SessionM Standard Data Export Schema

Release 2026.1

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Changelog

Version	Changes

2026.1	• The following tables have been changed from FULL to DELTA in nightly Extracts
	  ○ Transaction_line_item_maps
	• Division_id added to the following tables
	  ○ Point_accounts
	  ○ Point_sources
	  ○ Reward_stores
	  ○ Tier_systems
	• Data_date has been correctly relabeled as a date instead of a string for the following tables
	  ○ event_filters
	  ○ offer_media
	  ○ offer_media_categories
	  ○ offers
	  ○ user_offers

SessionM Data Cloud

The SessionM Data Cloud is a high-throughput data store that contains the most relevant and insightful client data for data analytics and audience orchestration. The Data Cloud consolidates diverse sets of data from multiple sources and makes this data easily accessible and readily available for data analysis.

About this Document

This document is not the full data schema of the entire SessionM Data Cloud. It contains the schemas of the tables that are part of our standard daily data exports as well as the tables included in many of the commonly requested extracts. The schema contains:

- Column (or attribute) name
- Data type
- Description of the attribute

As new features and functionality evolve within the SessionM platform changes to the overall data structure which impact the exports may be required. As such, SessionM will be proactive in communicating changes to the structure, formats, and data contained within these tables and extracts. The types of changes and communications that can be expected are detailed below.

Major structural changes that will be given advance notice or require client to opt-in to receiving these changes:

- New Tables
- Table Deprecations
- Field Deprecations
- Data Type Changes that materially affect the data exported (e.g. moving from integer values to strings)

Minor data changes or additions that will be reflected in the document, but not be given significant advanced notice or be gated behind opt-in to receive:

- New columns in existing tables
- New value types in string columns

These tables represent the relevant SessionM data lake tables queried from for the standard extracts available for clients but may include fields not relevant or included in your specific instances, such as division_id and hidden_from_descendant_divisions for non-multi-org enabled clients or available_for_point_pooling for householding enabled

clients. These tables may contain extra data elements described here that are for internal purposes or not included in the actual extracts. Please reference the EXPORT QUERIES section of the doc for a full view of the extract queries. Additionally, clients may have additional data extracts not included in this document as part of their specific configurations. Clients may also have full or delta-based extract changes that depart from the standard based on request/need.

Additionally, this document contains information about the classification of the exported files:

- Full load (whole table is sent every day)
- Delta (partial table is sent every day) and the lookback time of the delta

The tables are ordered in ascending alphabetical order. On the table level, the column names are sorted in relative ascending ordinal position order as they appear in the SessionM Datalake.

Please note that our SQL query engine does not enforce length limits on data type `VARCHAR`. Hence, we've called them `string`s in the documentation.

CAMPAIGNS

applications

This dimension table describes the application used.

Column	Data Type	Description
applications_id	integer	Application identifier of the Core digital property key/secret
name	string	Application name of the Core digital property key/secret
platform	string	Application's platform type. Valid values include "ios", "android", "browser".
created_at	timestamp with time zone	Timestamp for when record was created.
updated_at	timestamp with time zone	Timestamp for when record was updated.
deleted	boolean	Whether record has been marked as "deleted."
data_source	string	Valid values include: "External" when record has been hydrated with historical data loads through ad hoc jobs; "SMP" when records come from OLTP databases; and, "SMPk" when records are received from Kinesis.
etl_time	timestamp with time zone	Timestamp of Data Cloud hydration.

application_achievements

This table links achievements to their associated application.

Column	Data Type	Description
application_achievement_id	integer	Identifier for application achievement.
application_id	integer	Application identifier.
achievement_id	integer	Represents the achievement's ID
application_event_id	integer	Linkage to application_events table (not currently unavailable in Data Cloud). All events sent to system, whether attached to behavior or not.
created_at	timestamp with time zone	Timestamp for when record was created.
updated_at	timestamp with time zone	Timestamp for when record was updated.
deleted	boolean	Whether record has been marked as "deleted."
data_source	string	Valid values include: "External" when record has been hydrated with historical data loads through ad hoc jobs; "SMP" when records come from OLTP databases; and, "SMPk" when records are received from Kinesis.
etl_time	timestamp with time zone	Timestamp of Data Cloud hydration.

campaign_achievements

This table lists behaviors to track, and the outcomes associated with behavior completion.

Column	Data Type	Description
achievement_id	integer	Represents the achievement's ID
name	string	Represents the name of the achievement. For behaviors, this is the name of the behavior. For goals this is a GUID with an "MMC-" prefix
created_at	date	Represents the time the achievement was created (when the behavior was created)
achievement_type	string	This is either a value of goal or behavior. A value of behavior represents the composite achievement (the one that is tied to the outcome). A value of goal represents a goal achievement (the one that is tied to the rule)
ad_campaign_id	integer	The ID of the campaign that the achievements are tied to
offer_achievement_data_id	integer	DEPRECATED
offer_achievement_data_name	string	DEPRECATED
internal_event_name	string	If the entry is acustom_event goal, the name of the custom_event will be here. Otherwise, it will just be a GUID
points	integer	DEPRECATED (0 for every entry)
updated_at	timestamp with time zone	Represents the time the achievement was updated (when the behavior was updated)
organization_id	integer	An ID representing the organization that the campaign is tied to
tags	string	Any tag(s) that will be awarded from this composite achievement (which also includes the TTL time after the ;;). The TTL value is the number of seconds after the tag is applied before it expires
external_id	string	A unique identifier for the achievement
data_source	string	Valid values include: "External" when record has been hydrated with historical data loads through ad hoc jobs; "SMP" when records come from OLTP databases; and, "SMPk" when records are received from Kinesis.
division_id	string	Represents the associated division of the campaign. For non-multi-org enabled environments, this is blank
etl_time	Timestamp with time zone	Timestamp of Data Cloud hydration.

campaign_achievement_outcomes

This table lists behaviors to track, and the outcomes associated with campaign achievements. This is an associative table that links the campaign_achievements and campaign_outcomes tables.

Column	Data Type	Description
campaign_achievement_ outcome_id	integer	Represents the achievement outcome's ID (which holds the relationship between the achievement and the outcome)
campaign_achievement_id	integer	Represents the achievement's ID
campaign_outcome_id	integer	Represents the outcome's ID
account_id	integer	DEPRECATED.
created_at	Timestamp with time zone	When the outcome was created
updated_at	timestamp with time zone	When the outcome was created (identical to the created_at value because the linkage (and therefore the object) is only made on create)
division_id	string	Represents the associated division of the campaign. For non-multi-org enabled environments, this is blank
etl_time	timestamp with time zone	Timestamp of Data Cloud hydration.

campaign_activity

This table records all actions associated with campaigns including messaging and behavior completions (achievements).

Column	Data Type	Description
user_id	string	The internal SessionM user_id for both SOR and non-SOR clients. A value of 00000000-0000-0000-DEAD-000000000000 means that the user has been GDPR forgotten (or is the non-surviving user in a merge)
campaign_id	bigint	Represents the campaign's ID
unit_id	bigint	Represents the ad_unit's ID. This is most useful in joining with the campaign_activity_units table to find a message's name without looking it up via the SMP
application_id	bigint	Represents the Application used in the transaction. The Application object contains the API key used in the transaction
achievement_id	bigint	Represents the achievement's ID
application_ achievement_id	bigint	Identifier for combination of application & achievement for action, used for internal SessionM purposes.

Column	Data Type	Description
creative_type	string	This has two types of values: behavior and messages. behavior: the entry is due to behavior progress or completion either in the Customer Behavior section of campaigns or as a triggered message under the Messages section of campaigns. For values that are not behavior, these values represent the type of message.
action	string	Event recorded that is associated with campaign (e.g., messages sent, campaign behavior triggers, completions, click, push_open). Here is a significant subset: composite:achievement:earned composite:achievement:event composite:achievement:manually_completed composite:achievement:regress composite:achievement:forfeited goal:achievement:earned goal:achievement:manually_completed goal:achievement:regress goal:achievement:forfeited achievement:opt_in order_created platform_processed platform_processing platform_dropped platform_deferred sent_tile triggered eligible_offer_issued outcome:awarded outcome:error outcome:revoked outcome:not_revoked
transaction_id	string	This is the internal core transaction ID (.NET and POS can have a different transaction ID)
bug	string	DEPRECATED.
create_date	timestamp with time zone	This is the timestamp of the beginning of the day of the time_stamp
time_stamp	timestamp with time zone	The timestamp of the transaction (same value as created_at). For returns, this is the time of the return (not the original transaction)
created_at	timestamp with time zone	The timestamp of the transaction (same value as time_stamp). For returns, this is the time of the return (not the original transaction)

Column	Data Type	Description
data_source	string	Valid values include: "External" when record has been hydrated with historical data loads through ad hoc jobs; "SMP" when records come from OLTP databases; and, "SMPk" when records are received from Kinesis.
data_date	date	The date the transaction occurred (useful for quick filtering)
etl_time	timestamp with time zone	Timestamp of Data Cloud hydration.
division_id	string	Represents the associated division of the campaign. For non-multi-org enabled environments, this is blank.

campaign_activity_units

This table records all messaging associated with campaigns.

Column	Data Type	Description
unit_id	integer	Represents the ad_unit's ID
name	string	Represents the name of the message or A BEHAVIOR AD STAT entry is created for every campaign (not behavior
external_name	string	DEPRECATED
application_id	integer	Represents the Application used in the to create the ad_unit. This will typically relate to the mmc_api_client if not empty
ad_group_id	integer	Deprecated field (the same value as unit_id for every entry)
message_type	string	Internal use only (relates to how message types are grouped together)
creative_type	string	Specifies the message type.
status	string	The current status of the ad_unit. Possible values are: draft, inreview, live, pending, suspended, completed, rejected
deleted	boolean	Whether record has been marked as "deleted."
ad_type	string	Internal use only (relates to either behavior or the type of message)
ad_handler	string	Internal use only (relates to either behavior or the type of message)
created_at	date	Timestamp for when record was created.
last_updated_at	date	Date and time of last record update within SessionM Platform in UTC.
data_source	string	Deprecated field
advanced_settings_data	string	Contains the offer name (if there is an attached offer) and additional data about the message
division_id	string	The identifier of the division that the record/activity is assigned to
etl_time	timestamp with time zone	Timestamp of Data Cloud hydration.

campaign_ad_targets

This table describes the audience and targeting of the campaign. It contains the different inclusion or exclusion tags, as well as the other segments that can be used to target the campaign.

Column	Data Type	Description
id	integer	Represents the ad_target's ID
ad_group_id	integer	DEPRECATED.
target_handler	string	Represents the type of targeting
data	string	Represents the information about the targeting
created_at	timestamp with time zone	Represents when the ad_target was created/updated (always the same value as updated_at)
updated_at	timestamp with time zone	Represents when the ad_target was created/updated (always the same value as created_at)
ad_bundle_id	integer	Represents the ID of the ad_bundle that the target is associated with
qualify_tag	string	DEPRECATED.
disqualify_tag	string	DEPRECATED.
ad_campaigns_id	integer	The ID of the campaign that the targets are tied to
division_id	string	Represents the associated division of the campaign. For non-multi-org enabled environments, this is blank
etl_time	timestamp with time zone	Timestamp of Data Cloud hydration.

campaign_attributes

This table describes campaign attributes.

Column	Data Type	Description
campaign_id	integer	Unique campaign identifier.
name	string	Name of campaign. Source name: ad_campaign_id.
external_name	string	External name of campaign. Source name: ssap_name.
starts_at	date	Campaign starting date and time
ends_at	date	Campaign ending date and time.
starts_at_timestamp	timestamp with time zone	Campaign starting timestamp.
ends_at_timestamp	timestamp with time zone	Campaign ending timestamp.
created_at	date	Date for when record was created.
updated_at	date	Date for when record was updated.
campaign_type	string	Categorization of campaigns (for example, promotions, messaging, and so on).

Column	Data Type	Description
status	string	Status of campaign: "live," "in-review," or "completed."
deleted	boolean	Whether record has been marked as "deleted."
permalink	string	Longstanding, “permanent,” URL for campaign.
custom_payload	string	Custom data for campaign provided during setup. Custom schema must be defined as part of campaign_types table. Once schema is defined, custom values can be set via the Advanced Settings dialog on the Campaigns 2 setup page. These values are returned by Campaigns API.
optin_required	integer	Flag indication of whether opt-in is required for campaign.
opt_in_starts_at	date	Opt-in starting date and time.
data_source	string	Valid values include: "External" when record has been hydrated with historical data loads through ad hoc jobs; "SMP" when records come from OLTP databases; and, "SMPk" when records are received from Kinesis.
division_id	string	Unique Identifier for a division/brand/org if Multi-Org is enabled. Otherwise this is an empty string "".
etl_time	Timestamp with time zone	Timestamp of Data Cloud hydration.

campaign_event

This table describes all events sent to the system.

