0 identified_last_7_days

Pipeline Steps:

1. **bigquery_query:** undefined
2. **ftp_put:** [Output Exavault Directory](#)

Description: No description

Frequency: Every monday 07:00 (undefined)

Input

BIGQUERY_QUERY

Description	Information
Historical	Yes/No
Incremental or Full	Incremental - new or updated rows since last extract.
# of Rows	Any
# of Columns	1

Columns

Field	Data Type	Note
Any	N/A	Unable to autofill columns

Output

FTP_PUT

Description	Information
Directory	teleflora
FileName	bc_identified_last_7_days_%Y%m%d.csv
Zipped	false
Encrypted	false
Historical	Yes/No
Incremental or Full	Incremental - new or updated rows since last extract.
# of Rows	Any
# of Columns	Any

Columns

Field	Data Type	Note
Any	N/A	Unable to autofill columns

1 teleflora_patch_partner_site

Pipeline Steps:

1. **bigquery_query:** patch_partner_site.sql
2. **python_transform:** clean_emails_before_patch.py
3. **mapper:** customer_patch_partner_site_mapper.yaml

Description: No description

Frequency: Every 24 hours (undefined)

Input

BIGQUERY_QUERY

Description	Information
Historical	Yes/No
Incremental or Full	Incremental - new or updated rows since last extract.
# of Rows	Any
# of Columns	1

Columns

Field	Data Type	Note
email	N/A	N/A

Mapper: Fire customer_patch event for each token.

- Attributes
  - Directly from Input
  - Modified (output: input)
  - Hard Coded
    - {{ email }}: email
    - {{ email }}: distinct_id
    - teleflora: partner_site
    - {{ email }}: email
    - {{ email }}: distinct_id
    - teleflora: partner_site
    - {{ email }}: email
    - {{ email }}: distinct_id
    - teleflora: partner_site
    - {{ email }}: email
    - {{ email }}: distinct_id
    - teleflora: partner_site

2 teleflora_daily_analytics_feed_put

Pipeline Steps:

1. **bigquery_query:** daily_analytics_report.sql
2. **ftp_put:** Output Exavault Directory

Description: No description

Frequency: Every day 04:00 (US/Eastern)

Input

BIGQUERY_QUERY

Description	Information
Historical	Yes/No
Incremental or Full	Incremental - new or updated rows since last extract.
# of Rows	Any
# of Columns	1

Columns

Field	Data Type	Note
Any	N/A	Unable to autofill columns

Output

FTP_PUT

Description	Information
Directory	teleflora/daily_event_feed/daily_bluecore_analytics
FileName	daily_bluecore_analytics_report_%Y%m%d.csv
Zipped	false
Encrypted	false
Historical	Yes/No
Incremental or Full	Incremental - new or updated rows since last extract.
# of Rows	Any
# of Columns	Any

Columns

Field	Data Type	Note
Any	N/A	Unable to autofill columns

3 teleflora_patch_images_to_white_background

Pipeline Steps:

1. **ftp_get:** Input Exavault Directory
2. **python_transform:** product_image_transform.py
3. **mapper:** product_image_feed.yaml

Description: No description

Frequency: Every 9999 hours (US/Eastern)

Input

FTP_GET

Description	Information
Directory	teleflora/product_image_feeds
FileName	product_image_update_*.csv
Zipped	false
Encrypted	false
Historical	Yes/No
Incremental or Full	Incremental - new or updated rows since last extract.
# of Rows	Any
# of Columns	Any

Columns

Field	Data Type	Note
Any	N/A	Unable to autofill columns

Mapper: Fire patch event for each token.

- Attributes
    - Directly from Input
    - Modified (output: input)
    - Hard Coded
        - {{ id }}: id
        - {{ product_image_url }}: image
        - {{ id }}: id
        - {{ product_image_url }}: image
        - {{ id }}: id
        - {{ product_image_url }}: image
        - {{ id }}: id
        - {{ product_image_url }}: image

4 daily_deliver_report

Pipeline Steps:

1. bigquery_query: daily_deliver_report.sql
2. ftp_put: Output Exavault Directory

Description: No description

Frequency: Every day 03:00 (US/Central)

Input

BIGQUERY_QUERY

Description	Information
Historical	Yes/No
Incremental or Full	Incremental - new or updated rows since last extract.
# of Rows	Any
# of Columns	1

Columns

Field	Data Type	Note
Any	N/A	Unable to autofill columns

Output

FTP_PUT

Description	Information
Directory	teleflora/daily_event_feed/deliver
FileName	daily_deliver_report_%Y%m%d.csv
Zipped	false
Encrypted	false
Historical	Yes/No
Incremental or Full	Incremental - new or updated rows since last extract.
# of Rows	Any
# of Columns	Any

