
EVENT_UUID	VARCHAR(36)	NO	Internal ID of the event
EVENT_TYPE_ID	NUMBER	NO	Numerical value that denotes the event type for the given event transaction

Field Name	Type and Max Length	Null?	Description/Comments
			See <a href="#">Contact Event Type IDs</a> for more information.
ACCOUNT_ID	NUMBER	NO	Account number (for example, 1234)
RIID	NUMBER	NO	Unique ID assigned for this specific List record
EVENT_CAPTURED_DT	TIMESTAMP(6)	NO	Date and time the system was informed about the event
EVENT_STORED_DT	TIMESTAMP(6)	NO	Date the event transaction was stored into the Event DB
AGGREGATOR_ID	NUMBER		Numerical identifier of the aggregator. 2 for Velti
LIST_ID	NUMBER		Numerical identifier for the List object used by the Campaign
LAUNCH_ID	NUMBER	YES	Numerical identifier of the launch instance
CAMPAIGN_ID	NUMBER	NO	Numerical identifier of the specific campaign
PROGRAM_ID	NUMBER		Numerical identifier of the Program. -1 if unknown
MOBILE_CODE	VARCHAR2(50)	NO	Short or long mobile code
MOBILE_NUMBER	VARCHAR2(255)	NO	Mobile phone number
MOBILE_KEYWORD	VARCHAR(50)		Mobile keyword, converted to upper or lowercase. 'unknown' if not in the system
COUNTRY_CODE	VARCHAR2(2)		Mobile country code
MO_MSG	VARCHAR2(255)	NO	The forwarded message

## MO Forward Failed

Field Name	Type and Max Length	Null?	Description/Comments
EVENT_UUID	VARCHAR(36)	NO	Internal ID of the event
EVENT_TYPE_ID	NUMBER	NO	Numerical value that denotes the event type for the given event transaction See <a href="#">Contact Event Type IDs</a> for more information.

Field Name	Type and Max Length	Null?	Description/Comments
ACCOUNT_ID	NUMBER	NO	Account number (for example, 1234)
RIID	NUMBER	NO	Unique ID assigned for this specific List record
EVENT_CAPTURED_DT	TIMESTAMP(6)	NO	Date and time the system was informed about the event
EVENT_STORED_DT	TIMESTAMP(6)	NO	Date the event transaction was stored into the Event DB
AGGREGATOR_ID	NUMBER		Numerical identifier of the aggregator. 2 for Velti
LIST_ID	NUMBER		Numerical identifier for the List object used by the Campaign
LAUNCH_ID	NUMBER	YES	Numerical identifier of the launch instance
CAMPAIGN_ID	NUMBER	NO	Numerical identifier of the specific campaign
PROGRAM_ID	NUMBER		Numerical identifier of the Program. -1 if unknown
MOBILE_CODE	VARCHAR2(50)	NO	Short or long mobile code
MOBILE_NUMBER	VARCHAR2(255)	NO	Mobile phone number
MOBILE_KEYWORD	VARCHAR(50)		Mobile keyword, converted to upper or lowercase. 'unknown' if not in the system
COUNTRY_CODE	VARCHAR2(2)		Mobile country code
MO_MSG	VARCHAR2(255)	NO	The forwarded message
FAILURE_REASON	VARCHAR2(255)	YES	The reason for failure

## File Layouts for MMS

The following table describes the layouts of the MMS export files.

NOTE: All timestamps are presented in UTC with this format: *DD-Mon-YYYY HH24:MI:SS*