Column	Data Type	Description
user_id	string	The internal SessionM user_id for both SOR and non-SOR clients. A value of 00000000-0000-0000-DEAD-000000000000 means that the user has been GDPR forgotten (or is the non-surviving user in a merge)
application_id	bigint	Represents the Application used in the transaction. The Application object contains the API key used in the transaction
developer_id	bigint	DEPRECATED
transaction_id	string	This is the internal core transaction ID (.NET and POS can have a different transaction ID)
player_session_id	string	DEPRECATED
request_id	string	Unique request identifier. For SessionM internal use only.
application_event_id	bigint	DEPRECATED

Column	Data Type	Description
name	string	The name of the event. Possible events include: Custom events sent by the client __platform.user.updated - Event is fired on user update __platform.user.created - Event is fired on user creation __platform.user.merged - Event is fired when a user has been merged into the user_id __platform.user.forgot_password - Event is fired when an email is sent to reset password __platform.user.changed_password - Event is fired when a password is changed first_transaction - Event is fired when the first purchase transaction is observed first_transaction:referrer signup signup:referrer root_offer_id - Deprecated event (fired from scope observer) user_offer_id - Deprecated event (fired from scope observer) camapigns.X.user_offer_issued - Event is fired for every offer issuance fulfilled via an offer_order Stored value card (SVC) events Householding events
event_context	string	Any additional context that was sent with the event
event_uuid	string	Internal use only
old_player_id	string	Internal use only (relates to information about the user)
import_achievements	string	DEPRECATED
passively_opted_out_user	string	DEPRECATED
rewards_system_id	integer	Rewards system identifier. SessionM internal use only.
created_at	timestamp with time zone	This is the timestamp of the beginning of the day of the time_stamp
time_stamp	timestamp with time zone	The timestamp of the transaction
data_source	string	Valid values include: "External" when record has been hydrated with historical data loads through ad hoc jobs; "SMP" when records come from OLTP databases; and, "SMPk" when records are received from Kinesis.
data_date	date	This is the date of the beginning of the day of the time_stamp
etl_time	timestamp with time zone	Timestamp of Data Cloud hydration.

campaign_hierarchy_mappings

The campaign_hierarchy_mappings is used to relate ad_units to ad_campaigns. Since campaign_activity_units does not specify this relationship, this information is only available in this table.

Column	Data Type	Description
campaign_id	integer	Represents the campaign's ID
ad_campaign_name	string	The name of the specified campaign
ad_line_item_id	integer	Identifier of the line item that holds the ad group.
ad_line_item_name	string	Name of the line item.
ad_group_id	integer	Identifier of the ad group that holds the ad unit.
ad_group_name	string	Name of the ad group.
ad_unit_id	integer	Identifier of the ad unit. Same as unit_id in the campaign_activity_units table.
ad_unit_name	string	Name of the ad unit. Same as name in the campaign_activity_units table.
division_id	string	Represents the associated division of the campaign. For non-multi-org enabled environments, this is blank
etl_time	timestamp with time zone	Timestamp of Data Cloud hydration.

campaign_offer_orders

This table is designed to track fulfilments of points and offers.

Column	Data Type	Description
offer_order_id	integer	Represents the OfferOrder's ID
offer_id	integer	Represents the Offer's ID. Please note that offer_orders representing points deposits will still have an "Offer" ID
player_id	integer	Internal use only (relates to information about the user)
fulfilled_at	timestamp with time zone	The timestamp of when the offer_order was fulfilled.
created_at	timestamp with time zone	When the offer_order was created
updated_at	timestamp with time zone	When the offer_order was updated
details	string	The details of the offer_order. This gives information about the campaign, transaction_time, user, and what was awarded
last_error_message	string	If there was an error fulfilling the offer_order, it is listed here
last_error_at	timestamp with time zone	If there was an error fulfilling the offer_order, the timestamp of the error is listed here
points	integer	DEPRECATED
application_id	integer	Represents the Application used in the transaction that resulted in the offer_order. The Application object contains the API key used in the transaction
country	string	Legacy field used to represent country associated with offer issuance
last_resent_at	timestamp with time zone	DEPRECATED
offer_quantity	integer	DEPRECATED
data_date	date	This is the date of the beginning of the day of the created_at
etl_time	timestamp with time zone	Timestamp of Data Cloud hydration.

campaign_offers

This table describes offers associated with campaigns.

Column	Data Type	Description
campaign_offer_id	integer	Offer identifier. A legacy identifier that cannot be used to map to the Offers table.
name	string	SessionM internal offer name.

Column	Data Type	Description
title	string	Brief description of offer.
description	string	Detailed description of offer.
subtitle	string	Secondary optional brief description of offer.
value	decimal(14,2)	Offer value in currency.
points	integer	Points awarded by the offer.
logo_id	integer	Unique identifier for a logo.
banner_id	integer	ID of the offer's banner image object.
total_available	integer	DEPRECATED.
total_sold	integer	DEPRECATED.
active	boolean	Offer status.
created_at	timestamp with time zone	Timestamp for when record was created.
updated_at	timestamp with time zone	Timestamp for when record was updated.
solution_id	integer	ID in the offer_solutions table.
contest_id	integer	DEPRECATED.
expires_on	timestamp with time zone	Timestamp for when the offer expires.
drawn_on	timestamp with time zone	DEPRECATED.
offer_type	string	Type of the offer (e.g. "coupon", "deal").
featured	boolean	DEPRECATED.
weight	integer	Weight used in sorting.
terms	string	Field to store offer's terms and conditions.
currency	string	Offer currency (e.g. "stars", "USD").
provider_url	string	DEPRECATED.
logo_url	string	URL of the logo image specified by logo_id.
custom_tile_header	string	DEPRECATED.
group_coupon_code	string	
daily_maximum	integer	DEPRECATED.
user_max_times_redeemable	integer	DEPRECATED.
user_redeemable_time_period	string	DEPRECATED.
associated_with	integer	DEPRECATED.
allow_multiple_codes	boolean	DEPRECATED.
rewards_system_id	integer	Rewards system identifier. SessionM internal use only.
product_id	string	Name of the product associated with the offer.
custom_starts_on	timestamp with time zone	Timestamp of the custom start date.
show_in_custom_store_only	boolean	DEPRECATED.
inventory_alert_at	timestamp with time zone	DEPRECATED.
supports_auto_approval	boolean	DEPRECATED.
tier_id	integer	DEPRECATED.

Column	Data Type	Description
data	string	Hash for additional offer information. Most of the relevant offer info is stored in this column. Its content depends on the offer config and varies a lot.
valid_until	timestamp with time zone	DEPRECATED.
parent_id	integer	ID of the parent offer.
minimum_age	integer	DEPRECATED.
drop_redemption_tag	boolean	DEPRECATED.
drop_redemption_tag_ttl	string	DEPRECATED.
ad_campaign_id	integer	ID of the campaign associated with the offer.
order_expires_on	integer	DEPRECATED.
cumulative	boolean	DEPRECATED.
enterprise_point_pool_id	integer	DEPRECATED.
tags	string	Custom tags added to the offer.
ad_bundle_id	integer	DEPRECATED.
exchange_rate	decimal(14,2)	DEPRECATED.
max_transaction_time	timestamp with time zone	DEPRECATED.
external_id	string	External ID of the offer (GUID).
product_sku	string	DEPRECATED.
etl_time	timestamp with time zone	Timestamp of Data Cloud hydration.

campaign_outcomes

This table describes outcomes associated with campaign achievements.

Column	Data Type	Description
campaign_outcome_id	integer	Unique outcome identifier.
model_type	string	Type of outcome, including Offer and AdUnit.
model_id	integer	Identifier of associated Offer or AdUnit.
organization_id	integer	Identifier for organization associated with achievement.
account_id	integer	DEPRECATED.
created_at	timestamp with time zone	Timestamp for when record was created.
updated_at	timestamp with time zone	Timestamp for when record was updated.
etl_time	timestamp with time zone	Timestamp of Data Cloud hydration.

event_filters

This table stores advanced behavior configurations (restrictions).

Column	Data type	Description
event_filter_id	integer	Unique DB identifier.
filter_handler	string	Type of event filter.
data	string	Data hash containing filter configuration.
created_at	timestamp with time zone	Timestamp for when record was created.
updated_at	timestamp with time zone	Timestamp for when record was updated.
achievement_id	integer	DB of achievement this event filter belongs to.
data_date	date	Similar to updated_at, except that date complies with following format: yyyy-mm-dd.
data_source	string	Valid values include: "External" when record has been hydrated with historical data loads through ad hoc jobs; "SMP" when records come from OLTP databases; and, "SMPk" when records are received from Kinesis.
etl_timestamp	timestamp with time zone	Data ingestion timestamp.
division_id	string	Unique Identifier for a division/brand/org if Multi-Org is enabled. Otherwise this is an empty string "".
etl_time	timestamp with time zone	Timestamp of Data Cloud hydration.

CATALOGS

master_categories

This is a dimension table covering master categories.

Column	Data Type	Description
category_id	string	Unique identifier of category for master catalog.
retailer_id	string	Retailer Identifier.
display_name	string	Category display name.
description	string	Category description.
created_at	timestamp with time zone	Date and time of record creation.
last_updated_at	timestamp with time zone	Timestamp of the last update to the record.
created_by_user_id	string	ID of user who created record.
deactivate	boolean	Status of category.
parent_category_id	string	Category identifier of parent category.
division_id	string	Unique Identifier for a division/brand/org if Multi-Org is enabled. Otherwise this is an empty string "".
catalog_type	string	Denotes the type of catalog (example: Product)
external_ids	string	External IDs defined by customer (example: POS ID)
data_source	string	Valid values include: "External" when record has been hydrated with historical data loads through ad hoc jobs; "SMP" when records come from OLTP databases; and, "SMPk" when records are received from Kinesis.
etl_time	timestamp with time zone	Timestamp of Data Cloud hydration.

master_item_parents

This is a dimension table covering master item and category mapping.

Column	Data Type	Description
category_id	string	Unique identifier of item category for master catalog.
item_id	string	Unique identifier of item for master catalog.
is_ancestor	boolean	Indicates whether category_id shown in the line entry is the immediate parent/ancestor of the item_id or is a parent higher up in the hierarchy.
catalog_type	string	Denotes the type of catalog (example: Product)
data_source	string	Valid values include: "External" when record has been hydrated. with historical data loads through ad hoc jobs; "SMP" when records come from OLTP databases; and, "SMPk" when records are received from Kinesis.
etl_time	timestamp with time zone	Timestamp of Data Cloud hydration.

master_items

This is a dimension table covering master items.

Column	Data Type	Description
item_id	string	Unique identifier of item for master catalog.
retailer_id	string	Retailer identifier.
sku	string	Item SKU.
display_name	string	Item display name.
description	string	Item description.
created_at	timestamp with time zone	Date and time of record creation.
last_updated_at	timestamp with time zone	Timestamp of the last update to the record.
created_by_user_id	string	ID of user who created record.
deactivate	boolean	Status of item.
is_modifier	boolean	Modifier item flag.
modifiers	string	Modifier information.
division_id	string	Unique Identifier for a division/brand/org if multi-org is enabled. Otherwise, this is an empty string "".
catalog_type	string	Denotes the type of catalog (example: Product).
external_ids	string	External IDs defined by customer (example: POS ID).
data_source	string	Valid values include: "External" when record has been hydrated with historical data loads through ad hoc jobs; "SMP" when records come from OLTP databases; and "SMPk" when records are received from Kinesis.
Division_id	string	Unique Identifier for a division/brand/org if Multi-Org is enabled. Otherwise this is an empty string "".
etl_time	timestamp with time zone	Timestamp of Data Cloud hydration.

INCENTIVES/EVENTS

user_incentive_events

This table documents all user events completed by a given user. The user events are listed and configurable in the Events Management module. For example, user 123 earned points, completed transaction, got promoted to a tier, and so on. Note: This should not be confused with the Events API, the events that trigger that API are classified as events, not user events.

Column	Data Type	Description
user_event_id	string	Unique identifier for user event.
retailer_id	string	Retailer Identifier.
event_type_symbol	string	The name of the event that was captured
user_id	string	Unique identifier of a user.
time_of_occurrence	timestamp with time zone	Timestamp for when a user event was attributed to the user.
created_at	timestamp with time zone	Timestamp when the record was created.
last_updated_at	timestamp with time zone	Timestamp of the last update to the record.
created_by_user_id	string	ID of user who created record.
is_sessionm	boolean	Flag to identify if an event was triggered within SessionM. There can be inconsistency for events triggered within the SMP, but not within the Incentives module, such as a campaign triggering an event.
create_date	date	Data of creation of the incentive event.
data_source	string	Valid values include: "External" when record has been hydrated with historical data loads through ad hoc jobs; "SMP" when records come from OLTP databases; and, "SMPk" when records are received from Kinesis.
data_date	date	The data of the latest data that was used in the calculation. Derived from created_at.
etl_time	Timestamp with time zone	Timestamp of Data Cloud hydration.

INCENTIVES/OFFERS

grouping_offer_offers

This table provides details on the grouping offers (package & selection types). Here you can find the relationship between a parent and its children.

Column	Data Type	Description
parent_grouping_offer_id	string	Identifier of the grouping offer.
child_offer_id	string	Identifier of the child offer contained in the parent one.
data_source	string	Valid values include: "External" when record has been hydrated with historical data loads through ad hoc jobs; "SMP" when records come from OLTP databases; and, "SMPk" when records are received from Kinesis.
etl_time	timestamp with time zone	Timestamp of Data Cloud hydration.

offer_catalog_restrictions

This table provides details on which menu items are eligible to be discounted for closed loop (Point of Sale) offer types.

Column	Data Type	Description
catalog_restriction_id	string	Identifier for restriction record.
offer_id	string	Identifies offer this restriction applies to.
exclusion	boolean	If true, catalog object is excluded. Otherwise, catalog object is eligible for offer.
group	integer	Indicates which item group the restriction applies to: 0 = Buy group. 1 = Get group (for buy-x-get-y offers only)
created_at	timestamp with time zone	Date and time of record creation.
last_updated_at	timestamp with time zone	Timestamp of the last update to the record.
created_by_user_id	string	ID of user who created record.
catalog_category_id	string	Identifies master catalog category being included or excluded by this restriction.
catalog_item_id	string	Identifies master catalog item being included or excluded by this restriction.

