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USE [WorkDB]
GO
/***** Object:  StoredProcedure [PHX\BI].[sp_OpenClicked_For_CampaignIds]      Script
Date: 10/30/2014 11:32:43 AM *****/
SET ANSI_NULLS ON
GO
SET QUOTED_IDENTIFIER ON
GO

CREATE PROCEDURE [PHX\BI].[sp_OpenClicked_For_CampaignIds] @CampaignIds
nvarchar(4000)
AS

BEGIN

-- procedure to get a 'Standard Report' of Delivered/Opened/Clicked
-- for one or many CI and/or CIL campaign IDs
--
-- example usage

--use WorkDB
--GO

--DECLARE @CampaignIds nvarchar(max)
--SET @CampaignIds = N'357029,544415';

--EXECUTE [PHX\BI].[sp_OpenClicked_For_CampaignIds] @CampaignIds
--GO

DECLARE @CampaignData TABLE (
    Campaign_Id nvarchar (50),
    Campaign_Code nvarchar(50),
    Campaign_Label nvarchar(255),
    CampaignType varchar (100),
    Date_Modified smalldatetime,
    CType varchar (3)
)

DECLARE @MaxCampaignDayId int
        , @MinCampaignDayId int
        , @ReturnValue tinyint

-- test, one CI, one CIL campaign ID
--SET @CampaignIds = N'357029,544415';

EXEC @ReturnValue = [WorkDB].[PHX\BI].[sp_Get_Min_Max_Day_For_CampaignIds]
@CampaignIds = @CampaignIds,
@MinCampaignDayId = @MinCampaignDayId OUTPUT,
@MaxCampaignDayId = @MaxCampaignDayId OUTPUT;

--SELECT @MinCampaignDayId

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--      , @MaxCampaignDayId;

--SELECT * FROM [WorkDB].[PHX\BI].[IntegerListToTable](@CampaignIds)

INSERT @CampaignData
SELECT a.Campaign_Id
      , a.Campaign_Code
      , a.Campaign_Label
      , a.CampaignType
      , a.Date_Modified
      , 'CI' as CType
FROM [RAFT_DW].dbo.[CI_Campaign_0_V] a WITH (NOLOCK)
JOIN [WorkDB].[PHX\BI].[IntegerListToTable](@CampaignIds) b
ON b.IntegerValue = a.Campaign_Id

UNION

SELECT a.Campaign_Id
      , a.Campaign_Code
      , a.Campaign_Label
      , a.CampaignType
      , a.Date_Modified
      , 'CIL' as CType
FROM [RAFT_DW].dbo.[CIL_Campaign_0_V] a WITH (NOLOCK)
JOIN [WorkDB].[PHX\BI].[IntegerListToTable](@CampaignIds) b
ON b.IntegerValue = a.Campaign_Id
WHERE a.Campaign_Id <> 'u';

-- campaigns that failed to join
-- SELECT IntegerValue FROM [WorkDB].[PHX\BI].[IntegerListToTable](@CampaignIds)
-- WHERE IntegerValue NOT IN (SELECT Campaign_Id FROM @CampaignData)
-- 544468

-- SELECT * FROM @CampaignData

SELECT
      cd.Campaign_Id
      , REPLACE(REPLACE(cd.Campaign_Label,CHAR(13),''),CHAR(10),'') AS
Campaign_Label
      , REPLACE(REPLACE(u3.Campaign_Code,CHAR(13),''),CHAR(10),'') AS Campaign_Code
      , u3.Date_Modified
      , u3.[Sends] AS [Sent]
      , CASE
        WHEN u3.[Undeliverable] IS NULL
        THEN 0
        ELSE u3.[Undeliverable]
        END AS [Undelivered]
      , CASE
        WHEN u3.[Undeliverable] IS NULL
        THEN u3.[Sends]
        ELSE u3.[Sends] - u3.[Undeliverable]
        END AS [Delivered]
      , CASE
        WHEN u3.[Viewed] IS NULL
        THEN 0