### Sent

Field Name	Type and Max Length	Null ?	Description/Comments
EVENT_UUID	VARCHAR(36)	NO	Internal ID of the event
EVENT_TYPE_ID	NUMBER	NO	Numerical value that denotes the event type for the given event transaction  See <a href="#">Contact Event Type IDs</a> for more information.
ACCOUNT_ID	NUMBER	NO	Account number
LIST_ID	NUMBER		Numerical identifier of the List object used by the campaign
RIID	NUMBER	NO	Unique ID assigned for this specific List record
CUSTOMER_ID	VARCHAR2(255)		A unique identifier of the recipient/record that matches a customer ID or unique identifier in your system of record
EVENT_CAPTURED_DT	TIMESTAMP(6)	NO	Date and time the system was informed about the event
EVENT_STORED_DT	TIMESTAMP(6)	NO	Date the event transaction was stored into the Event DB
CAMPAIGN_ID	NUMBER	NO	Numerical identifier of the specific campaign
LAUNCH_ID	NUMBER	NO	Numerical identifier of the launch instance
PROGRAM_ID	NUMBER		Numerical identifier of the Program. -1 if unknown
AGGREGATOR_ID	NUMBER	NO	Numerical identifier of the aggregator. 2 for Velti
COUNTRY_CODE	VARCHAR2(2)		Mobile country code
MOBILE_CODE	VARCHAR2(50)	NO	Short or long mobile code
MOBILE_NUMBER	VARCHAR2(255)	NO	Mobile phone number
MOBILE_CHANNEL	VARCHAR2(50)	NO	The channel for the event
OFFER_SIGNATURE_ID	NUMBER		Offers that were sent



## Skipped

Field Name	Type and Max Length	Null ?	Description/Comments
EVENT_UUID	VARCHAR2(36)	NO	Internal ID of the event
EVENT_TYPE_ID	NUMBER	NO	Numerical value that denotes the event type for the given event transaction See <a href="#">Contact Event Type IDs</a> for more information.
ACCOUNT_ID	NUMBER	NO	Account number (for example, 1234)
LIST_ID	NUMBER		Numerical identifier for the List object used by the Campaign
RIID	NUMBER	NO	Unique ID assigned for this specific List record
CUSTOMER_ID	VARCHAR2(255)		A unique identifier of the recipient/record that matches a customer ID or unique identifier in your system of record
EVENT_CAPTURED_DT	TIMESTAMP(6)	NO	Date and time the system was informed about the event.
EVENT_STORED_DT	TIMESTAMP(6)	NO	Date the event transaction was stored into the Event DB.
CAMPAIGN_ID	NUMBER	NO	Numerical identifier of the specific campaign
LAUNCH_ID	NUMBER	NO	Numerical identifier of the launch instance
PROGRAM_ID	NUMBER		Numerical identifier of the Program. -1 if unknown
AGGREGATOR_ID	NUMBER		Numerical identifier of the aggregator. 2 for Velti
COUNTRY_CODE	VARCHAR2(2)		Mobile country code
MOBILE_CODE	VARCHAR2(50)	NO	Short or long mobile code
MOBILE_NUMBER	VARCHAR2(255)	NO	Mobile phone number
MOBILE_CHANNEL	VARCHAR2(50)	NO	The channel for the event
OFFER_SIGNATURE_ID	NUMBER		Offers that were sent
REASON	VARCHAR2(255)		Reason for skipping the message

## Failed

Field Name	Type and Max Length	Null ?	Description/Comments
EVENT_UUID	VARCHAR(36)	NO	Internal ID of the event
EVENT_TYPE_ID	NUMBER	NO	Numerical value that denotes the event type for the given event transaction See <a href="#">Contact Event Type IDs</a> for more information.
ACCOUNT_ID	NUMBER	NO	Account number (for example. 1234)
LIST_ID	NUMBER		Numerical identifier for the List object used by the Campaign
RIID	NUMBER	NO	Unique ID assigned for this specific List record
CUSTOMER_ID	VARCHAR2(255)		A unique identifier of the recipient/record that matches a customer ID or unique identifier in your system of record
EVENT_CAPTURED_DT	TIMESTAMP(6)	NO	Date and time the system was informed about the event.
EVENT_STORED_DT	TIMESTAMP(6)	NO	Date the event transaction was stored into the Event DB.
CAMPAIGN_ID	NUMBER	NO	Numerical identifier of the specific campaign
LAUNCH_ID	NUMBER	NO	Numerical identifier of the launch instance
PROGRAM_ID	NUMBER		Numerical identifier of the Program. -1 if unknown
AGGREGATOR_ID	NUMBER		Numerical identifier of the aggregator. 2 for Velti
COUNTRY_CODE	VARCHAR2(2)		Mobile country code
MOBILE_CODE	VARCHAR2(50)	NO	Short or long mobile code
MOBILE_NUMBER	VARCHAR2(255)	NO	Mobile phone number
MOBILE_CHANNEL	VARCHAR2(50)	NO	The channel for the event
OFFER_SIGNATURE_ID	NUMBER		Offers that were sent
REASON	VARCHAR2(255)		Reason the message failed

## File Layouts for Push

These are the layouts of the Push and In-App export files.