Column	Data Type	Description
discriminator	integer	Integer that determines offer type: Percent Discount = 1 Fixed Amount Discount = 2 Set Price = 4 Buy X Get Y Percent = 16 Buy X Get Y Fixed = 32 Buy X Get Y Set Price = 62 Manual Fulfillment = 128 Digital Fulfillment = 256 Physical Fulfillment = 512 Package Grouping = 1024 Selection Grouping = 2048 Booking = 4097
data_source	string	Valid values include: "External" when record has been hydrated with historical data loads through ad hoc jobs; "SMP" when records come from OLTP databases; and, "SMPk" when records are received from Kinesis.
etl_time	timestamp with time zone	Timestamp of Data Cloud hydration.

offer_inventory_global

This table provides details on global issuance count for offers.

Column	Data Type	Description
root_offer_id	string	Identifier of base (orignal) offer before variation.
issuance_count	integer	Sum of quantity of issued user offers for any offer where status of offer !=revoked.
data_source	string	Valid values include: "External" when record has been hydrated with historical data loads through ad hoc jobs; "SMP" when records come from OLTP databases; and, "SMPk" when records are received from Kinesis.
etl_time	timestamp with time zone	Timestamp of Data Cloud hydration.

offer_inventory_personal

This table provides details on personal issuance count for offers.

Column	Data Type	Description
user_id	string	SessionM identifier for users; GUID.
root_offer_id	string	Identifier of base (original) offer before variation.
issuance_count	integer	Sum of quantity of issued user offers for any offer where status of offer != revoked.

Column	Data Type	Description
etl_time	timestamp with time zone	Timestamp of Data Cloud hydration.

offer_media

This table provides details on the media provided for the offer. Usually, it contains the information to locate the offer's image.

Column	Data Type	Description
offer_media_id	string	Identifier for the offer media.
uri	string	URI to locate media resource.
created_at	timestamp with time zone	Date of the record creation
last_updated_at	timestamp with time zone	Timestamp of the last update to the record.
created_by_user_id	string	ID of the user who has created the user media.
culture	string	Culture of the request.
content_type	integer	Typically, is "1". Values: 1- Image 2- Video 4- Audio 5- WebLink
offer_id	string	Offer identifier.
category_id	string	Offer Media Category identifier.
data_date	date	This is the date of the beginning of the day of the created_at
data_source	string	Valid values include: "External" when record has been hydrated with historical data loads through ad hoc jobs; "SMP" when records come from OLTP databases; and, "SMPk" when records are received from Kinesis.
etl_time	timestamp with time zone	Timestamp of Data Cloud hydration.

offer_media_categories

This table provides details on the categories or types for the offer media records.

Column	Data Type	Description
id offer_media_categories_id	string	Identifier for the offer media Unique identifier for offer media category.
name	string	Category name identifying purpose of the media, such as "Offers Store".
description	string	Description of the offer media category.
created_at	timestamp with time zone	Date of the record creation

Column	Data Type	Description
last_updated_at	timestamp with time zone	Timestamp of the last update to the record.
created_by_user_id	string	ID of the user who has created the user media.
data_date	date	This is the date of the beginning of the day of the created_at
data_source	string	Valid values include: "External" when record has been hydrated with historical data loads through ad hoc jobs; "SMP" when records come from OLTP databases; and, "SMPk" when records are received from Kinesis.
etl_time	timestamp with time zone	Timestamp of Data Cloud hydration.

offer_purchase_restrictions

This table provides details on restrictions to be checked when offer is purchased, such as inventory (global and personal), acquisition frequency (global and personal), or acquisition quantity.

Column	Data type	Description
offer_purchase_restriction_id	string	Identifier for restriction record.
offer_id	string	Identifies offer this restriction applies to.
created_at	timestamp with time zone	Date and time of record creation.
last_updated_at	timestamp with time zone	Timestamp of the last update to the record.
created_by_user_id	string	ID of user who created record.
personal	boolean	Indicates whether the restriction is on a per user or global basis
max_acquisitions	integer	Defines how many of the offer a user may acquire per unit time.
time	integer	Time window to check for acquisition frequency violations.
unit_of_time	string	Frequency unit of time: "days", "months", "years", "hours", "weeks", "minutes", or "seconds".
total_available	integer	Total number of offers available for issuance or purchase.

Column	Data type	Description
discriminator	integer	Integer that determines offer type: ▪ Percent Discount = 1 Fixed Amount Discount = 2 Set Price = 4 Buy X Get Y Percent = 16 Buy X Get Y Fixed = 32 Buy X Get Y Set Price = 62 Manual Fulfillment = 128 Digital Fulfillment = 256 Physical Fulfillment = 512 Package Grouping = 1024 Selection Grouping = 2048 Booking = 4096
min_quantity	integer	Minimum quantity of particular child offer that may be selected.
max_quantity	integer	Maximum quantity of particular child offer that may be selected.
modquantity	integer	Offer quantity that must be selected at once when selecting children of a selection offer.
data_source	string	Valid values include: "External" when record has been hydrated with historical data loads through ad hoc jobs; "SMP" when records come from OLTP databases; and, "SMPk" when records are received from Kinesis.
etl_time	Timestamp with time zone	Timestamp of Data Cloud hydration.

offer_redemption_restrictions

This table provides details on restrictions to be checked when offer is redeemed.

Column	Data Type	Description
offer_redemption_restriction_id	string	Identifier for restriction record.
offer_id	string	Identifies offer this restriction applies to.
created_at	timestamp with time zone	Timestamp when the record was created.
last_updated_at	timestamp with time zone	Timestamp of the last update to the record.
created_by_user_id	string	ID of user who created record.
minimum_check_amount	decimal(18,2)	Minimum size check required for offer to be valid. If null, no minimum check size is enforced.
maximum_check_amount	decimal(18,2)	Maximum size check is allowed to be for offer to be valid. If null, no maximum check size is enforced.
temporal_expression	string	Temporal expression describing days of the year and times of the day an offer may be redeemed.

Column	Data Type	Description
max_uses	integer	Defines how many times a user can redeem an instance of this offer per unit time.
time	integer	Time window to check for redemption frequency violations.
unit_of_time	string	Frequency unit of time: "days", "months", "years", "hours", "weeks", "minutes", or "seconds".
discriminator	integer	Integer that determines offer type: • Percent Discount = 1 • Fixed Amount Discount = 2 • Set Price = 4 • Buy X Get Y Percent = 16 • Buy X Get Y Fixed = 32 • Buy X Get Y Set Price = 62 • Manual Fulfillment = 128 • Digital Fulfillment = 256 • Physical Fulfillment = 512 • Package Grouping = 1024 • Selection Grouping = 2048 • Booking = 4096
data_source	string	Valid values include: "External" when record has been hydrated with historical data loads through ad hoc jobs; "SMP" when records come from OLTP databases; and, "SMPk" when records are received from Kinesis.
etl_time	timestamp with time zone	Timestamp of Data Cloud hydration.

offer_store_restrictions

This table provides details on restrictions pertaining to offer stores.

Column	Data type	Description
offer_store_restriction_id	string	Unique identifier for offer store restriction.
offer_id	string	ID of the offer (not root offer) associated with this object.
store_id	string	Store identifier.
exclusion	boolean	If true, store object is excluded. Otherwise, store object is eligible for offer.
created_at	timestamp with time zone	Timestamp of the creation of the record.
last_updated_at	timestamp with time zone	Timestamp of the last update to the record.
created_by_user_id	string	ID of user who created record.

Column	Data type	Description
data_source	string	Valid values include: "External" when record has been hydrated with historical data loads through ad hoc jobs; "SMP" when records come from OLTP databases; and, "SMPk" when records are received from Kinesis.
etl_time	timestamp with time zone	ID of user who created record.

offer_text

This table provides details on text associated with offer, such as title, description, and terms, for various cultures.

Column	Data Type	Description
offer_text_id	string	ID of the text entry for the specific offer
offer_id	string	ID of the offer (not root offer) associated with this text object.
culture	string	The localization of this text in IETF language tag format.
title	string	Configured title/name of the offer.
description	string	Configured description of the offer.
terms	string	Configured terms of the offer.
created_at	timestamp with time zone	Date and time of record creation.
last_updated_at	timestamp with time zone	Timestamp of the last update to the record.
created_by_user_id	string	ID of user who created record.
data_source	string	Valid values include: "External" when record has been hydrated with historical data loads through ad hoc jobs; "SMP" when records come from OLTP databases; and, "SMPk" when records are received from Kinesis.
etl_time	Timestamp with time zone	Timestamp of Data Cloud hydration.

offers

This table provides details on offers such as valid time frame, requirements, and rewards.

Column	Data Type	Description
offer_id	string	Unique offer identifier.
retailer_id	string	Retail identifier.
valid_after_end_date	boolean	If true, the offer remains valid after the end date of the offer
value_after_end_date	decimal(18,2)	Value of offer - in no particular units - after it has ended and is no longer redeemable.

Column	Data Type	Description
redemption_start_at	timestamp with time zone	Maps to redemption_start_date.
redemption_end_at	timestamp with time zone	Maps to redemption_end_date.
validity_period	integer	Period for which offer is valid; that is, once offer is issued, how much time user has to redeem it. If redemption_end_at is set, then validity period is (redemption_end_at - redemption_start_at).
validity_unit	string	Unit of validity_period (for example, days, minutes). Can be used for reporting use cases. Contact your Customer Success Manager.
points_required	decimal(18,2)	Points required to redeem offer - in rewards store for instance.
buy_count	integer	Number of purchases required to redeem offers in buy X get Y offers.
max_recurrence	integer	Maximum number of time offer can be applied to check (when number of items
itempriceaffinity	integer	When counting items to satisfy the required "buy" count, value controls whether higher or lower valued items are counted first. 0 = Prioritize lower-valued items. 1 = Prioritize higher-valued items.
weight	integer	Value that can be used to drive offer sorting.
created_at	timestamp with time zone	Date and time of record creation.
last_updated_at	timestamp with time zone	Timestamp of the last update to the record.
created_by_user_id	string	ID of user who created record.
get_count	integer	$ reward for buy x get y offers.
discount_amount	decimal(18,2)	$ off purchase amount.
allow_overage	boolean	Discount item price. For example, $10 item now for $5.
percent_off	decimal(18,2)	% off on offer redemption.
highest_value	integer	Highest value item eligible for offer.
critical_date	timestamp with time zone	Date the raffle is drawn.
fixed_price	decimal(18,2)	Discount item price. For example, $10 item now for $5.

Column	Data Type	Description
discriminator	integer	Integer that determines offer type: ▪ Percent Discount = 1 Fixed Amount Discount = 2 Set Price = 4 Buy X Get Y Percent = 16 Buy X Get Y Fixed = 32 Buy X Get Y Set Price = 62 Manual Fulfillment = 128 Digital Fulfillment = 256 Physical Fulfillment = 512 Package Grouping = 1024 Selection Grouping = 2048 Booking = 4096
status	integer	Status of the offer, as it is shown in the Offers Module UI. Not Published (Draft Status) = 0 Published (Active) = 1 Deactivated = 2 Obsolete = 3
reward_store	boolean	Indicates whether offer was from reward store. Only relevant for legacy rewards stores.
root_offer_id	string	root_offer_id
custom_data	string	Custom data associated with offer. Usually a JSON-formatted string value.
package_open_mode	integer	Indicates whether the issued package opens immediately upon issuance, revealing its child offers, or packaged child offers remain sealed in package until package offer is redeemed by customer. 0 = Open on issuance. 1 = Open on user redeem.
selection_count	integer	Number of selections granted for each quantity of offer issued or purchased.
redemption_start_date	timestamp with time zone	Absolute date on or after which offer is valid for redemption.
redemption_end_date	timestamp with time zone	Absolute date on or after which offer is no longer valid for redemption.
monetary_value	decimal(18,2)	Monetary value assigned to offer, in no
requires_extended_data	boolean	Indicates whether offer participates in extended data flow.
name	string	offer name

Column	Data Type	Description
all_items_eligible	boolean	Sets whether all catalog items are eligible by default. Default is false, except for Fixed Price Discount and Percent Discount offers.
timezone	string	time zone of offer datetimes.
pos_discount_id	string	Identifier at POS for offers.
division_id	string	Unique Identifier for a division/brand/org if Multi-Org is enabled. Otherwise this is an empty string "".
hidden_from_descenda nt_divisions	boolean	Flag to indicate if the point account is only available to the specific division and not its children
Available_for_offer_pooling	boolean	Flag to allow offer to be used shared in Household. Only exported if HH feature enabled.
data_date	date	The date of the latest data that was used in the calculation. Derived from created_at.
data_source	string	Valid values include: "External" when record has been hydrated with historical data loads through ad hoc jobs; "SMP" when records come from OLTP databases; and, "SMPk" when records are received from Kinesis.
etl_time	timestamp with time zone	Timestamp of Data Cloud hydration.

user_offers

This table summarizes each offer that has been issued to a user and its status. An offer in the Offers table can have "n" user offers, but each user offer is unique.

Column	Data Type	Description
user_offers_id	string	Primary key identifier for the user offer record.
user_id	string	Identifier of the user to whom the offer was issued.
retailer_id	string	Retailer identifier linked to the offer.
store_id	string	Store identifier where the offer is applicable or was redeemed.
offer_id	string	Identifier of the offer assigned to the user.
acquire_date	timestamp with time zone	Date when the user acquired the offer.
redeem_date	timestamp with time zone	Date when the offer was redeemed.