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ELSE u3.[Viewed]
END AS [Opened]
, CASE
WHEN u3.[Viewed] IS NULL
THEN 0
ELSE
CASE
WHEN u3.[Undeliverable] IS NULL
THEN CAST(ROUND(100 * CAST(u3.[Viewed] AS decimal(10,2)) /
CAST(u3.[Sends] AS decimal(10,2)), 2) AS NUMERIC(36,2))
ELSE CAST(ROUND(100 * CAST(u3.[Viewed] AS decimal(10,2)) /
CAST(u3.[Sends] - u3.[Undeliverable] AS decimal(10,2)), 2) AS NUMERIC(36,2))
END
END AS [Opened/Delivered %]
, CASE
WHEN u3.[Clicked] IS NULL
THEN 0
ELSE u3.[Clicked]
END AS [Clicked]
, CASE
WHEN u3.[Clicked] IS NULL
THEN 0
ELSE
CASE
WHEN u3.[undeliverable] IS NULL
THEN CAST(ROUND(100 * CAST(u3.[Clicked] AS decimal(10,2)) /
CAST(u3.[Sends] AS decimal(10,2)), 2) AS NUMERIC(36,2))
ELSE CAST(ROUND(100 * CAST(u3.[Clicked] AS decimal(10,2)) /
CAST(u3.[Sends] - u3.[undeliverable] AS decimal(10,2)), 2) AS NUMERIC(36,2))
END
END AS [Clicked/Delivered %]
, CASE
WHEN u3.[Clicked] IS NULL
THEN 0
ELSE
CASE
WHEN u3.[Viewed] IS NULL
THEN 0
ELSE CAST(ROUND(100 * CAST(u3.[Clicked] AS decimal(10,2)) /
CAST(u3.[Viewed] AS decimal(10,2)), 2) AS NUMERIC(36,2))
END
END AS [Clicked/Opened %]
, CASE
WHEN u3.[Unsubscribe] IS NULL
THEN 0
ELSE u3.[Unsubscribe]
END AS [Unsubscribed]
, CASE
WHEN u3.[Unsubscribe] IS NULL
THEN 0
ELSE
CASE
WHEN u3.[undeliverable] IS NULL
THEN CAST(ROUND(100 * CAST(u3.[Unsubscribe] AS decimal(10,2)) /
CAST(u3.[Sends] AS decimal(10,2)), 2) AS NUMERIC(36,2))

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        ELSE CAST(ROUND(100 * CAST(u3.[Unsubscribe] AS decimal(10,2)) /
CAST(u3.[Sends] - u3.[undeliverable] AS decimal(10,2)), 2) AS NUMERIC(36,2))
        END
    END AS [Unsubscribed/Delivered %]

FROM (
    -- CI data
    SELECT
        pivot1.Campaign_Id
        , pivot1.Campaign_Code
        , pivot1.Date_Modified
        , pivot1.[Sends]
        , pivot1.[Undeliverable]
        , pivot1.[Viewed]
        , pivot1.[Clicked]
        , pivot1.[Unsubscribe]

    FROM(

        SELECT
            a.Campaign_Id
            , a.Campaign_Code
            , a.Date_Modified
            , 'Sends' AS Response
            , COUNT (DISTINCT b.UserSK) AS ResponseCount
        FROM @CampaignData a
        JOIN [RAFT_DW].[dbo].[Backfeed_Daily] b WITH (NOLOCK)
            ON a.Campaign_Id = b.CampaignId
        WHERE b.CampaignDayId BETWEEN @MinCampaignDayId AND @MaxCampaignDayId
            AND a.CType = 'CI'

    GROUP BY
        a.Campaign_Id
        , a.Campaign_Code
        , a.Date_Modified

    UNION

    SELECT
        a.Campaign_Id
        , a.Campaign_Code
        , a.Date_Modified
        , 'undeliverable' AS Response
        , COUNT (DISTINCT d.UserSK) AS ResponseCount
    FROM @CampaignData a
    JOIN [RAFT_DW].[dbo].[Feedback_Daily] d WITH (NOLOCK)
        ON a.Campaign_Id = d.CampaignID
    WHERE d.CampaignDayId BETWEEN @MinCampaignDayId AND @MaxCampaignDayId
        AND d.RecTypeID = 3
        AND a.CType = 'CI'

    GROUP BY
        a.Campaign_Id
        , a.Campaign_Code
        , a.Date_Modified

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UNION

SELECT
    a.Campaign_Id
  , a.Campaign_Code
  , a.Date_Modified
  , 'unsubscribe' AS Response
  , COUNT (DISTINCT d.UserSK) AS ResponseCount
FROM @CampaignData a
JOIN [RAFT_DW].[dbo].[Feedback_Daily] d WITH (NOLOCK)
    ON a.Campaign_Id = d.CampaignID
WHERE d.CampaignDayId BETWEEN @MinCampaignDayId AND @MaxCampaignDayId
    AND d.RecTypeID = 13 -- custom url clicked
    AND a.CType = 'CI'
GROUP BY
    a.Campaign_Id
  , a.Campaign_Code
  , a.Date_Modified

UNION

SELECT DISTINCT
    a.Campaign_Id
  , a.Campaign_Code
  , a.Date_Modified
  , 'Viewed' AS Response
  , COUNT (DISTINCT d.UserSK) AS ResponseCount
  -- counts multiple opens by same user , COUNT(d.UserSK) AS ResponseCount
FROM @CampaignData a
    JOIN [RAFT_DW].[dbo].[Feedback_Daily] d WITH (NOLOCK)
        ON a.Campaign_Id = d.CampaignID
WHERE d.CampaignDayId BETWEEN @MinCampaignDayId AND @MaxCampaignDayId
    AND d.RecTypeID = 6 --Viewed
    AND a.CType = 'CI'
    AND d.UserSK = -8362765816891797442
--
GROUP BY
    a.Campaign_Id
  , a.Campaign_Code
  , a.Date_Modified

UNION

SELECT
    a.Campaign_Id
  , a.Campaign_Code
  , a.Date_Modified
  , 'Clicked' AS Response
  , COUNT (DISTINCT d.UserSK) AS ResponseCount
  -- total clicks, COUNT (d.UserSK) AS ResponseCount
FROM @CampaignData a
    JOIN [RAFT_DW].[dbo].[Feedback_Daily] d WITH
(NOLOCK)
        ON a.Campaign_Id = d.CampaignID
    JOIN [RAFT_DW].[dbo].[URL] f WITH (NOLOCK)
        ON f.CampaignID = a.Campaign_Id