NOTE: All timestamps are presented in UTC with this format: *DD-Mon-YYYY HH24:MI:SS*

### Sent

Supported for both Push and In-App campaigns.

Field Name	Type and Max Length	Null ?	Description/Comments
EVENT_UUID	VARCHAR(36)	NO	Internal ID of the event
EVENT_TYPE_ID	NUMBER	NO	Numerical value that denotes the event type for the given event transaction See <a href="#">Contact Event Type IDs</a> for more information.
ACCOUNT_ID	NUMBER	NO	Account number
LIST_ID	NUMBER		Numerical identifier of the List object used by the campaign
RIID	NUMBER	NO	Unique ID assigned for this specific List record
CUSTOMER_ID	VARCHAR2(255)		A unique identifier of the recipient/record that matches a customer ID or unique identifier in your system of record
EVENT_CAPTURED_DT	TIMESTAMP(6)	NO	Date and time the system was informed about the event
EVENT_STORED_DT	TIMESTAMP(6)	NO	Date the event transaction was stored into the Event DB
CAMPAIGN_ID	NUMBER	NO	Numerical identifier of the specific campaign
LAUNCH_ID	NUMBER	NO	Numerical identifier of the launch instance
PROGRAM_ID	NUMBER		Numerical identifier of the Program. -1 if unknown
PUSH_ID	VARCHAR2(50)	NO	Unique identifier of the device and app installed on the device.
USER_ID	VARCHAR2(100)	NO	Unique identifier of the user.
APP_ID	VARCHAR2(100)	NO	Unique identifier of the app.
PLATFORM_TYPE	VARCHAR2(30)	NO	Type of the platform of the device.

## Skipped

Supported for both Push and In-App campaigns.

Field Name	Type and Max Length	Null ?	Description/Comments
EVENT_UUID	VARCHAR2(36)	NO	Internal ID of the event
EVENT_TYPE_ID	NUMBER	NO	Numerical value that denotes the event type for the given event transaction See <a href="#">Contact Event Type IDs</a> for more information.
ACCOUNT_ID	NUMBER	NO	Account number (for example. 1234)
LIST_ID	NUMBER		Numerical identifier for the List object used by the Campaign
RIID	NUMBER	NO	Unique ID assigned for this specific List record
CUSTOMER_ID	VARCHAR2(255)		A unique identifier of the recipient/record that matches a customer ID or unique identifier in your system of record
EVENT_CAPTURED_DT	TIMESTAMP(6)	NO	Date and time the system was informed about the event.
EVENT_STORED_DT	TIMESTAMP(6)	NO	Date the event transaction was stored into the Event DB.
CAMPAIGN_ID	NUMBER	NO	Numerical identifier of the specific campaign
LAUNCH_ID	NUMBER	NO	Numerical identifier of the launch instance
PROGRAM_ID	NUMBER		Numerical identifier of the Program. -1 if unknown
PUSH_ID	VARCHAR2(50)	NO	Unique identifier of the device and app installed on the device.
USER_ID	VARCHAR2(100)	NO	Unique identifier of the user.
APP_ID	VARCHAR2(100)	NO	Unique identifier of the app.
REASON	VARCHAR2(255)		Reason for skipping the message.
PLATFORM_TYPE	VARCHAR2(30)	NO	Type of the platform of the device.

## Failed

Supported for both Push and In-App campaigns.