Column	Data Type	Description
redemption_start_date	timestamp with time zone	Start date of the offer redemption period.
redemption_end_date	timestamp with time zone	End date of the offer redemption period.
points_spent	decimal(18,2)	Number of points spent by the user to acquire the offer.
pos_offer_id	integer	Point-of-sale identifier for the offer.
created_at	timestamp with time zone	Timestamp when the record was created.
quantity	integer	Number of offer units issued to the user.
last_updated_at	timestamp with time zone	Timestamp of the last update to the record.
additional_description	string	Supplementary description or notes about the offer.
total_uses	integer	Total number of times the offer has been used.
remaining_uses	integer	Number of times the offer can still be used.
root_offer_id	string	ID of the root or parent offer from which this offer originated.
status	integer	Current status of the offer (e.g., active, redeemed, expired).
activation_date	timestamp with time zone	Date when the offer was activated by the user.
redeemed_by_userid	string	User ID of the person who redeemed the offer.
redeemed_by_id	string	ID of the entity that redeemed the offer.
facebook_shared	boolean	Indicates whether the offer was shared on Facebook.
twitter_shared	boolean	Indicates whether the offer was shared on Twitter.
scan_transaction_id	integer	Transaction ID associated with the offer scan.
activity_incentive_id	string	Identifier linking the offer to a specific activity incentive.
campaign_push_id	string	Identifier for the campaign push that issued the offer.
batch_id	string	Identifier for the batch in which the offer was issued.
locked_by_id	string	ID of the user who locked the offer.
batch_key	string	Key used to group or identify the batch of offers.
created_by_user_id	string	ID of user who created record.
lock_date	timestamp with time zone	Date when the offer was locked from further changes.
locked_by_store_id	string	Store ID where the offer was locked.
issued_by_offer_id	string	ID of the original offer that issued this user offer.
issued_by_user_offer_id	string	ID of the user offer that issued this offer.
redeemed_by_type	integer	Type of entity that redeemed the offer (e.g., user, system).

Column	Data Type	Description
force_redeemed	boolean	Flag indicating if the offer was forcefully redeemed.
custom_data	string	Custom metadata or attributes associated with the offer.
pending_extended_data	boolean	Extended data pending to be processed or appended.
immediate_issue_and_redeem	boolean	Indicates if the offer was issued and redeemed immediately.
reference_id	string	External or internal reference ID associated with the offer.
reference_type	string	Type of reference used (e.g., transaction, campaign).
retailer_code	integer	Code representing the retailer associated with the offer.
user_id_hash	string	Hashed version of the user ID for privacy or security.
partition	integer	Partition key used for data sharding or distribution.
partition_sort	timestamp with time zone	Sort key used within the partition for ordering.
data_date	date	Date associated with the data snapshot for the offer.
data_source	string	Valid values include: "External" when record has been hydrated with historical data loads through ad hoc jobs; "SMP" when records come from OLTP databases; and, "SMPk" when records are received from Kinesis.
etl_time	timestamp with time zone	Timestamp of Data Cloud hydration.

INCENTIVES/OUTCOMES

incentive_outcomes

Note: Used primarily for SessionM internal logic. If necessary, contact your Customer Success Representative for more details.

Column	Data Type	Description
outcome_id	string	Primary ID. Unique incentive outcome identifier.
retailer_id	string	Retailer Identifier.
rule_tree_id	string	Unique rule tree identifier defined in INCENT.RuleTrees.
created_at	timestamp with time zone	Date and time of record creation for point accounts.
last_updated_at	timestamp with time zone	Timestamp of the last update to the record.
created_by_user_id	string	ID of user who created record.
entity_decimal_1	decimal(18,2)	Value when points are involved in an outcome. (Use case can vary.)
entity_decimal_2	decimal(18,2)	Value when points are involved in an outcome. (Use case can vary.) Specifically used for "StopAtBalance" of autopurchase outcome.
money	decimal(18,2)	Amount needed to earn each point.
rounding_rule	decimal(2,1)	Determines how outcome rounds for point distributions.
discriminator	integer	Identifies type of outcome rule in place. For example, issue offer, issue fixed amount of points.
entity_int_1	decimal(2,1)	Stores "AllowedIterations" for autopurchase outcomes, "UnitOfTime" for tag outcomes, and "EligibilityMode" for modify reward store outcome.
rank	integer	Priority of processing order.
entity_id_1	string	Point account ID.
entity_id_2	string	Point source ID.
entity_bool_1	decimal(2,1)	Include tax in calculation of points.
data_source	string	Valid values include: "External" when record has been hydrated with historical data loads through ad hoc jobs; "SMP" when records come from OLTP databases; and, "SMPk" when records are received from Kinesis.
etl_time	Timestamp with time zone	Timestamp of Data Cloud hydration.

INCENTIVES/POINTS

point_account_expiration_policies

This table documents expiration policies by point accounts. When a point account expires, this table is populated with the corresponding information. This table is sometimes used for reporting purposes.

Column	Data Type	Description
point_account_id	string	Unique point account identifier
retailer_id	string	Retailer Identifier.
policy_type	integer	0 = No Expiration Poliy, 1 = Rolling Expiration Policy, 2 = Inactivity Based Expiration Policy
next_evaluation_date	timestamp with time zone	UTC time of next point maintenance date (subject to configuration of the point account).
frequency_type	integer	Frequency unit which the evaluation occurs. 0 = Days, 1 = Weeks, 2 = Months, 3 = Years
frequency_value	integer	Frequency at which evaluation occurs
expiration_age_value	integer	Number of units of certain expiration type to determine age of points to expire or inactivity period prior to expiration.
expiration_age_unit_type	integer	Unit which the expiration is evaluated 0 = Days 1 = Weeks 2 = Months 3 = Years
point_expiration_percentage	integer	Percentage of points that will be expired from account (almost all clients who are using this will have 100%.)
rollover_point_account_id	string	If client is using Escrow, this is the point account where points will be moved.
created_at	timestamp with time zone	Date and time of record creation.
last_updated_at	timestamp with time zone	Timestamp of the last update to the record.
data_source	string	Valid values include: "External" when record has been hydrated with historical data loads through ad hoc jobs; "SMP" when records come from OLTP databases; and, "SMPk" when records are received from Kinesis.
etl_time	timestamp with time zone	Timestamp of Data Cloud hydration.

point_account_expiration_policy_event_types

This table specifies outcome rules for each behavior of the point economies within the environment.

***Note**: Used primarily for SessionM internal logic. If necessary, contact your Customer Success Representative for more details.*

Column	Data Type	Description
point_account_expiration_policy_id	string	Point account ID corresponding to event types for activity.
event_type_retailer_id	string	Retailer Identifier.
event_type_symbol	string	User event that defines eligibility for an activity-based expiration policy. For example, if policy states user must make purchase every 90 days, entry in this table would be for PURCHASE event type symbol associated with the policy. Multiple events can be tied to a single policy (other examples: COMPLETE_TRANSACTION).
data_source	string	Valid values include: "External" when record has been hydrated with historical data loads through ad hoc jobs; "SMP" when records come from OLTP databases; and, "SMPk" when records are received from Kinesis.
etl_time	timestamp with time zone	Timestamp of Data Cloud hydration.

point_accounts

This table documents point accounts by name and timestamps.

Column	Data Type	Description
point_account_id	string	Unique point account identifier.
retailer_id	string	Retailer Identifier.
name	string	Name of point account.
default_points	boolean	Indicator if base points are earned. Default point accounts have spend operations pull from them first.
active	boolean	Active status indicator of point account.
created_at	timestamp with time zone	Date and time of point account creation.
last_updated_at	timestamp with time zone	Timestamp of the last update to the record.
grouping_label	string	Label for grouping of point accounts.

Column	Data Type	Description
data_source	string	Valid values include: "External" when record has been hydrated with historical data loads through ad hoc jobs; "SMP" when records come from OLTP databases; and, "SMPk" when records are received from Kinesis.
division_id	string	Unique Identifier for a division/brand/org if Multi-Org is enabled. Otherwise this is an empty string "".
hidden_from_descendant_divisions	boolean	Flag to indicate if the point account is only available to the specific division and not its children
etl_time	timestamp with time zone	Timestamp of Data Cloud hydration.

point_sources

This table documents point sources by name and timestamps.

Column	Data Type	Description
point_source_id	string	Unique point source identifier.
retailer_id	string	Retailer Identifier.
name	string	Name of point source.
created_at	timestamp with time zone	Date and time of point source creation.
last_updated_at	timestamp with time zone	Timestamp of the last update to the record.
status	integer	Status of the point source.
division_id	string	Unique Identifier for a division/brand/org if Multi-Org is enabled. Otherwise this is an empty string "".
hidden_from_ descendant_divisions	boolean	Flag to indicate if the point account is only available to the specific division and not its children
data_source	string	Valid values include: "External" when record has been hydrated with historical data loads through ad hoc jobs; "SMP" when records come from OLTP databases; and, "SMPk" when records are received from Kinesis.
etl_time	timestamp with time zone	Timestamp of Data Cloud hydration.

user_point_accounts

This table provides details on user point balance and lifetime point earning.

Column	Data Type	Description
user_point_account_id	string	Unique point account identifier.
point_account_id	string	Unique point account identifier.
retailer_id	string	Retailer Identifier.
user_id	string	SessionM identifier for users; GUID.
current_balance	decimal(18,2)	Current point balance of the user.
lifetime_value	decimal(18,2)	Life time value of the user.
created_at	timestamp with time zone	Timestamp when the record was created.
updated_at	timestamp with time zone	Timestamp for when record was updated.
data_source	string	Valid values include: "External" when record has been hydrated with historical data loads through ad hoc jobs; "SMP" when records come from OLTP databases; and, "SMPk" when records are received from Kinesis.
etl_time	timestamp with time zone	Timestamp of Data Cloud hydration.

user_point_transactions

This table contains one row for every event in the system that affects the user's point balance.

Column	Data Type	Description
point_transaction_id	string	Unique point transaction identifier.
retailer_id	string	Retailer Identifier.
user_id	string	SessionM identifier for users; GUID.
point_account_id	string	point account identifier.
user_point_account_id	string	Unique point account identifier for the given user.
last_updated_at	timestamp with time zone	Timestamp of the last update to the record.
point_modification	decimal(18,2)	Point delta. This can be a positive or a negative value. This value represents the change to a user's point balance. This field is optional and could be blank. This is the value that a client should store in order to have a representation of the complete history of a user's point balance.
amount_spent	decimal(18,2)	Amount of spent points from the transaction.
amount_expired	decimal(18,2)	Amount of expired points from the transaction.
points_remaining	decimal(20,2)	Remaining points in the user's point accounts.

Column	Data Type	Description
reference_type	string	Point modification type (“Incent.outcome”, “achievement”, and “rewards store” are example values). This field helps determine where points originated from in the SessionM platform. Work with your customer success contact if reports around these details are desired.
reference_id	string	External or internal reference ID associated with the offer.
point_source_id	string	Unique point source identifier.
created_at	timestamp with time zone	Timestamp when the record was created.
audit_type_bitmask	integer	Integer code to identify the action taken: 0: Other 1: Point Issue 2: Point Spend 4: Point Expiration 8: Point Correction 16: Point Issue as Overdraft
transaction_id	string	Unique SessionM generated identifier associated with the activity/event/transaction that awarded points
time_of_occurrence	timestamp with time zone	Date and time of point transaction.
create_date	date	Data of creation of the user point transaction.
data_source	string	Valid values include: "External" when record has been hydrated with historical data loads through ad hoc jobs; "SMP" when records come from OLTP databases; and, "SMPk" when records are received from Kinesis.
data_date	date	The date of the last data that was used in the calculation. Derived from created_at.
etl_time	timestamp with time zone	Timestamp of Data Cloud hydration.

INCENTIVES/REWARDS

reward_stores

This table provides details on reward stores.

Column	Data Type	Description
reward_store_id	string	Identifier of the reward store.
internal_name	string	Internal name for reward store.
retailer_id	string	Retailer Identifier.
start_date	timestamp with time zone	Start date on which reward store is available.
end_date	timestamp with time zone	End date on which reward store is available.
eligibility_mode	integer	Eligibility mode that should be used for reward store. Valid values: “public”, “invite”, “household”, and “tier”.
custom_data	string	Custom data for reward store.
created_at	timestamp with time zone	Timestamp when the record was created.
updated_at	timestamp with time zone	Timestamp for when record was updated.
created_by_user_id	string	ID of user who created record.
division_id	string	Represents the associated division of the campaign. For non-multi-org enabled environments, this is blank
etl_time	timestamp with time zone	Timestamp of Data Cloud hydration.

reward_store_eligibilities

This table defines specialized access criteria for non-public reward stores. For example, needing to reach a certain tier level before gaining access.

Column	Data Type	Description
reward_store_ eligibilities_id	string	The eligibility object id.
reward_store_id	string	The reward store ID the eligibility definition applies to.
start_date	timestamp with time zone	The start date in timezone format that this reward store eligibility definition is active.
end_date	timestamp with time zone	The end date in timezone format that this reward store eligibility definition becomes inactive.
disabled	boolean	Indicates if the reward store is currently enabled/disabled
created_at	timestamp with time zone	Date and time of record creation.
updated_at	timestamp with time zone	Date and time of last record update within the SessionM platform in UTC.
created_by_user_id	string	ID of user who created record.

Column	Data Type	Description
tier_system_id	string	Unique identifier for tier systems.
tier_level_id	string	Unique identifier for tier levels.
title	string	Title to store with the user affiliation record.
user_affiliation_id	string	Is being used when we define this RewardStoreEligibility as a Household one.
user_id	string	SM user identifier, GUID.
discriminator	integer	Discriminator values include: public = 1 user_affiliation= 2 invite = 4 tier = 8
etl_time	timestamp with time zone	Timestamp of Data Cloud hydration.

reward_store_offers

This table provides details on offers associated with reward stores.

Column	Data Type	Description
reward_store_offer_id	string	Identifier of the reward store offer record.
root_offer_id	string	Root offer ID of offer included in reward store.
reward_store_id	string	Identifier of the reward store.
price	decimal(18,2)	Price of item to be listed in reward store.
start_date	timestamp with time zone	Start date in timezone format that this offer is available in its reward store.
end_date	timestamp with time zone	End date in timezone format that this offer is available in its reward store.
created_at	timestamp with time zone	Date and time of record creation.
updated_at	timestamp with time zone	Date and time of last record update within the SessionM platform in UTC.
created_by_user_id	string	ID of user who created record.
etl_time	timestamp with time zone	Timestamp of Data Cloud hydration.

reward_store_offers_history

This table provides snapshot of each update that happens to the RewardStoreOffers table.