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        AND f.URLID = d.URLID
        AND f.JobID = d.JobID
    WHERE d.CampaignDayId BETWEEN @MinCampaignDayId AND
@MaxCampaignDayId
        AND d.RecTypeID = 5 --Clicked
        AND a.CType = 'CI'
    GROUP BY
    a.Campaign_Id
    , a.Campaign_Code
    , a.Date_Modified

) u1

PIVOT(MAX(ResponseCount)
FOR Response IN( [Sends]
    , [undeliverable]
    , [Viewed]
    , [Clicked]
    , [unsubscribe])
) pivot1

UNION

--CIL
SELECT
    pivot2.Campaign_Id
    , pivot2.Campaign_Code
    , pivot2.Date_Modified
    , pivot2.[Sends]
    , pivot2.[BOUNCE_CME] AS [Undeliverable]
    , pivot2.[VIEWED_CME] AS [Viewed]
    , pivot2.[CLICKED_CME] AS [Clicked]
    , pivot2.[CUSTOM_URL_CLICKED_CME] AS [Unsubscribe]

FROM (
    SELECT
        a.Campaign_Id
        , a.Campaign_Code
        , a.Date_Modified
        , 'Sends' as Response
        , COUNT(DISTINCT b.UserSK) AS ResponseCount
    FROM
        @CampaignData a
        JOIN [RAFT_DW].[dbo].[CIL_Backfeed] b WITH (NOLOCK)
        ON a.Campaign_Id = b.CampaignId
    WHERE a.CType = 'CIL'
    GROUP BY
        a.Campaign_Id
        , a.Campaign_Code
        , a.Date_Modified

    UNION

    SELECT
        a.Campaign_Id
        , a.Campaign_Code

```

```

, a.Date_Modified
, 'BOUNCE_CME' AS Response
, COUNT (DISTINCT c.UserSK) AS ResponseCount
FROM
@CampaignData a
JOIN [RAFT_DW].[dbo].[CIL_Feedback] c WITH (NOLOCK)
    ON a.Campaign_ID = c.CampaignID

WHERE c.[transtype_key] = 10202
    AND a.CType= 'CIL'
GROUP BY
    a.Campaign_Id
, a.Campaign_Code
, a.Date_Modified

```

UNION

```

SELECT
    a.Campaign_Id
    , a.Campaign_Code
    , a.Date_Modified
    , 'CUSTOM_URL_CLICKED_CME' AS Response
    , COUNT (DISTINCT c.UserSK) AS ResponseCount
FROM
@CampaignData a
JOIN [RAFT_DW].[dbo].[CIL_Feedback] c WITH (NOLOCK)
    ON a.Campaign_ID = c.CampaignID

WHERE c.[transtype_key] = 10215 -- custom url clicked
    AND a.CType= 'CIL'
GROUP BY
    a.Campaign_Id
, a.Campaign_Code
, a.Date_Modified

```

UNION

```

SELECT
    a.Campaign_Id
    , a.Campaign_Code
    , a.Date_Modified
    , 'CLICKED_CME' AS Response
    , COUNT(DISTINCT c.UserSK) AS ResponseCount
    -- , COUNT(c.UserSK) AS ResponseCount -- counts

```

every user click on all urls

```

FROM
    @CampaignData a
JOIN [RAFT_DW].[dbo].[CIL_Feedback] c WITH (NOLOCK)
    ON a.Campaign_ID = c.CampaignID

WHERE c.[transtype_key] = 10205 -- CLICKED_CME
    AND a.CType= 'CIL'
GROUP BY
    a.Campaign_Id
, a.Campaign_Code

```

```

, a.Date_Modified

UNION

SELECT a.Campaign_Id
      , a.Campaign_Code
      , a.Date_Modified
      , 'VIEWED_CME' AS Response
      , COUNT(DISTINCT c.UserSK) AS ResponseCount
      -- , COUNT(c.UserSK) AS ResponseCount -- counts
multiple opens by same user
FROM
@CampaignData a
JOIN [RAFT_DW].[dbo].[CIL_Feedback] c WITH (NOLOCK)
    ON a.Campaign_ID = c.CampaignID

WHERE c.[transtype_key] = 10204 -- viewed
AND a.CType= 'CIL'
GROUP BY
a.Campaign_Id
, a.Campaign_Code
, a.Date_Modified
) u2
    PIVOT(MAX (responseCount) FOR Response IN ([Sends],
[BOUNCE_CME],
[VIEWED_CME],
[CLICKED_CME],
[CUSTOM_URL_CLICKED_CME]))
) pivot2
) u3

INNER JOIN @CampaignData cd
    ON cd.Campaign_Id = u3.Campaign_Id
ORDER BY
    cd.Date_Modified
    , cd.Campaign_Id
    , cd.Campaign_Label
    , cd.Campaign_Code
END;

```