Field Name	Type and Max Length	Null ?	Description/Comments
EVENT_UUID	VARCHAR(36)	NO	Internal ID of the event
EVENT_TYPE_ID	NUMBER	NO	Numerical value that denotes the event type for the given event transaction See <a href="#">Contact Event Type IDs</a> for more information.
ACCOUNT_ID	NUMBER	NO	Account number (for example. 1234)
LIST_ID	NUMBER		Numerical identifier for the List object used by the Campaign
RIID	NUMBER	NO	Unique ID assigned for this specific List record
CUSTOMER_ID	VARCHAR2(255)		A unique identifier of the recipient/record that matches a customer ID or unique identifier in your system of record
EVENT_CAPTURED_DT	TIMESTAMP(6)	NO	Date and time the system was informed about the event.
EVENT_STORED_DT	TIMESTAMP(6)	NO	Date the event transaction was stored into the Event DB.
CAMPAIGN_ID	NUMBER	NO	Numerical identifier of the specific campaign
LAUNCH_ID	NUMBER	NO	Numerical identifier of the launch instance
PROGRAM_ID	NUMBER		Numerical identifier of the Program. -1 if unknown
PUSH_ID	VARCHAR2(50)	NO	Unique identifier of the device and app installed on the device.
USER_ID	VARCHAR2(100)	NO	Unique identifier of the user.
APP_ID	VARCHAR2(100)	NO	Unique identifier of the app.
REASON	VARCHAR2(255)		Reason the message failed.
PLATFORM_TYPE	VARCHAR2(30)	NO	Type of the platform of the device.

## Button Clicked

Supported only for Push campaigns.

Field Name	Type and Max Length	Null?	Description/Comments
EVENT_UUID	VARCHAR2(36 CHAR)	No	Internal ID of the event.
EVENT_TYPE_ID	NUMBER(38,0)	No	Numerical value that denotes the event type for the given event transaction See <a href="#">Contact Event Type IDs</a> for more information.
ACCOUNT_ID	NUMBER(38,0)	No	Account number (for example. 1234)
RIID	NUMBER(38,0)	No	Unique ID assigned for this specific List record.
CUSTOMER_ID	VARCHAR2(255 CHAR)	Yes	A unique identifier of the recipient/record that matches a customer ID or unique identifier in your system of record.
EVENT_CAPTURED_DT	TIMESTAMP(6)	No	Date and time the system was informed about the event.
EVENT_STORED_DT	TIMESTAMP(6)	No	Date the event transaction was stored into the Event DB.
LIST_ID	NUMBER(38,0)	No	Numerical identifier for the List object used by the Campaign.
LAUNCH_ID	NUMBER(38,0)	No	Numerical identifier of the launch instance
CAMPAIGN_ID	NUMBER(38,0)	No	Numerical identifier of the specific campaign.
PROGRAM_ID	NUMBER(38,0)	No	Numerical identifier of the Program. -1 if unknown.
PUSH_ID	VARCHAR2(355 CHAR)	No	Unique identifier of the device and app installed on the device.
PUSHIO_API_KEY	VARCHAR2(100 CHAR)	No	Alphanumeric case sensitive characters: the app GUID, an underscore, a character representing the platform type, and 3 characters representing the platform identifier.
APP_ID	VARCHAR2(100 CHAR)	No	Unique identifier of the app.

Field Name	Type and Max Length	Null?	Description/Comments
PLATFORM_TYPE	VARCHAR2(30 CHAR)	No	Type of the platform of the device.
BUTTON_ID	NUMBER(38,0)	No	Unique identifier of the button.
CATEGORY_ID	NUMBER(38,0)	No	Numerical identifier of the category of buttons the user can choose to click
BUTTON_NAME	VARCHAR2(100 CHAR)	No	Name of the button, for example "ACCEPT"
BUTTON_TYPE	CHAR(1 CHAR)	No	Either an "F" (the user was redirected to a URL) or a "B" (the user was not redirected to a URL)
ACTION_URL	VARCHAR2(2083 CHAR)	Yes	The URL that opens after the push button is clicked
CATEGORY_NAME	VARCHAR2(38 CHAR)	Yes	Name of the button category, for example "ACCEPT OR DECLINE"
CATEGORY_IDENTIFIER		Yes	Unique identifier of the category of buttons the user can choose to click, for example "orcl_rsys_accept_decline"
USER_AGENT_STRING	VARCHAR2(512 CHAR)	Yes	Available only if enabled for your account. The User Agent String, which identifies the user's device and browser version.

## Opened

Supported only for Push campaigns, not for In-App campaigns.