Column	Data Type	Description
reward_store_offer_id	string	Identifier of the reward store offer record.
root_offer_id	string	Root offer ID of offer included in reward store.
etl_time	timestamp with time zone	Timestamp of Data Cloud hydration.

reward_store_point_accounts

This table provides details on point accounts associated with reward stores.

Column	Data Type	Description
reward_store_id	string	Identifier of the reward store.
point_account_id	string	Unique point account identifier.
etl_time	timestamp with time zone	Timestamp of Data Cloud hydration.

INCENTIVES/TIERS

tier_compositions

This dimension table describes tier level details.

Column	Data Type	Description
retailer_id	string	Retailer Identifier.
tier_system_id	string	Unique identifier for tier systems.
tier_level_id	string	Unique identifier for tier levels.
date	timestamp with time zone	Date which the membership totals were calculated.
total	integer	Total number of users within a tier level.
joined	integer	Number of users that joined the tier on this date.
left	integer	Number of users that left the tier on this date.
data_source	string	Valid values include: "External" when record has been hydrated with historical data loads through ad hoc jobs; "SMP" when records come from OLTP databases; and, "SMPk" when records are received from Kinesis.
etl_time	timestamp with time zone	Timestamp of Data Cloud hydration.

tier_levels

This dimension table describes tier level details.

Column	Data Type	Description
tier_level_id	string	Unique identifier for tier levels.
retailer_id	string	Retailer Identifier.
name	string	Tier-level name.
rank	integer	Tier-level rank (most likely 1, 2, 3).
tier_system_id	string	Unique identifier for tier systems.
maintenance_frequency_ is_relative	boolean	If "true," maintenance is run nightly and users are evaluated based on time passed since joining tier level. If "false," maintenance is run based on maintenance frequency.
maintenance_frequency_ value	integer	The value of time associated with the frequency unit of measure.
maintenance_frequency_ uom	integer	Unit of time linked to maintenance frequency.
created_at	timestamp with time zone	Date and time of record creation.
last_updated_at	timestamp with time zone	Timestamp of the last update to the record.
description	string	Description of tier level.
status	integer	Status of the tier level

Column	Data Type	Description
data_source	string	Valid values include: "External" when record has been hydrated with historical data loads through ad hoc jobs; "SMP" when records come from OLTP databases; and, "SMPk" when records are received from Kinesis.
etl_time	timestamp with time zone	Timestamp of Data Cloud hydration.

tier_member_history

This table records by line all tier changes.

Column	Data Type	Description
tier_change_id	string	Unique tier change identifier.
tier_system_id	string	Unique identifier for tier systems.
tier_level_id	string	Unique identifier for tier levels.
user_id	string	SM user identifier, GUID.
joined_at	timestamp with time zone	Datetime of member entry to tier.
exited_at	timestamp with time zone	Date and time of member exit to tier.
created_at	timestamp with time zone	Date and time of record creation.
last_updated_at	timestamp with time zone	Timestamp of the last update to the record.
create_date	timestamp with time zone	Date and time of record creation.
data_source	string	Valid values include: "External" when record has been hydrated with historical data loads through ad hoc jobs; "SMP" when records come from OLTP databases; and, "SMPk" when records are received from Kinesis.
data_date	date	Date of record creation. Derived from created_at.
etl_time	timestamp with time zone	Timestamp of Data Cloud hydration.

tier_systems

This dimension table describes tier level details.

Column	Data Type	Description
tier_system_id	string	Unique identifier for tier systems.
retailer_id	string	Retailer Identifier.
name	string	Name of tier system.
created_at	timestamp with time zone	Date and time of record creation.

Column	Data Type	Description
last_updated_at	timestamp with time zone	Timestamp of the last update to the record.
data_source	string	Valid values include: "External" when record has been hydrated with historical data loads through ad hoc jobs; "SMP" when records come from OLTP databases; and, "SMPk" when records are received from Kinesis.
etl_time	timestamp with time zone	Timestamp of Data Cloud hydration.
division_id	string	Represents the associated division of the campaign. For non-multi-org enabled environments, this is blank

PRIVACY

privacy_requests

This table represents the log of all users who have submitted a privacy request via the SessionM platform.

Column	Data Type	Description
request_id	integer	Unique request identifier. For SessionM internal use only.
gdpr_type	string	Type of privacy request "Type of privacy request Forget – all user records deleted Reinstated Restricted Exported – user made data export request. "
status	string	Privacy request status
completed_at	timestamp w ith time zone	Date and time of request completion. SessionM internal use only.
account_id	integer	Unique account identifier. SessionM internal use only.
request_ip	string	Request IP. SessionM internal use only.
report_id	integer	Unique report identifier. SessionM internal use only.
player_id	integer	SessionM legacy identifier for users; GUID. PRIMARY KEY IN USER TABLES
user_id	string	SessionM identifier for users; GUID.
unlinked_at	timestamp with time zone	Date and time of request being unlinked.
created_at	timestamp with time zone	Date and time of record creation.
updated_at	timestamp with time zone	Date and time in UTC format of last record update of point source within the SessionM platform.
rewards_system_id	integer	Rewards system identifier. SessionM internal use only.
full_name	string	Full name of user requesting. *Encrypted.
etl_time	timestamp with time zone	Timestamp of Data Cloud hydration.

STORES

retailer_stores

This is a dimension table describing meta data on stores.

Column	Data type	Description
retailer_store_id	string	SessionM store identifier.
external_store_id	string	External store identifier (POS store key).
name	string	Store name.
retailer_id	string	Retailer Identifier.
deactivate	boolean	Timestamp of Data Cloud hydration.
contact_email	string	Contact email for the retail store
data_source	string	Valid values include: "External" when record has been hydrated with historical data loads through ad hoc jobs; "SMP" when records come from OLTP databases; and, "SMPk" when records are received from Kinesis.
etl_time	timestamp with time zone	Specifies whether retailer store is deactivated.

retailers

This is a dimension table describing meta data on the retailer partition.

Column	Data Type	Description
retailer_id	string	Retailer Identifier.
name	string	Name of retail/user partition.
data_source	string	Valid values include: "External" when record has been hydrated with historical data loads through ad hoc jobs; "SMP" when records come from OLTP databases; and, "SMPk" when records are received from Kinesis.
etl_time	timestamp with time zone	Timestamp of Data Cloud hydration.

store_categories

This is a dimension table covering store categories. A store category is a category of products that exists in a store.

Column	Data Type	Description
store_category_id	string	Unique identifier of the store category.
retailer_id	string	Retailer Identifier.
store_id	string	Store identifier.
pos_cat_key	string	Unique identifier or mapping key used to associate the store category with its corresponding category in the Point-of-Sale (POS) system.

Column	Data Type	Description
description	string	Description of the store category.
type	integer	Type of store category.
deactivate	boolean	Deactivated if true.
create_date	timestamp with time zone	Date and time of record creation.
last_updated_at	timestamp with time zone	Timestamp of the last update to the record.
created_by_user_id	string	ID of user who created record.
data_source	string	Valid values include: "External" when record has been hydrated with historical data loads through ad hoc jobs; "SMP" when records come from OLTP databases; and, "SMPk" when records are received from Kinesis.
etl_time	timestamp with time zone	Timestamp of Data Cloud hydration.

store_category_parents

This is a dimension table covering store items. This table shows the hierarchical relationship between store categories. This table is largely used for SessionM internal logic and not reporting purposes.

Column	Data Type	Description
parent_store_category_id	string	Unique identifier of the store parent category.
store_category_id	string	Unique identifier of the store category.
retailer_id	string	Retailer Identifier.
store_id	string	Store identifier.
deactivate	boolean	Deactivated if true.
last_updated_at	timestamp with time zone	Timestamp of the last update to the record.
data_source	string	Valid values include: "External" when record has been hydrated with historical data loads through ad hoc jobs; "SMP" when records come from OLTP databases; and, "SMPk" when records are received from Kinesis.
etl_time	timestamp with time zone	Timestamp of Data Cloud hydration.

store_item_maps

This is a dimension table covering item-to-store mappings, which shows the relationships between items tied to specific stores.

Column	Data Type	Description
master_item_id	string	Unique identifier of item for master catalog.
store_item_id	string	Unique identifier for an item within a store.
data_source	string	Valid values include: "External" when record has been hydrated with historical data loads through ad hoc jobs; "SMP" when records come from OLTP databases; and, "SMPk" when records are received from Kinesis.
etl_time	timestamp with time zone	Timestamp of Data Cloud hydration.

store_item_parents

This is a dimension table covering store item parents, which show the hierarchical relationship between store items.

Column	Data type	Description
category_id	string	Unique identifier of item category for master catalog.
item_id	string	Unique identifier of item for store item parents table.
data_source	string	Valid values include: "External" when record has been hydrated with historical data loads through ad hoc jobs; "SMP" when records come from OLTP databases; and, "SMPk" when records are received from Kinesis.
etl_time	timestamp with time zone	Timestamp of Data Cloud hydration.

store_items

This is a dimension table covering store items.

Column	Data Type	Description
store_item_id	string	Unique identifier for an item within a store.
retailer_id	string	Retailer Identifier.
store_id	string	Store identifier.
pos_item_key	string	Item key (for example, SKU) provided at POS. Can be catalog-normalized.
sku	string	Item SKU.
description	string	Description of the storre item.
deactivate	boolean	Deactivated if true.
create_date	timestamp with time zone	Date and time of record creation.

Column	Data Type	Description
last_updated_at	timestamp with time zone	Timestamp of the last update to the record.
created_by_user_id	string	ID of user who created record.
msrp	decimal(18,2)	Manufacturer’s Suggested Retail Price for the store item.
is_modifier	boolean	Modifier item flag.
modifiers	string	Modifier information.
data_source	string	Valid values include: "External" when record has been hydrated with historical data loads through ad hoc jobs; "SMP" when records come from OLTP databases; and, "SMPk" when records are received from Kinesis.
etl_time	timestamp with time zone	Timestamp of Data Cloud hydration.

TRANSACTIONS

transaction_discounts

This table breaks down transactions at the discount level; it records all discounts used at the transaction level.

Column	Data Type	Description
transaction_discount_id	string	Unique transaction discount identifier.
transaction_id	string	Transaction identifier.
discount_reference_id	string	ID referenced by transaction discount identifier. Passed by caller of transaction. (user_offer_id or RSO ID for internal SessionM Offers)
user_id	string	SessionM user identifier, GUID. (Usually GUID but doesn't need to be)
discount_reference_type	string	Type (description) of ID referenced by transaction discount identifier. ("userofferid" for SessionM offers)
pos_discount_id	string	Identifier of discount at POS.
discount_source	string	Source of discount. (external vs SessionM). The source system for the discount. Example: If this discount was provided by SessionM the source should be "SessionM". If this is a discount such as an employee discount the source could be "POS"
discount_amount	decimal(22,6)	Dollar amount of discount.
time_stamp	timestamp with time zone	Date and time of when the discount was applied.
created_at	timestamp with time zone	Date and time of record creation.
last_updated_at	timestamp with time zone	Timestamp of the last update to the record.
name	string	Name of discount / SessionM offer.
transaction_date	date	Date of transaction; for SessionM internal use only.
data_source	string	Valid values include: "External" when record has been hydrated with historical data loads through ad hoc jobs; "SMP" when records come from OLTP databases; and, "SMPk" when records are received from Kinesis.
custom_data	string	Custom transaction data (user defined).
data_date	date	Date of record creation. Derived from created at
etl_time	timestamp with time zone	Timestamp of Data Cloud hydration.
transaction_datetime	timestamp with time zone	Check_open_date from Transactions Header table.
retailer_id	string	Retailer Identifier.
discounted_line_ids	array(string)	Identifiers for the specific transaction line items that received a discount.

Column	Data Type	Description
last_updated	timestamp with time zone	Timestamp of the last update to the record.
stack_order	double	Numeric value of the order of the discount in the discount stack.
status	string	Status of transactions discount.

transaction_headers

This table tracks overall transactions and summarizes the information for each transaction that is ingested to the SessionM Platform. It links to the Transaction Items and Discounts table for more information related to the transaction.

NOTE: Transaction headers, transaction items and transaction discounts do not include any user data. Transaction payments include user ID.

Column	Data Type	Description
transaction_id	string	Transaction identifier.
pos_transaction_key	string	External POS transaction ID that has been passed to SessionM by client POS. This is typically some unique identifier that will allow a client to tie back to internal systems of record for transactions. (Usually GUID but doesn't need to be)
subtotal	decimal(22,6)	Total of item basket associated with transaction. The value is passed by client POS system.
tax_total	decimal(22,6)	Amount of tax included on this transaction. The value is passed by client POS system.
check_amount	decimal(22,6)	Total transaction amount (sub total + tax total)
created_at	timestamp with time zone	Date and time of record creation in the SessionM platform (versus the timestamp of when the transaction was created in the POS system of origin). This value is in UTC.
last_updated_at	timestamp with time zone	Timestamp of the last update to the record.
retailer_id	string	Retailer Identifier.
retailer_store_id	string	SessionM store ID of transaction.