Columns

Field	Data Type	Note
Any	N/A	Unable to autofill columns

5 daily_click_report

Pipeline Steps:

1. bigquery_query: daily_click_report.sql
2. ftp_put: Output Exavault Directory

Description: No description

Frequency: Every day 03:00 (US/Central)

Input

BIGQUERY_QUERY

Description	Information
Historical	Yes/No
Incremental or Full	Incremental - new or updated rows since last extract.
# of Rows	Any
# of Columns	1

Columns

Field	Data Type	Note
Any	N/A	Unable to autofill columns

Output

FTP_PUT

Description	Information
Directory	teleflora/daily_event_feed/click
FileName	daily_click_report_%Y%m%d.csv
Zipped	false
Encrypted	false
Historical	Yes/No
Incremental or Full	Incremental - new or updated rows since last extract.
# of Rows	Any
# of Columns	Any

Columns

Field	Data Type	Note
Any	N/A	Unable to autofill columns

6 daily_open_report

Pipeline Steps:

1. bigquery_query: daily_open_report.sql
2. ftp_put: Output Exavault Directory

Description: No description

Frequency: Every day 03:00 (US/Central)

Input

BIGQUERY_QUERY

Description	Information
Historical	Yes/No
Incremental or Full	Incremental - new or updated rows since last extract.
# of Rows	Any
# of Columns	1

Columns

Field	Data Type	Note
Any	N/A	Unable to autofill columns

Output

FTP_PUT

Description	Information
Directory	teleflora/daily_event_feed/open
FileName	daily_open_report_%Y%m%d.csv
Zipped	false
Encrypted	false
Historical	Yes/No
Incremental or Full	Incremental - new or updated rows since last extract.
# of Rows	Any
# of Columns	Any

Columns

Field	Data Type	Note
Any	N/A	Unable to autofill columns

7 daily_bounce_report

Pipeline Steps:

1. bigquery_query: daily_bounce_report.sql
2. ftp_put: Output Exavault Directory

Description: No description

Frequency: Every day 03:00 (US/Central)

Input

BIGQUERY_QUERY

Description	Information
Historical	Yes/No
Incremental or Full	Incremental - new or updated rows since last extract.
# of Rows	Any
# of Columns	1

Columns

Field	Data Type	Note
Any	N/A	Unable to autofill columns

Output

FTP_PUT

Description	Information
Directory	teleflora/daily_event_feed/bounce
FileName	daily_bounce_report_%Y%m%d.csv
Zipped	false
Encrypted	false
Historical	Yes/No
Incremental or Full	Incremental - new or updated rows since last extract.
# of Rows	Any
# of Columns	Any

Columns

Field	Data Type	Note
Any	N/A	Unable to autofill columns

8 daily_unsub_report

Pipeline Steps:

1. bigquery_query: daily_unsub_report.sql
2. ftp_put: Output Exavault Directory

Description: No description

Frequency: Every day 03:00 (US/Central)

Input

BIGQUERY_QUERY

Description	Information
Historical	Yes/No
Incremental or Full	Incremental - new or updated rows since last extract.
# of Rows	Any
# of Columns	1

Columns

Field	Data Type	Note
Any	N/A	Unable to autofill columns

Output

FTP_PUT

Description	Information
Directory	teleflora/daily_event_feed/unsub
FileName	daily_unsub_report_%Y%m%d.csv
Zipped	false
Encrypted	false
Historical	Yes/No
Incremental or Full	Incremental - new or updated rows since last extract.
# of Rows	Any
# of Columns	Any

Columns

Field	Data Type	Note
Any	N/A	Unable to autofill columns

9 daily_conversion_report

Pipeline Steps:

1. bigquery_query: daily_conversion_report.sql
2. ftp_put: Output Exavault Directory

Description: No description

Frequency: Every day 03:00 (US/Central)

Input

BIGQUERY_QUERY

Description	Information
Historical	Yes/No
Incremental or Full	Incremental - new or updated rows since last extract.
# of Rows	Any
# of Columns	1

Columns

Field	Data Type	Note
Any	N/A	Unable to autofill columns

Output

FTP_PUT

Description	Information
Directory	teleflora/daily_event_feed/conversion
FileName	daily_conversion_report_%Y%m%d.csv
Zipped	false
Encrypted	false
Historical	Yes/No
Incremental or Full	Incremental - new or updated rows since last extract.
# of Rows	Any
# of Columns	Any

Columns

Field	Data Type	Note
Any	N/A	Unable to autofill columns

10 daily_optin_report

Pipeline Steps:

1. bigquery_query: daily_optin_report.sql
2. ftp_put: Output Exavault Directory

Description: No description

Frequency: Every day 03:00 (US/Central)

Input

BIGQUERY_QUERY

Description	Information
Historical	Yes/No
Incremental or Full	Incremental - new or updated rows since last extract.
# of Rows	Any
# of Columns	3

Columns

Field	Data Type	Note
created	N/A	N/A
email	N/A	N/A
source	N/A	N/A

Output

FTP_PUT

Description	Information
Directory	teleflora/daily_event_feed/optin
FileName	daily_optin_report_%Y%m%d.csv
Zipped	false
Encrypted	false
Historical	Yes/No
Incremental or Full	Incremental - new or updated rows since last extract.
# of Rows	Any
# of Columns	Any

Columns

Field	Data Type	Note
Any	N/A	Unable to autofill columns

11 teleflora_historical_backfill_deliver_202004_202005

Pipeline Steps:

1. **bigquery_query:** undefined
2. **ftp_put:** Output Exavault Directory

Description: No description

Frequency: Every 999 hours (US/Eastern)

Input

BIGQUERY_QUERY

Description	Information
Historical	Yes/No
Incremental or Full	Incremental - new or updated rows since last extract.
# of Rows	Any
# of Columns	1

Columns

Field	Data Type	Note
Any	N/A	Unable to autofill columns

Output

FTP_PUT

Description	Information
Directory	teleflora/daily_event_feed/historical_backfill
FileName	historical_deliver_202004_202005.csv
Zipped	false
Encrypted	false
Historical	Yes/No
Incremental or Full	Incremental - new or updated rows since last extract.
# of Rows	Any
# of Columns	Any

Columns

Field	Data Type	Note
Any	N/A	Unable to autofill columns

12 teleflora_historical_backfill_deliver_202006

Pipeline Steps:

1. bigquery_query: undefined
2. ftp_put: Output Exavault Directory

Description: No description

Frequency: Every 999 hours (US/Eastern)

Input

BIGQUERY_QUERY

Description	Information
Historical	Yes/No
Incremental or Full	Incremental - new or updated rows since last extract.
# of Rows	Any
# of Columns	1

Columns

Field	Data Type	Note
Any	N/A	Unable to autofill columns

Output

FTP_PUT

Description	Information
Directory	teleflora/daily_event_feed/historical_backfill
FileName	historical_deliver_202006.csv
Zipped	false
Encrypted	false
Historical	Yes/No
Incremental or Full	Incremental - new or updated rows since last extract.
# of Rows	Any
# of Columns	Any

Columns

Field	Data Type	Note
Any	N/A	Unable to autofill columns

13 teleflora_historical_backfill_deliver_202007

Pipeline Steps:

1. bigquery_query: undefined
2. ftp_put: Output Exavault Directory

Description: No description

Frequency: Every 999 hours (US/Eastern)

Input

BIGQUERY_QUERY

Description	Information
Historical	Yes/No
Incremental or Full	Incremental - new or updated rows since last extract.
# of Rows	Any
# of Columns	1

Columns

Field	Data Type	Note
Any	N/A	Unable to autofill columns

Output

FTP_PUT

Description	Information
Directory	teleflora/daily_event_feed/historical_backfill
FileName	historical_deliver_202007.csv
Zipped	false
Encrypted	false
Historical	Yes/No
Incremental or Full	Incremental - new or updated rows since last extract.
# of Rows	Any
# of Columns	Any

Columns

Field	Data Type	Note
Any	N/A	Unable to autofill columns

14 teleflora_historical_backfill_deliver_202008

Pipeline Steps:

1. bigquery_query: undefined
2. ftp_put: Output Exavault Directory

Description: No description

Frequency: Every 999 hours (US/Eastern)

Input

BIGQUERY_QUERY

Description	Information
Historical	Yes/No
Incremental or Full	Incremental - new or updated rows since last extract.
# of Rows	Any
# of Columns	1

Columns

Field	Data Type	Note
Any	N/A	Unable to autofill columns

Output

FTP_PUT

Description	Information
Directory	teleflora/daily_event_feed/historical_backfill
FileName	historical_deliver_202008.csv
Zipped	false
Encrypted	false
Historical	Yes/No
Incremental or Full	Incremental - new or updated rows since last extract.
# of Rows	Any
# of Columns	Any

Columns

Field	Data Type	Note
Any	N/A	Unable to autofill columns

15 teleflora_historical_backfill_deliver_202009

Pipeline Steps:

1. **bigquery_query:** undefined
2. **ftp_put:** Output Exavault Directory

Description: No description

Frequency: Every 999 hours (US/Eastern)