Field Name	Type and Max Length	Null?	Description/Comments
EVENT_UUID	VARCHAR(36)	NO	Internal ID of the event
EVENT_TYPE_ID	NUMBER	NO	Numerical value that denotes the event type for the given event transaction See <a href="#">Contact Event Type IDs</a> for more information.
ACCOUNT_ID	NUMBER	NO	Account number (for example. 1234)
LIST_ID	NUMBER		Numerical identifier for the List object used by the Campaign
RIID	NUMBER	NO	Unique ID assigned for this specific List

Field Name	Type and Max Length	Null?	Description/Comments
			record
CUSTOMER_ID	VARCHAR2(255)		A unique identifier of the recipient/record that matches a customer ID or unique identifier in your system of record
EVENT_CAPTURED_DT	TIMESTAMP(6)	NO	Date and time the system was informed about the event.
EVENT_STORED_DT	TIMESTAMP(6)	NO	Date the event transaction was stored into the Event DB.
CAMPAIGN_ID	NUMBER	NO	Numerical identifier of the specific campaign
LAUNCH_ID	NUMBER	NO	Numerical identifier of the launch instance
PROGRAM_ID	NUMBER		Numerical identifier of the Program. -1 if unknown
PUSH_ID	VARCHAR2(50)	NO	Unique identifier of the device and app installed on the device.
PUSHIO_API_KEY	VARCHAR2(25)	NO	Alphanumeric case sensitive characters: the app GUID, an underscore, a character representing the platform type, and 3 characters representing the platform identifier.
PLATFORM_TYPE	VARCHAR2(30)	NO	Type of the platform of the device.
APP_ID	VARCHAR2(100)	NO	Unique identifier of the app.

## Converted

Supported only for Push campaigns, not for In-App campaigns.

Field Name	Type and Max Length	Null?	Description/Comments
EVENT_UUID	VARCHAR(36)	NO	Internal ID of the event
EVENT_TYPE_ID	NUMBER	NO	Numerical value that denotes the event type for the given event transaction See <a href="#">Contact Event Type IDs</a> for more information.
ACCOUNT_ID	NUMBER	NO	Account number (for example. 1234)
LIST_ID	NUMBER		Numerical identifier for the List object used by the Campaign



Field Name	Type and Max Length	Null?	Description/Comments
RIID	NUMBER	NO	Unique ID assigned for this specific List record
CUSTOMER_ID	VARCHAR2(255)		A unique identifier of the recipient/record that matches a customer ID or unique identifier in your system of record
EVENT_CAPTURED_DT	TIMESTAMP(6)	NO	Date and time the system was informed about the event
EVENT_STORED_DT	TIMESTAMP(6)	NO	Date the event transaction was stored into the Event DB
CAMPAIGN_ID	NUMBER	NO	Numerical identifier of the specific campaign
LAUNCH_ID	NUMBER	NO	Numerical identifier of the launch instance
PROGRAM_ID	NUMBER		Numerical identifier of the Program. -1 if unknown
PUSH_ID	VARCHAR2(50)	NO	Unique identifier of the device and app installed on the device.
PUSHIO_API_KEY	VARCHAR2(25)	NO	Alphanumeric case sensitive characters: the app GUID, an underscore, a character representing the platform type, and 3 characters representing the platform identifier.
PLATFORM_TYPE	VARCHAR2(30)	NO	Type of the platform of the device.
APP_ID	VARCHAR2(100)	NO	Unique identifier of the app.

## Opted In

**NOTE:** This event type is only supported for customers using the new Connect interface.

A Push Opted In event is generated and stored in the event tables when:

- The mobile app is installed on an Android device.
- On every Opt In received after the mobile app is installed (iOS and Android devices).

Whenever a Push Opted In event occurs, a Customer Activated Program event is also generated. This enables marketers to use the Customer Activated Program event for orchestration logic in programs.