Column	Data Type	Description
channel	string	Transaction channel.Value is passed to SessionM by the client POS system. This value allows channel specific rules and common examples would include e-comm, kiosk, mobile order, in-store. .NET description The channel that this transaction originated from. This could be something like "STORE" or "ECOM" or "KIOSK". This is only used for client aggregation reporting, these values can be whatever the customer would like, just must be consistent across all instances of the same channel. Example values could be: "IN-STORE", "CARRY OUT", and "DRIVE THROUGH"
from_pos_transaction_id	string	Transaction ID for POS system. (String usually GUID)
is_voided	boolean	Void transaction indicator. Passed by POS.
is_closed	boolean	Closed transaction indicator. Passed by POS.
sm_employee_id	string	Free Text field used for capturing names of employees. This is intended to allow clients to pass an employee ID for the transaction if they desire.
sm_transaction_process_date	timestamp with time zone	The timestamp for SessionM processing of the transaction. This is in UTC.
pos_transaction_modified_time	timestamp with time zone	Timestamp from client for modification date and time.
pos_employee_id	string	Additional free text field used for capturing names of employees. This is intended to allow clients to pass an employee ID for the transaction if they desire.
check_open_date	timestamp with time zone	SessionM-generated transaction timestamp. Use this date for reporting purposes.
transaction_date	date	Date of transaction; for SessionM internal use only.
data_source	string	Valid values include: "External" when record has been hydrated with historical data loads through ad hoc jobs; "SMP" when records come from OLTP databases; and, "SMPk" when records are received from Kinesis.
status	string	Transaction status.
custom_data	string	Custom transaction data (user defined).
data_date	date	Date of record creation. Derived from created_at.
etl_time	timestamp with time zone	Timestamp of Data Cloud hydration.
sm_transaction_ingestion_time	timestamp with time zone	Timestamp of ingestion of the transaction into the SMP.

transaction_items

This table breaks down transactions at the item level.

Column	Data Type	Description
transaction_item_id	string	Unique transaction item identifier. This is a SessionM generated value.
transaction_id	string	SessionM generated unique transaction identifier.
master_item_id	string	Normalized menu item id (GUID). (Items in different stores might have different store ID. This ID serves to normalize the menu across stores)
pos_item_key	string	Item key (for example, SKU) provided at POS. Can be catalog-normalized.
quantity	decimal(22,6)	Quantity of items in transaction.
quantity_v2	decimal(22,6)	Deprecated. Identical to corresponding v1 field.
unit_price	decimal(22,6)	Unit dollar price of items; contact PM to identify denomination (cents, or in $).
unit_price_v2	decimal(22,6)	Deprecated. Identical to corresponding v1 field.
subtotal	decimal(22,6)	Total of item basket associated with transaction.
subtotal_v2	decimal(22,6)	Deprecated. Identical to corresponding v1 field.
tax_included	decimal(22,6)	Amount of tax included on item.
tax_included_v2	decimal(22,6)	Deprecated. Identical to corresponding v1 field.
created_at	timestamp with time zone	Date and time of record creation.
last_updated_at	timestamp with time zone	Timestamp of the last update to the record.
transaction_datetime	timestamp with time zone	Check_open_date from Transactions Header table.
retailer_id	string	Retailer Identifier.
retailer_store_id	string	SessionM store ID of transaction.
external_line_id	string	Client line identifier.
modifies_line_id	string	Item modifier (for example, cream in coffee) associated with external line ID.
transaction_date	date	Date of transaction; for SessionM internal use only.
data_source	string	Valid values include: "External" when record has been hydrated with historical data loads through ad hoc jobs; "SMP" when records come from OLTP databases; and, "SMPk" when records are received from Kinesis.
item_status	string	Item status.
catalog_lineages	string	Catalog-normalized lineage IDs.
custom_data	string	Custom data (user defined).
data_date	date	Date of record creation. Derived from created_at.
etl_time	timestamp with time zone	Timestamp of Data Cloud hydration.
modified_line_id	string	Item modified (for example, cream in coffee) associated with external line ID.

transaction_line_item_maps

This table maps the relationships between transaction items and discounts.

Column	Data Type	Description
transaction_discount_id	string	Unique transaction discount identifier.
transaction_item_id	string	Unique transaction item identifier.
last_updated_at	timestamp with time zone	Timestamp of the last update to the record.
transaction_date	date	Date of transaction; for SessionM internal
data_source	string	Valid values include: "External" when record has been hydrated with historical data loads through ad hoc jobs; "SMP" when records come from OLTP databases; and, "SMPk" when records are received from Kinesis.
etl_time	timestamp with time zone	Timestamp of Data Cloud hydration.
data_date	date	Date of record creation. Derived from created_at.

transaction_payments

This table breaks down transactions at the payment level.

Column	Data Type	Description
transaction_payment_id	string	Unique transaction payment identifier.
transaction_id	string	SessionM generated unique transaction identifier.
user_id	string	SessionM user identifier, GUID.
additional_user_id	string	Additional identifier (e.g. external ID used for transaction payment)
additional_user_id_type	string	Type of identifier for additional user ID field.
payment_source	string	Source of payment, internal to SessionM.
payment_type	string	Type of payment (e.g., credit, cash).
payment_amount	decimal(22,6)	Dollar amount of payment; contact PM to identify denomination (cents, or in $).
payment_date	timestamp with time zone	Datetime of payment as sent from client's POS system through the SessionM send transaction API. This will be in whatever time format that client has passed. This is mapped to the payment_time in the SessionM Send Transactions API
qr_code	string	QR code associated with payment if any.
created_at	timestamp with time zone	Date and time of record creation
last_updated_at	timestamp with time zone	Timestamp of the last update to the record.
transaction_datetime	timestamp with time zone	Check_open_date from Transactions Header table.
retailer_id	string	Retailer Identifier.
retailer_store_id	string	SessionM store id of transaction payment.

Column	Data Type	Description
transaction_date	date	Date of transaction; for SessionM internal use only.
data_source	string	Valid values include: "External" when record has been hydrated with historical data loads through ad hoc jobs; "SMP" when records come from OLTP databases; and, "SMPk" when records are received from Kinesis.
custom_data	string	Custom transaction data (user defined).
data_date	date	Date of record creation. Derived from created_at.
etl_time	timestamp with time zone	Timestamp of Data Cloud hydration.
user_id_type	string	Type of identifier (SessionM_ID or External_ID)

USERS

appended_user_profile

This table holds a client's custom, configured profile schema for any client-specific customer data attributes.

Column	Data Type	Description
_version	bigint	Internal version number of the custom profile.
user_id	string	SessionM user identifier, GUID.
old_player_id	string	Legacy SessionM ID for the user. user_id should be used in all cases instead of old_player_id.
node_name	string	Internal. Node where the update originated.
time_stamp	string	Log time. Unix time stamp (in seconds).
json_str	string	JSON representation of the custom user profile.
<client configurable data fields>	<client defined>	<client defined schema elements>
etl_updated_ts	timestamp with time zone	Timestamp on last update.
log_ts	timestamp with time zone	Converter version of time_stamp.

external_user_mappings

This table maps SessionM user identifiers with all associated external user identifiers.

Column	Data Type	Description
player_id	integer	SessionM legacy user identifier, player ID, GUID.
user_id	string	SessionM user identifier, GUID. Used to join with all other tables.
external_user_id	string	Client-provided unique ID. Typically a client-generated unique GUID used across internal systems.
external_user_id_type	string	Typing of client consumer identifier. Value that can be passed as part of the user creation process. Commonly left blank. If a client has multiple identifiers or there are upstream systems that need this descriptor for a client, it can be passed.
retailer_id	string	Retailer Identifier.
created_at	timestamp with time zone	Date and time in UTC format of last record create within SessionM platform.
updated_at	timestamp with time zone	Date and time in UTC format of last record update within SessionM platform.

Column	Data Type	Description
data_source	string	Valid values include: "External" when record has been hydrated with historical data loads through ad hoc jobs; "SMP" when records come from OLTP databases; and, "SMPk" when records are received from Kinesis.
etl_time	timestamp with time zone	Timestamp of Data Cloud hydration.

user_addresses

This table represents a user's address information.

Column	Data Type	Description
player_id	string	SessionM old player ID.
source_application_id	string	Date and time of record
home_zip	string	Zip code associated with user address.
home_address	string	Street address associated with user.
home_city	string	City associated with user address.
home_state	string	State associated with user address.
primary_external_id	string	Primary external ID.
opted_out	boolean	Determines if user is opted into rewards program.
home_dma	string	Designated Market Area (DMA) code or name representing the user's primary geographic media market.
created_at	timestamp with time zone	Timestamp when the record was created.
updated_at	timestamp with time zone	Timestamp for when record was updated.
etl_time	timestamp with time zone	Timestamp of Data Cloud hydration.

user_phone_numbers

This table represents the phone numbers associated with a user account.

Column	Data Type	Description
user_id	string	SessionM identifier for users; GUID.
phone_number_id	integer	Uniquie identifier of the user phone number.
phone_type	string	Type of phone number.
preference_flags	integer	1 = primary; 0 = no preference set.
phone_number	string	User's phone number.
verified_ownership	boolean	Field to determine if phone number has been verified by owner.
created_at	timestamp with time zone	Timestamp when the record was created.
updated_at	timestamp with time zone	Timestamp for when record was updated.

Column	Data Type	Description
deleted_at	timestamp with time zone	Timestamp for when the phone number was deleted.
etl_time	timestamp with time zone	Timestamp of Data Cloud hydration.

user_tags

This table contains tags that were added to users. Tags are arbitrary key/value pairs that can be added to, or "tagged" onto, a user record.

Column	Data Type	Description
id	string	Internal ID. Not valuable for external consumption.
time_stamp	string	Log time. Unix time stamp.
log_ts	timestamp with time zone	Converter version of time_stamp.
user_id	string	SessionM user identifier, GUID.
parent_id	string	Legacy SessionM ID for user. user_id should be used in all cases instead of parent_id.
tag_name	string	The name of tag that was applied to the user.
tag_value	string	The value of the tag.
source	string	Internal use only.
expires_at	bigint	Unix time stamp for when the tag expires.
expires_at_ts	timestamp with time zone	Timestamp with time zone for when the tag expires.
etl_updated_ts	timestamp with time zone	Timestamp of Data Cloud hydration.
data_date	date	Date of the record.

users

This table contains the SM generated ID and details such as primary attributes of registered users.

Column	Data Type	Description
player_id	integer	SessionM legacy user identifier, player ID, GUID.
user_id	string	SessionM identifier for users; GUID.
registered_timestamp	timestamp with time zone	Timestamp of user registration.
loyalty_status	decimal(2,1)	Users program opt-in status. 0 = Opted in 1 = Opted out
first_name	string	First name of the user.
last_name	string	Last name of the user.
gender	string	Gender of the user.

Column	Data Type	Description
email	string	Email address of the loyality member. Must be globally unique.
birthdate	string	Date of birth of the user.
zip	string	Zip code associated with user address.
country	string	Country associated with the user.
registered_application_id	integer	Application used during registration.
retailer_id	string	Retailer Identifier.
deleted_at	timestamp with time zone	Timestamp when the record was marked as deleted (soft delete).
opted_out	boolean	If true, user has opted out of the program.
affiliate_type	string	Values can be "user" or "collection". Indicates if user represents collection when using affiliations. Field only useful if client is making use of affiliations.
suspended_at	timestamp with time zone	Timestamp of when the user account was suspended.
test_account	boolean	Boolean value indicating whether this is a test user.
created_at	date	Timestamp when the record was created.
updated_at	date	Timestamp for when record was updated.
etl_time	timestamp with time zone	Timestamp of Data Cloud hydration.

user_to_divisionID_mapping

This table contains the SM generated user_ID and mapping to which division(s) the individual member is assigned to.

Column	Data Type	Description
user_id	string	SessionM identifier for users; GUID
division_id	string	Unique identifier for a division/brand/org if Multi-Org is enabled. Otherwise, this is an empty string.
etl_time	timestamp with time zone	Timestamp of Data Cloud hydration.

DATA EXPORTS

The SessionM Data Exporter provides a standard set of files. These files query different tables in the Data Cloud and deliver the data from a table in one of two formats:

- All the data in a table, up to the execution date; as such, this is classified as a FULL LOAD table.
- Delta of the table with a specified "look-back period," which is the amount of days' worth of data that are included in the delta file. This would be classified as a DELTA table.