Input

BIGQUERY_QUERY

Description	Information
Historical	Yes/No
Incremental or Full	Incremental - new or updated rows since last extract.
# of Rows	Any
# of Columns	1

Columns

Field	Data Type	Note
Any	N/A	Unable to autofill columns

Output

FTP_PUT

Description	Information
Directory	teleflora/daily_event_feed/historical_backfill
FileName	historical_deliver_202009.csv
Zipped	false
Encrypted	false
Historical	Yes/No
Incremental or Full	Incremental - new or updated rows since last extract.
# of Rows	Any
# of Columns	Any

Columns

Field	Data Type	Note
Any	N/A	Unable to autofill columns

16 teleflora_historical_backfill_deliver_202010

Pipeline Steps:

1. bigquery_query: <u>undefined</u>
2. ftp_put: <u>Output Exavault Directory</u>

Description: No description

Frequency: Every 999 hours (US/Eastern)

Input

BIGQUERY_QUERY

Description	Information
Historical	Yes/No
Incremental or Full	Incremental - new or updated rows since last extract.
# of Rows	Any
# of Columns	1

Columns

Field	Data Type	Note
Any	N/A	Unable to autofill columns

Output

FTP_PUT

Description	Information
Directory	teleflora/daily_event_feed/historical_backfill
FileName	historical_deliver_202010.csv
Zipped	false
Encrypted	false
Historical	Yes/No
Incremental or Full	Incremental - new or updated rows since last extract.
# of Rows	Any
# of Columns	Any

Columns

Field	Data Type	Note
Any	N/A	Unable to autofill columns

17 teleflora_optins_get

Pipeline Steps:

1. **ftp_get:** [Input Exavault Directory](#)
2. **decrypt:** [Chrono Admin](#)
3. **mapper:** [optins_get.yaml](#)

Description: No description

Frequency: Every day 20:00 (US/Eastern)

Input

FTP_GET

Description	Information
Directory	teleflora/optin_unsub_sync
FileName	teleflora_optin_*.csv
Zipped	false
Encrypted	false
Historical	Yes/No
Incremental or Full	Incremental - new or updated rows since last extract.
# of Rows	Any
# of Columns	Any

Columns

Field	Data Type	Note
Any	N/A	Unable to autofill columns

Mapper: Fire optin event for each .

- Attributes
    - Directly from Input
    - Modified (output: input)
    - Hard Coded

18 teleflora_unsubs_get

Pipeline Steps:

1. **ftp_get:** [Input Exavault Directory](#)
2. **decrypt:** [Chrono Admin](#)
3. **mapper:** [unsubs_get.yaml](#)

Description: No description

Frequency: Every day 23:00 (US/Eastern)

Input

FTP_GET

Description	Information
Directory	teleflora/optin_unsub_sync
FileName	teleflora_unsub_*.csv
Zipped	false
Encrypted	false
Historical	Yes/No
Incremental or Full	Incremental - new or updated rows since last extract.
# of Rows	Any
# of Columns	Any

Columns

Field	Data Type	Note
Any	N/A	Unable to autofill columns

Mapper: Fire unsubscribe event for each .

- Attributes
  - Directly from Input
  - Modified (output: input)
  - Hard Coded

19 teleflora_one_time_phone_number_import

Pipeline Steps:

1. ftp_get: Input Exavault Directory
2. python_transform: phone_number_identify_transform.py

Description: A one-time import to identify customer emails with phone numbers

Frequency: Every 99999 hours (US/Eastern)

Input

FTP_GET

Description	Information
Directory	teleflora/SMS
FileName	Attentive_Active_Subscribers_20170101-20210103.csv
Zipped	false
Encrypted	false
Historical	Yes/No
Incremental or Full	Incremental - new or updated rows since last extract.
# of Rows	Any
# of Columns	Any

Columns

Field	Data Type	Note
Any	N/A	Unable to autofill columns

20 teleflora_unpause_customers

Pipeline Steps:

1. bigquery_query: send_paused.sql
2. mapper: unpause_customers.yaml

Description: No description

Frequency: Every day 3:00 (US/Eastern)

Input

BIGQUERY_QUERY

Description	Information
Historical	Yes/No
Incremental or Full	Incremental - new or updated rows since last extract.
# of Rows	Any
# of Columns	1

Columns

Field	Data Type	Note
email	N/A	N/A

Mapper: Fire customer_patch event for each token.

- Attributes
  - Directly from Input
  - Modified (output: input)
  - Hard Coded
    - '{{ email }}': email
    - false: is_send_paused
    - '{{ email }}': email
    - false: is_send_paused
    - '{{ email }}': email
    - false: is_send_paused