Field Name	Type and Max Length	Null?	Description/Comments
EVENT_UUID	VARCHAR(36)	NO	Internal ID of the event
EVENT_TYPE_ID	NUMBER	NO	Numerical value that denotes the event type for the given event transaction See <a href="#">Contact Event Type IDs</a> for more information.
ACCOUNT_ID	NUMBER	NO	Account number (for example, 1234)
LIST_ID	NUMBER		Numerical identifier for the List object used by the campaign
RIID	NUMBER	NO	Unique ID assigned for this specific List record
CUSTOMER_ID	VARCHAR2(255)		A unique identifier of the recipient/record that matches a customer ID or unique identifier in your system of record
EVENT_CAPTURED_DT	TIMESTAMP(6)	NO	Date and time the system was informed about the event
EVENT_STORED_DT	TIMESTAMP(6)	NO	Date the event transaction was stored into the Event DB
PUSH_ID	VARCHAR2(50)	NO	Unique identifier of the device and app installed on the device.
PUSHIO_API_KEY	VARCHAR2(25)	NO	Alphanumeric case sensitive characters: the app GUID, an underscore, a character representing the platform type, and 3 characters representing the platform identifier.
APP_ID	VARCHAR2(100)	NO	Unique identifier of the app.
PLATFORM_TYPE	VARCHAR2(30)	NO	Type of the platform of the device.
USER_ID	VARCHAR2(100)		Unique identifier of the user. Only captured if the user is logged in to the mobile app when they opt in. This field helps identify the user that opted in.

## Opted Out

**NOTE:** This event type is only supported for customers using the new Connect interface.

A Push Opted Out event is generated and stored in the event tables each time an Opt Out is received after the mobile app is installed (iOS and Android devices).

Field Name	Type and Max Length	Null?	Description/Comments
EVENT_UUID	VARCHAR(36)	NO	Internal ID of the event
EVENT_TYPE_ID	NUMBER	NO	Numerical value that denotes the event type for the given event transaction See <a href="#">Contact Event Type IDs</a> for more information.
ACCOUNT_ID	NUMBER	NO	Account number (for example, 1234)
LIST_ID	NUMBER		Numerical identifier for the List object used by the campaign
RIID	NUMBER	NO	Unique ID assigned for this specific List record
CUSTOMER_ID	VARCHAR2(255)		A unique identifier of the recipient/record that matches a customer ID or unique identifier in your system of record
EVENT_CAPTURED_DT	TIMESTAMP(6)	NO	Date and time the system was informed about the event
EVENT_STORED_DT	TIMESTAMP(6)	NO	Date the event transaction was stored into the Event DB
PUSH_ID	VARCHAR2(50)	NO	Unique identifier of the device and app installed on the device.
PUSHIO_API_KEY	VARCHAR2(25)	NO	Alphanumeric case sensitive characters: the app GUID, an underscore, a character representing the platform type, and 3 characters representing the platform identifier.
APP_ID	VARCHAR2(100)	NO	Unique identifier of the app.
PLATFORM_TYPE	VARCHAR2(30)	NO	Type of the platform of the device.
USER_ID	VARCHAR2(100)		Unique identifier of the user. Only captured if the user is logged in to the mobile app when they opt out. This field helps identify the user that opted out.

## File Layouts for MVT

The following table describes the layouts of the MVT export files.

Field Name	Type and Max Length	Null?	Description/Comments
PROGRAM_ID	NUMBER	NO	Numerical identifier for the given Program
CAMPAIGN_ID	NUMBER	NO	Numerical identifier of the specific campaign
STAGE_ID	STRING (25)	NO	The numeric identifier of a Program stage
CAMPAIGN_VERSION_ID	NUMBER	YES	The identifier of the test version
CAMPAIGN_VERSION_NAME	VARCHAR2(255)	NO	The name of the test version
TEST_START_DT	DATETIME	YES	The date and time the MVT started
TEST_END_DT	DATETIME	YES	The date and time the MVT ended
WINNER_SELECTION_TYPE	CHAR (1)	YES	Automatic or manual
TEST_SUCCESS_METRIC	CHAR (1)	YES	Criteria that determines the winning version
IS_WINNER	CHAR (1)	YES	Identifies the winning version
CAMPAIGN_VERSION_CONTENT	STRING (1000)	YES	The content of the version

## File Layouts for Holdout Group

The following table describes the layouts of the Holdout Group export files.