Table Name	Classification
appended_user_profile	DELTA (last 8 full days of data *)
application_achievements	FULL LOAD
applications	FULL LOAD
campaign_achievements	FULL LOAD
campaign_activity	DELTA (last 2 full days of data *)
campaign_activity_units	FULL LOAD
campaign_attributes	FULL LOAD
external_user_mappings	DELTA (last 7 full days of data *)
incentive_outcomes	DELTA (last 1 day of data)
master_categories	FULL LOAD
master_item_parents	FULL LOAD
master_items	FULL LOAD
offers	FULL LOAD
point_account_expiration_policies	FULL LOAD
point_account_expiration_policy_event_types	FULL LOAD
point_accounts	FULL LOAD
point_sources	FULL LOAD
privacy_requests	FULL LOAD
retailer_stores	FULL LOAD
retailers	FULL LOAD
Reward_stores	Variable based on client request
Reward_store_eligibilities	Variable based on client request
Reward_store_offers	Variable based on client request
Reward_store_offers_history	Variable based on client request
Reward_store_point_accounts	Variable based on client request
store_categories	FULL LOAD
store_category_parents	FULL LOAD
store_item_maps	FULL LOAD
store_item_parents	FULL LOAD
store_items	FULL LOAD
tier_levels	FULL LOAD
tier_member_history	DELTA (last 7 full days of data *)

Table Name	Classification
tier_systems	FULL LOAD
tier_compositions	Variable based on client request
transaction_discounts	DELTA (last 8 full days of data *)
transaction_headers	DELTA (last 8 full days of data *)
transaction_items	DELTA (last 8 full days of data *)
transaction_line_item_maps	DELTA (last 8 full days of data *)
transaction_payments	DELTA (last 8 full days of data *)
user_incentive_events	DELTA (last 3 full days of data *)
user_offers	DELTA (last 8 full days of data *)
user_point_accounts	DELTA (last 8 full days of data *)
user_point_transactions	DELTA (last 8 full days of data *)
users	DELTA (last 8 full days of data *)
user_tags	Variable based on client request
User_addresses	Variable based on client request
User_phone_numbers	Variable based on client request

* *Plus records from the day on which the export runs. (Not the complete day; only records present before hydration started.)*

EXPORT QUERIES

The SessionM Data Exporter provides a standard set of files. These files are produced as a formatted subset of the raw tables in the datalake described above. Below are the configurations of the current standard extracts for non multi-org non-householding clients:


```
{
"queries": [
{
"query": "select application_achievement_id, application_id, achievement_id, cast(date_format(etl_time, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as etl_time from application_achievements where (date(etl_time) >= current_date - interval '1' day AND date(etl_time) <= current_date)",
"output_bucket": "sftp-enterprise-production",
"output_key": "{CLIENT}/downloads/data_dump/",
"table": "application_achievements",
"std_tables": ["application_achievements"]
},
{
"query": "select applications_id, name, platform, cast(date_format(etl_time, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as etl_time from applications where (date(etl_time) >= current_date - interval '1' day AND date(etl_time) <= current_date)",
"output_bucket": "sftp-enterprise-production",
"output_key": "{CLIENT}/downloads/data_dump/",
"table": "applications",
"std_tables": ["applications"]
},
{
"query": "select achievement_id, name, cast(date_format(created_at, 'yyyy-MM-dd') as string) as created_at, achievement_type, ad_campaign_id, offer_achievement_data_id, offer_achievement_data_name, points, cast(date_format(etl_time, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as etl_time from campaign_achievements where (date(etl_time) >= current_date - interval '1' day AND date(etl_time) <= current_date)",
"output_bucket": "sftp-enterprise-production",
"output_key": "{CLIENT}/downloads/data_dump/",
"table": "campaign_achievements",
"std_tables": ["campaign_achievements"]
},
{
"query": "select ca.user_id, campaign_id, unit_id, application_id, achievement_id, application_achievement_id, creative_type, action, transaction_id, cast(date_format(ca.created_at, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as created_at, cast(date_format(ca.etl_time, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as etl_time from campaign_activity ca left join users u on u.user_id = ca.user_id where date(ca.created_at) >= current_date - interval '2' day and date(ca.created_at) <= current_date and (u.test_account <> true OR u.test_account is null or ca.user_id is null)",
"output_bucket": "sftp-enterprise-production",
"output_key": "{CLIENT}/downloads/data_dump/",
"table": "campaign_activity",
"std_tables": ["campaign_activity", "users"]
},
{
"query": "select unit_id, name, application_id, message_type, creative_type, status, cast(date_format(created_at, 'yyyy-MM-dd') as string) as created_at, cast(date_format(last_updated_at, 'yyyy-MM-dd') as string) as last_updated_at, cast(date_format(etl_time, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as etl_time from
```

campaign_activity_units where (date(etl_time) >= current_date - interval '1' day AND date(etl_time) <= current_date)",
"output_bucket": "sftp-enterprise-production",
"output_key": "{CLIENT}/downloads/data_dump/",
"table": "campaign_activity_units",
"std_tables": ["campaign_activity_units"]
},
{
"query": "select campaign_id, name, external_name, cast(date_format(starts_at, 'yyyy-MM-dd') as string) as starts_at, cast(date_format(ends_at, 'yyyy-MM-dd') as string) as ends_at, cast(date_format(created_at, 'yyyy-MM-dd') as string) as created_at, cast(date_format(updated_at, 'yyyy-MM-dd') as string) as updated_at, starts_at_timestamp, ends_at_timestamp, campaign_type, optin_required, cast(date_format(opt_in_starts_at, 'yyyy-MM-dd') as string) as opt_in_starts_at, cast(date_format(opt_in_ends_at, 'yyyy-MM-dd') as string) as opt_in_ends_at, cast(date_format(etl_time, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as etl_time from campaign_attributes where (date(etl_time) >= current_date - interval '1' day AND date(etl_time) <= current_date)",
"output_bucket": "sftp-enterprise-production",
"output_key": "{CLIENT}/downloads/data_dump/",
"table": "campaign_attributes",
"std_tables": ["campaign_attributes"]
},
{
"query": "select eum.player_id, eum.user_id, external_user_id, external_user_id_type, eum.retailer_id, cast(date_format(eum.updated_at, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as updated_at, cast(date_format(eum.etl_time, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as etl_time from external_user_mappings eum left join users u on u.user_id = eum.user_id where date(eum.updated_at) >= current_date - interval '7' day and date(eum.updated_at) <= current_date and (u.test_account <> true OR u.test_account is null or eum.user_id is null)",
"output_bucket": "sftp-enterprise-production",
"output_key": "{CLIENT}/downloads/data_dump/",
"table": "external_user_mappings",
"std_tables": ["external_user_mappings", "users"]
},
{
"query": "select outcome_id, retailer_id, rule_tree_id, cast(date_format(created_at, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as created_at, cast(date_format(last_updated_at, 'yyyy-MM-dd') as string) as last_updated_at, created_by_user_id, entity_decimal_1, entity_decimal_2, money, rounding_rule, discriminator, entity_int_1, rank, entity_id_1, entity_id_2, entity_bool_1, cast(date_format(etl_time, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as etl_time from incentive_outcomes where (date(etl_time) >= current_date - interval '1' day AND date(etl_time) <= current_date)",
"output_bucket": "sftp-enterprise-production",
"output_key": "{CLIENT}/downloads/data_dump/",
"table": "incentive_outcomes",
"std_tables": ["incentive_outcomes"]
},
{
"query": "select category_id, retailer_id, display_name, description, cast(date_format(created_at, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as created_at, cast(date_format(last_updated_at, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as last_updated_at, created_by_user_id, deactivate, parent_category_id, cast(date_format(etl_time, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as etl_time from master_categories where (date(etl_time) >= current_date - interval '1' day AND date(etl_time) <= current_date)",
"output_bucket": "sftp-enterprise-production",
"output_key": "{CLIENT}/downloads/data_dump/",
"table": "master_categories",

"std_tables": ["master_categories"]
},
{
"query": "select category_id, item_id, is_ancestor, cast(date_format(etl_time, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as etl_time from master_item_parents where (date(etl_time) >= current_date - interval '1' day AND date(etl_time) <= current_date)",
"output_bucket": "sftp-enterprise-production",
"output_key": "{CLIENT}/downloads/data_dump/",
"table": "master_item_parents",
"std_tables": ["master_item_parents"]
},
{
"query": "select item_id, retailer_id, sku, display_name, description, cast(date_format(created_at, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as created_at, cast(date_format(last_updated_at, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as last_updated_at, created_by_user_id, deactivate, is_modifier, modifiers, cast(date_format(etl_time, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as etl_time from master_items where (date(etl_time) >= current_date - interval '1' day AND date(etl_time) <= current_date)",
"output_bucket": "sftp-enterprise-production",
"output_key": "{CLIENT}/downloads/data_dump/",
"table": "master_items",
"std_tables": ["master_items"]
},
{
"query": "select offer_id, retailer_id, validity_period, validity_unit, points_required, buy_count, cast(date_format(created_at, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as created_at, cast(date_format(last_updated_at, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as last_updated_at, get_count, discount_amount, fixed_price, percent_off, highest_value, root_offer_id, cast(date_format(redemption_start_at, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as redemption_start_at, cast(date_format(redemption_end_at, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as redemption_end_at, reward_store, name, timezone, pos_discount_id, discriminator, status, cast(date_format(etl_time, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as etl_time from offers where (date(etl_time) >= current_date - interval '1' day AND date(etl_time) <= current_date)",
"output_bucket": "sftp-enterprise-production",
"output_key": "{CLIENT}/downloads/data_dump/",
"table": "offers",
"std_tables": ["offers"]
},
{
"query": "select point_account_id, retailer_id, policy_type, cast(date_format(next_evaluation_date, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as next_evaluation_date, frequency_type, expiration_age_value, expiration_age_unit_type, point_expiration_percentage, rollover_point_account_id, cast(date_format(created_at, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as created_at, cast(date_format(last_updated_at, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as last_updated_at, cast(date_format(etl_time, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as etl_time from point_account_expiration_policies where (date(etl_time) >= current_date - interval '1' day AND date(etl_time) <= current_date)",
"output_bucket": "sftp-enterprise-production",
"output_key": "{CLIENT}/downloads/data_dump/",
"table": "point_account_expiration_policies",
"std_tables": ["point_account_expiration_policies"]
},
{
"query": "select point_account_expiration_policy_id, event_type_retailer_id, event_type_symbol, cast(date_format(etl_time, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as etl_time from point_account_expiration_policy_event_types where (date(etl_time) >= current_date - interval '1' day AND date(etl_time) <= current_date)",

"output_bucket": "sftp-enterprise-production",
"output_key": "{CLIENT}/downloads/data_dump/",
"table": "point_account_expiration_policy_event_types",
"std_tables": ["point_account_expiration_policy_event_types"]
},
{
"query": "select point_account_id, retailer_id, name, default_points, active, cast(date_format(created_at, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as created_at, cast(date_format(last_updated_at, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as last_updated_at, grouping_label, cast(date_format(etl_time, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as etl_time from point_accounts where (date(etl_time) >= current_date - interval '1' day AND date(etl_time) <= current_date)",
"output_bucket": "sftp-enterprise-production",
"output_key": "{CLIENT}/downloads/data_dump/",
"table": "point_accounts",
"std_tables": ["point_accounts"]
},
{
"query": "select point_source_id, retailer_id, name, cast(date_format(created_at, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as created_at, cast(date_format(last_updated_at, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as last_updated_at, cast(date_format(etl_time, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as etl_time from point_sources where (date(etl_time) >= current_date - interval '1' day AND date(etl_time) <= current_date)",
"output_bucket": "sftp-enterprise-production",
"output_key": "{CLIENT}/downloads/data_dump/",
"table": "point_sources",
"std_tables": ["point_sources"]
},
{
"query": "select request_id, gdpr_type, status, cast(date_format(completed_at, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as completed_at, account_id, request_ip, '' data_source, report_id, '00000000-0000-0000-DEAD-000000000000' as player_id, pr.user_id, cast(date_format(unlinked_at, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as unlinked_at, cast(date_format(pr.created_at, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as created_at, cast(date_format(pr.updated_at, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as updated_at, rewards_system_id, '00000000-0000-0000-DEAD-000000000000' as full_name, cast(date_format(pr.etl_time, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as etl_time from privacy_requests pr left join users u on u.user_id = pr.user_id where (date(pr.etl_time) >= current_date - interval '2' day AND date(pr.etl_time) <= current_date) and (u.test_account <> true OR u.test_account is null or pr.user_id is null)",
"output_bucket": "sftp-enterprise-production",
"output_key": "{CLIENT}/downloads/data_dump/",
"table": "privacy_requests",
"std_tables": ["privacy_requests", "users"]
},
{
"query": "select retailer_store_id, external_store_id, name, retailer_id, cast(date_format(etl_time, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as etl_time from retailer_stores where (date(etl_time) >= current_date - interval '1' day AND date(etl_time) <= current_date)",
"output_bucket": "sftp-enterprise-production",
"output_key": "{CLIENT}/downloads/data_dump/",
"table": "retailer_stores",
"std_tables": ["retailer_stores"]
},
{
"query": "select retailer_id, name, cast(date_format(etl_time, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as etl_time from retailers where (date(etl_time) >= current_date - interval '1' day AND date(etl_time) <= current_date)",
"output_bucket": "sftp-enterprise-production",

```
"output_key": "{CLIENT}/downloads/data_dump/",
"table": "retailers",
"std_tables": ["retailers"]
},
{
"query": "select store_category_id, retailer_id, store_id, pos_cat_key, description, type, deactivate,
cast(date_format(create_date, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as create_date,
cast(date_format(last_updated_at, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as last_updated_at,
created_by_user_id, cast(date_format(etl_time, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as etl_time from
store_categories where (date(etl_time) >= current_date - interval '1' day AND date(etl_time) <= current_date)",
"output_bucket": "sftp-enterprise-production",
"output_key": "{CLIENT}/downloads/data_dump/",
"table": "store_categories",
"std_tables": ["store_categories"]
},
{
"query": "select parent_store_category_id, store_category_id, retailer_id, store_id, deactivate,
cast(date_format(last_updated_at, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as last_updated_at,
cast(date_format(etl_time, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as etl_time from store_category_parents
where (date(etl_time) >= current_date - interval '1' day AND date(etl_time) <= current_date)",
"output_bucket": "sftp-enterprise-production",
"output_key": "{CLIENT}/downloads/data_dump/",
"table": "store_category_parents",
"std_tables": ["store_category_parents"]
},
{
"query": "select master_item_id, store_item_id, cast(date_format(etl_time, 'yyyy-MM-dd HH:mm:ss.SSS') as
string) as etl_time from store_item_maps where (date(etl_time) >= current_date - interval '1' day AND
date(etl_time) <= current_date)",
"output_bucket": "sftp-enterprise-production",
"output_key": "{CLIENT}/downloads/data_dump/",
"table": "store_item_maps",
"std_tables": ["store_item_maps"]
},
{
"query": "select category_id, item_id, cast(date_format(etl_time, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as
etl_time from store_item_parents where (date(etl_time) >= current_date - interval '1' day AND date(etl_time) <=
current_date)",
"output_bucket": "sftp-enterprise-production",
"output_key": "{CLIENT}/downloads/data_dump/",
"table": "store_item_parents",
"std_tables": ["store_item_parents"]
},
{
"query": "select store_item_id, retailer_id, store_id, pos_item_key, sku, description, deactivate,
cast(date_format(create_date, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as create_date,
cast(date_format(last_updated_at, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as last_updated_at,
created_by_user_id, msrp, is_modifier, modifiers, cast(date_format(etl_time, 'yyyy-MM-dd HH:mm:ss.SSS') as
string) as etl_time from store_items where (date(etl_time) >= current_date - interval '1' day AND date(etl_time)
<= current_date)",
"output_bucket": "sftp-enterprise-production",
"output_key": "{CLIENT}/downloads/data_dump/",
"table": "store_items",
"std_tables": ["store_items"]
```

```
},
{
"query": "select tier_level_id, retailer_id, name, rank, tier_system_id, cast(date_format(created_at, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as created_at, cast(date_format(last_updated_at, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as last_updated_at, description, cast(date_format(etl_time, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as etl_time from tier_levels where (date(etl_time) >= current_date - interval '1' day AND date(etl_time) <= current_date)",
"output_bucket": "sftp-enterprise-production",
"output_key": "{CLIENT}/downloads/data_dump/",
"table": "tier_levels",
"std_tables": ["tier_levels"]
},
{
"query": "select tier_change_id, tier_system_id, tier_level_id, tmh.user_id, cast(date_format(joined_at, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as joined_at, cast(date_format(exited_at, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as exited_at, cast(date_format(tmh.created_at, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as created_at, cast(date_format(last_updated_at, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as last_updated_at, cast(date_format(tmh.etl_time, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as etl_time, cast(date_format(create_date, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as create_date from tier_member_history tmh left join users u on u.user_id = tmh.user_id where date(last_updated_at) >= current_date - interval '7' day and date(last_updated_at) <= current_date and (u.test_account <> true OR u.test_account is null or tmh.user_id is null)",
"output_bucket": "sftp-enterprise-production",
"output_key": "{CLIENT}/downloads/data_dump/",
"table": "tier_member_history",
"std_tables": ["tier_member_history", "users"]
},
{
"query": "select tier_system_id, retailer_id, name, cast(date_format(created_at, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as created_at, cast(date_format(last_updated_at, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as last_updated_at, cast(date_format(etl_time, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as etl_time from tier_systems where (date(etl_time) >= current_date - interval '1' day AND date(etl_time) <= current_date)",
"output_bucket": "sftp-enterprise-production",
"output_key": "{CLIENT}/downloads/data_dump/",
"table": "tier_systems",
"std_tables": ["tier_systems"]
},
{
"query": "SELECT transaction_discount_id, transaction_id, discount_reference_id, td.user_id, discount_reference_type, pos_discount_id, discount_source, discount_amount, cast(date_format(time_stamp, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as time_stamp, cast(date_format(td.created_at, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as created_at, cast(date_format(td.last_updated_at, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as last_updated_at, name, cast(date_format(td.etl_time, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as etl_time, cast(date_format(transaction_date, 'yyyy-MM-dd') as string) as transaction_date from transaction_discounts td left join users u on u.user_id = td.user_id where (date(transaction_date) >= current_date - interval '8' day OR date(last_updated_at) >= current_date - interval '8' day) and current_date >= date(last_updated_at) and (u.test_account <> true OR u.test_account is null or td.user_id is null)",
"output_bucket": "sftp-enterprise-production",
"output_key": "{CLIENT}/downloads/data_dump/",
"table": "transaction_discounts",
"std_tables": ["transaction_discounts","users"]
},
{
```

```
"query": "select transaction_id, pos_transaction_key, subtotal, tax_total, check_amount,
cast(date_format(created_at, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as created_at,
cast(date_format(last_updated_at, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as last_updated_at, retailer_id,
retailer_store_id, channel, is_voided, is_closed, sm_employee_id, cast(date_format(sm_transaction_process_date,
'yyyy-MM-dd HH:mm:ss.SSS') as string) as sm_transaction_process_date,
cast(date_format(pos_transaction_modified_time, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as
pos_transaction_modified_time, pos_employee_id, cast(date_format(check_open_date, 'yyyy-MM-dd
HH:mm:ss.SSS') as string) as check_open_date, cast(date_format(etl_time, 'yyyy-MM-dd HH:mm:ss.SSS') as
string) as etl_time, cast(date_format(transaction_date, 'yyyy-MM-dd') as string) as transaction_date from
transaction_headers where (date(transaction_date) >= current_date - interval '8' day OR date(last_updated_at)
>= current_date - interval '8' day) and current_date >= date(last_updated_at)",
"output_bucket": "sftp-enterprise-production",
"output_key": "{CLIENT}/downloads/data_dump/",
"table": "transaction_headers",
"std_tables": ["transaction_headers"]
},
{
"query": "SELECT transaction_item_id, transaction_id, master_item_id, pos_item_key, quantity, unit_price,
subtotal, tax_included, cast(date_format(created_at, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as created_at,
cast(date_format(last_updated_at, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as last_updated_at,
cast(date_format(transaction_datetime, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as transaction_datetime,
retailer_id, retailer_store_id, external_line_id, modifies_line_id, cast(date_format(etl_time, 'yyyy-MM-dd
HH:mm:ss.SSS') as string) as etl_time, cast(date_format(transaction_date, 'yyyy-MM-dd') as string) as
transaction_date from transaction_items where (date(transaction_date) >= current_date - interval '8' day OR
date(last_updated_at) >= current_date - interval '8' day) and current_date >= date(last_updated_at)",
"output_bucket": "sftp-enterprise-production",
"output_key": "{CLIENT}/downloads/data_dump/",
"table": "transaction_items",
"std_tables": ["transaction_items"]
},
{
"query": "select transaction_discount_id, transaction_item_id, cast(date_format(last_updated_at, 'yyyy-MM-dd')
as string) as last_updated_at, cast(date_format(etl_time, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as etl_time,
cast(date_format(transaction_date, 'yyyy-MM-dd') as string) as transaction_date from
transaction_line_item_maps",
"output_bucket": "sftp-enterprise-production",
"output_key": "{CLIENT}/downloads/data_dump/",
"table": "transaction_line_item_maps",
"std_tables": ["transaction_line_item_maps"]
},
{
"query": "SELECT transaction_payment_id, transaction_id, tp.user_id, additional_user_id, additional_user_id_type,
payment_source, payment_type, payment_amount, cast(date_format(payment_date, 'yyyy-MM-dd
HH:mm:ss.SSS') as string) as payment_date, qr_code, cast(date_format(tp.created_at, 'yyyy-MM-dd
HH:mm:ss.SSS') as string) as created_at, cast(date_format(last_updated_at, 'yyyy-MM-dd HH:mm:ss.SSS') as
string) as last_updated_at, cast(date_format(transaction_datetime, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as
transaction_datetime, tp.retailer_id, retailer_store_id, cast(date_format(tp.etl_time, 'yyyy-MM-dd HH:mm:ss.SSS')
as string) as etl_time, cast(date_format(transaction_date, 'yyyy-MM-dd') as string) as transaction_date from
transaction_payments tp left join users u on u.user_id = tp.user_id where (date(transaction_date) >=
current_date - interval '8' day OR date(last_updated_at) >= current_date - interval '8' day) and current_date >=
date(last_updated_at) and (u.test_account <> true OR u.test_account is null or tp.user_id is null)",
"output_bucket": "sftp-enterprise-production",
"output_key": "{CLIENT}/downloads/data_dump/",
"table": "transaction_payments",
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"std_tables": ["transaction_payments","users"]
},
{
"query": "select user_event_id, uie.retailer_id, event_type_symbol, uie.user_id,
cast(date_format(time_of_occurrence, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as time_of_occurrence,
cast(date_format(uie.created_at, 'yyyy-MM-dd') as string) as created_at, cast(date_format(last_updated_at, 'yyyy-
MM-dd HH:mm:ss.SSS') as string) as last_updated_at, created_by_user_id, is_sessionm,
cast(date_format(uie.etl_time, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as etl_time, cast(date_format(create_date,
'yyyy-MM-dd HH:mm:ss.SSS') as string) as create_date from user_incentive_events uie left join users u on
u.user_id = uie.user_id where (date(uie.created_at) >= current_date - interval '3' day AND date(uie.created_at) <=
current_date) and (u.test_account <> true OR u.test_account is null or uie.user_id is null)",
"output_bucket": "sftp-enterprise-production",
"output_key": "{CLIENT}/downloads/data_dump/",
"table": "user_incentive_events",
"std_tables": ["user_incentive_events","users"]
},
{
"query": "SELECT user_offers_id, uo.user_id, uo.retailer_id, store_id, offer_id, cast(date_format(acquire_date,
'yyyy-MM-dd HH:mm:ss.SSS') as string) as acquire_date, cast(date_format(redeem_date, 'yyyy-MM-dd
HH:mm:ss.SSS') as string) as redeem_date, cast(date_format(redemption_start_date, 'yyyy-MM-dd
HH:mm:ss.SSS') as string) as redemption_start_date, cast(date_format(redemption_end_date, 'yyyy-MM-dd
HH:mm:ss.SSS') as string) as redemption_end_date, points_spent, pos_offer_id, cast(date_format(uo.created_at,
'yyyy-MM-dd HH:mm:ss.SSS') as string) as created_at, quantity, cast(date_format(last_updated_at, 'yyyy-MM-dd
HH:mm:ss.SSS') as string) as last_updated_at, additional_description, total_uses, remaining_uses, root_offer_id,
status, cast(date_format(uo.etl_time, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as etl_time from user_offers uo left
join users u on u.user_id = uo.user_id where (((date(acquire_date) >= current_date - interval '8' day OR
date(redeem_date) >= current_date - interval '8' day) AND redeem_date is NOT NULL) OR date(uo.created_at) >=
current_date - interval '8' day OR date(last_updated_at) >= current_date - interval '8' day) and current_date >=
date(last_updated_at) and (u.test_account <> true OR u.test_account is null or uo.user_id is null)",
"output_bucket": "sftp-enterprise-production",
"output_key": "{CLIENT}/downloads/data_dump/",
"table": "user_offers",
"std_tables": ["user_offers","users"]
},
{
"query": "select user_point_account_id, point_account_id, upa.retailer_id, upa.user_id, current_balance,
lifetime_value, cast(date_format(upa.created_at, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as created_at,
cast(date_format(upa.updated_at, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as updated_at,
cast(date_format(upa.etl_time, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as etl_time from user_point_accounts upa
left join users u on u.user_id = upa.user_id where (date(upa.created_at) >= current_date - interval '8' day OR
date(upa.updated_at) >= current_date - interval '8' day) and current_date >= date(upa.updated_at) and
(u.test_account <> true OR u.test_account is null or upa.user_id is null)",
"output_bucket": "sftp-enterprise-production",
"output_key": "{CLIENT}/downloads/data_dump/",
"table": "user_point_accounts",
"std_tables": ["user_point_accounts","users"]
},
{
"query": "SELECT point_transaction_id, upt.retailer_id, upt.user_id, point_account_id, user_point_account_id,
cast(date_format(last_updated_at, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as last_updated_at,
point_modification, amount_spent, amount_expired, points_remaining, reference_type, reference_id,
point_source_id, cast(date_format(upt.created_at, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as created_at,
audit_type_bitmask, transaction_id, cast(date_format(time_of_occurrence, 'yyyy-MM-dd HH:mm:ss.SSS') as
string) as time_of_occurrence, cast(date_format(upt.etl_time, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as etl_time,

cast(date_format(create_date, 'yyyy-MM-dd HH:mm:ss.SSS') as string) as create_date from
user_point_transactions upt left join users u on u.user_id = upt.user_id where (date(last_updated_at) >=
(current_date - interval '8' day) OR date(upt.created_at) >= (current_date - interval '8' day) OR
date(time_of_occurrence) >= (current_date - interval '8' day)) and current_date >= date(last_updated_at) and
(u.test_account <> true OR u.test_account is null or upt.user_id is null)",
"output_bucket": "sftp-enterprise-production",
"output_key": "{CLIENT}/downloads/data_dump/",
"table": "user_point_transactions",
"std_tables": ["user_point_transactions","users"]
},
{
"query": "WITH ext_unique_ids AS (SELECT DISTINCT user_id, first_value(external_user_id) OVER (PARTITION
BY user_id) external_id FROM external_user_mappings),user_gdpr_type AS (SELECT user_id,
first_value(gdpr_type) OVER (PARTITION BY user_id ORDER BY created_at DESC) gdpr_type FROM
privacy_requests)SELECT u.player_id, u.user_id, cast(date_format(u.registered_timestamp, 'yyyy-MM-dd
HH:mm:ss.SSS') as string) as registered_timestamp, cast(u.loyalty_status as smallint) as loyalty_status,
u.first_name, u.last_name, u.gender, u.email, u.birthdate, u.zip, u.country, u.registered_application_id,
u.retailer_id, cast(date_format(u.created_at, 'yyyy-MM-dd') as string) as created_at, cast(
date_format(u.updated_at, 'yyyy-MM-dd') as string) as updated_at, cast(date_format(u.etl_time, 'yyyy-MM-dd
HH:mm:ss.SSS') as string) as etl_time FROM users u LEFT JOIN user_gdpr_type ugt ON u.user_id = ugt.user_id
LEFT JOIN ext_unique_ids ext ON u.user_id = ext.user_id WHERE (ugt.gdpr_type IS NULL) AND ((
date(u.created_at) >= (current_date - interval '8' day) OR date(u.updated_at) >= (current_date - interval '8' day))
and (current_date >= date(u.updated_at) and current_date >= date(u.created_at)) and u.test_account = false)",
"output_bucket": "sftp-enterprise-production",
"output_key": "{CLIENT}/downloads/data_dump/",
"table": "users",
"std_tables": ["users", "privacy_requests", "external_user_mappings"]
}
]
}