Field Name	Type and Max Length	Null?	Description/Comments
EVENT_TYPE_ID	NUMBER	N	Numerical value that denotes the event type for the given event transaction.  See <a href="#">Contact Event Type IDs</a> for more information.
ACCOUNT_ID	NUMBER	N	Account number (for example, 1234)
LIST_ID	NUMBER	N	Numerical identifier for the List object used by the campaign
RIID	NUMBER	N	Unique ID assigned for this specific List record
CUSTOMER_ID	VARCHAR2(255)	Y	A unique identifier of the recipient/record that matches a customer ID or unique identifier in your system of record
CUSTOM_PROPERTIES		Y	Any custom columns you have defined
EVENT_CAPTURED_DT	TIMESTAMP	N	Date and time the system was informed about the event, in UTC
EVENT_STORED_DT	TIMESTAMP	N	Date the event transaction was stored into the Event DB, in UTC
PROGRAM_ID	NUMBER	N	Numerical identifier of the given Program
HOLDOUT_ID	VARCHAR2(255)	N	Unique identifier of the Holdout Group stage in the program
COMPARE_TO_CAMPAIGN_ID	NUMBER(38,0)	Y	Campaign ID of comparison campaign that may or may not have lift over the holdout group.  A NULL value means the holdout group is compared against all campaigns in the program.

## Accessing the Oracle Responsys File Server

The Oracle Responsys File Server supports Secure Copy (SCP) and Secure FTP (SFTP). Access to the file server via these protocols is performed using SSH2 key authentication and your assigned login.

In order to access the Oracle Responsys File Server, You must provide Oracle Responsys a public SSH2 key with the following attributes:

- SSH2 compliant
- RSA or DSA compatible
- At least 1024 bit strong
- We recommend the key pair is generated without a passphrase

After receiving your public SSH2 key, we associate the key with your Oracle Responsys File Server account.

You maintain possession of the private SSH2 key and ensure the private key is available to your machine(s) that will be remotely accessing the Oracle Responsys File Server to download the Contact Event Data output files. Oracle Responsys uses the public SSH2 key to authenticate you when you are trying to access the Oracle Responsys File Server account with a login we provide. If an individual has SSH2 key information that does not match the public SSH2 key we have on record, the individual is not granted access to the SCP account.

Many SCP and SFTP programs are available for several operating systems. A popular Windows program is WinSCP; MacOS X has scp and sftp built-in; several Linux based operating systems are shipped with scp and/or sftp.

You can use one of these tools to create SSH2 key pairs:

- Unix/Linux: command line tools such as ssh-keygen
- Windows: PuttyGen

## Appendix A: Troubleshooting Data Corruption

Oracle Responsys tracks many user-initiated behavioral events (e.g. opens and clicks) via URLs sent back to Oracle Responsys. These URLs can become corrupted before Oracle Responsys receives them, and the corrupted data is saved as-is into Oracle Responsys event logs. The URL corruption might occur for a variety of reasons that Oracle Responsys did not cause nor is able to fix.

If your CED output files contain corrupted data values, these values might cause errors in your data processes that ingest the CED output. The most common corruption occurs when data values in the CUSTOMER\_ID field include non-alpha-numeric characters (such as &, @, \*). We recommend you always pre-process the CED output files, identify all invalid rows, then direct valid rows to a “.valid” file, and direct the invalid rows to an “.invalid” file. You can then use the “.valid” file as a source for further processing.

To identify and redirect invalid rows, you usually need to perform a global search of the incoming file using a regular expression, then print the output. For Unix/Linux operation systems, use the **awk** command-line utility to search plain-text data sets for lines matching a regular expression. This utility is located in `/bin/awk`.

Although Oracle Responsys does not cause the data corruption and cannot fix it, we provide a solution for identifying the problem and redirecting valid and invalid rows.

The examples in this Appendix provides the following solutions.

Example 1: Identify invalid rows in the target file and do not redirect either valid or invalid rows.

Example 2: Redirect valid rows from source file to the “.valid” file and do nothing with invalid rows.

Example 3: Redirect invalid rows to the “.invalid” file and valid rows to “.valid” file. Use this example if the CUSTOMER\_ID column contains alphanumeric characters.

Example 4: Redirect invalid rows to “.invalid” file and valid rows to “.valid” file. Use this example if the CUSTOMER\_ID column contains only numeric characters.

All examples assume that:

- CUSTOMER\_ID is the fifth column in the CED file
- The file uses the comma (,) as a delimiter  
NOTE: If your file uses a different separator, replace the comma (in the FC variable) with the character your file uses. For example, if your file uses the semicolon (;) specify `FS="\;"`.

## Example 1

This example checks whether any row contains non-alphanumeric characters and prints the invalid rows.

**Example:** - vi filter.awk

```
BEGIN {
# Define the field separator
#
# awk reads and parses each line from the input file using the built-in input field
separator variable FC
#
# The CED file uses the comma (,) as the separator
# if your file uses a different separator, replace the comma with the separator you
use
# Since quotes(") have special meaning to the shell, we escape them with \
FS="\", \""

}
{
# Validate whether column 5 in the incoming row contains non alpha-numeric data
if ( $5 !~ /^[0-9a-zA-Z]*$/ ) {

#Print the invalid rows
print $5 ;
}
}
```

**Usage:** - awk -f filter.awk ced\_click\_file.csv

**Output:** Rows that contain non-alphanumeric data in the fifth column.

## Example 2

This example directs valid rows that contain only alphanumeric characters to the “.valid” file, and does nothing with invalid rows.

**Example:** - ln filter.awk

```
BEGIN {
FS="\", \""
}

# Clean up the existing .valid file
#
# If this is the first row in the source file (FNR == 1), remove the “.valid” file
{
if (FNR == 1) { system("rm -f "FILENAME".valid") && system("touch "FILENAME".valid")
}
```



```

        print $0 >> FILENAME".valid"}
else
# Validate whether incoming rows contain only alpha-numeric data
if ( $5 ~ /^[0-9a-zA-Z]*$/ ) {

# Redirect valid rows to the .valid file
print $0 >> FILENAME".valid" ;
}
}
}

```

**Usage** – `awk -f filter.awk ced_click_file.csv`

**Output:** The source file is preserved and valid rows are directed to the “.valid” file.

### Example 3

This example directs invalid rows that contain non-alphanumeric characters to the “.invalid” file and directs valid rows to the “.valid” file.

**Example:** – In filter.awk

```

BEGIN {
  FS="\",\""
}

# Clean up the existing “.valid file” and “.invalid” files
#
# If this is the first row in the source file (FNR == 1)
# remove the “.valid” and “.invalid” files
{
if (FNR == 1) { system("rm -f "FILENAME".invalid") && system("touch
"FILENAME".invalid") }
if (FNR == 1) { system("rm -f "FILENAME".valid") && system("touch "FILENAME".valid")
  print $0 >> FILENAME".valid"
}

# Validate whether incoming rows contain only alpha-numeric data
if (FNR > 1) { if ( $5 ~ /^[0-9a-zA-Z]*$/ ) {

# Redirect valid rows to the .valid file
print $0 >> FILENAME".valid" ;
      } else
      {
# Redirect invalid rows to the .invalid file
      print $0 >> FILENAME".invalid" ;

```

```
    }
  }
}
```

**Usage:** - `awk -f filter.awk ced_click_file.csv`

**Output:** The source file is preserved, valid rows are directed to a “.valid” file, and invalid rows are directed to the “.invalid” file.

#### Example 4

This example directs valid rows that contain only numeric characters to the “.valid” file and directs invalid rows to the “.invalid” file.

**Example:** - In filter.awk

```
BEGIN {
  FS="\",\""
}
{
  if (FNR == 1) { system("rm -f FILENAME.invalid") && system("touch
FILENAME.invalid") }
  if (FNR == 1) { system("rm -f FILENAME.valid") && system("touch
FILENAME.valid")
  print $0 >> FILENAME.valid"
  }

# Validate whether incoming rows contain only numeric data
  if (FNR > 1) { if ( $5 ~ /^[0-9]*$/ ) {
    print $0 >> FILENAME.valid" ;
  } else
  {
    print $0 >> FILENAME.invalid" ;
  }
  }
}
```

**Usage** - `awk -f filter.awk ced_click_file.csv`

**Output:** The source file is preserved, valid rows are directed to a “.valid” file, and invalid rows are directed to the “.invalid” file.