Data_Dictionary EngageX:

Database 1 : service_dashboard

Table 1 : dashboard_login

Column_name	Data_type	Details
advertiser_id	Primary key	Unique_id of advertiser
Name	Text	Name of the advertiser
E-mail	varchar2	Email of the advertiser (Auth)
Password	varchar2	Password of the advertiser
Account_type	Text	Individual/Company
Company_name	Varchar2	If selected company
Address	Varchar2	Address of the advertiser
City	Text	City of the advertiser
Pincode	varchar	Pincode of the advertiser
Country	Text	Country of the advertiser

Table 2 : dashboard_details

Column_name	Data_type	Details
advertiser_id	Primary key	Unique_id of advertiser
personal_email	Varchar2	Personal_email of the advertiser if there
whatsapp_number	varchar	Whatsapp number of the advertiser

skype_id	varchar2	Skype_id of the advertiser

Table 3 : dashboard_transactions

Column_name	Data_type	Details
advertiser_id		Unique_id of advertiser
transaction_id	Int	Unique_id of the transaction
amount		Amount of the transaction
transaction_status		Status of the transaction
transaction_type		UPI, Credit card, debit card
Coupon code		If there
created_at		Timestamp of the transaction initiated
completed _at		Timestamp of the transaction completed
idempotency_token		Idempotency token of the transaction

Table 4 : dashboard_offers

Column_name	Details
advertiser_id	Unique_id of advertiser
employee_id	email_id of the employee who accepted the campaign bid
campaign_name	Name of the offer advertiser wants to create
app	Package id of the app

app_category	Like entertainment,finance…….
description	Description of the campaign
Bid_requested	Bid amount requested by the advertiser in dollars
bid_accepted	Bid amount accepted by the employee and advertiser in dollars
tracking_type	Third party, mmp
Capping	Cap of the campaign
tracking_url	Tracking url of the campign
offer_type	CPI,CPR,CPA
offer_status	Status of the offer (reveiw, pause, created, live, stopped)
created_at	Timestamp of the campaign created

Table 5 : dashboard_wallet

Column_name	Details
advertiser_id	Unique_id of advertiser
employee_id	email_id of the employee who is handling that advertiser
balance	Balance of the wallet (Dollars)
amount_in_INR	Amount of the amount adding to wallet
transaction_type	CREDIT/TRANSACTION_REVERSAL/REFUND
created_at	Timestamp of transaction status
updated_at	Timestamp of status updated

Table 6 : dashboard_images

Column_name	Details
advertiser_id	Unique_id of advertiser
logo	Logo of the app
Banner	Banner of the app
logo_created_at	Timestamp of uploading logo
banner_created_at	Timestamp of uploading banner

Table 7 : dashboard_wallet_balance_tracking

Column_name	Details
advertiser_id	Unique_id of advertiser
wallet_id	Unique wallet id of the advertiser wallet
current_balance	Current balance of the wallet (dollars)

Table 8 : dashboard_wallet_spending

Column_name	Details
advertiser_id	Unique_id of advertiser
wallet_id	Unique wallet id of the advertiser wallet
amount_spend	Amount spent on the date of campaign
conversion_count	Conversion count of the campaign
created_at	Timestamp for amount spend

Table 9 : dashboard_app

Column_name	Details
advertiser_id	Unique_id of advertiser
app_name	Name of the app
app_id	package_id
created_at	Timestamp for amount spend

Database 2 : service_offerwall

Table 1 : offerwall_clicks

Column_name	Details
offer_id	Offer_id of the offer user clicked
offerwall_user_id	Offerwall user id of the user
click_id	Click id of the user
created_at	Timestamp of the user clicked on offer
IP	Ip of the click id
adv_id	Adv id of the user clicked
device_model	Device model of the user device who clicked
OS	OS of the user device who clicked

Table 2 : offerwall_conversions

Column_name	Details
offer_id	Offer_id of the offer user got conversion
offerwall_user_id	Offerwall user id of the user
click_id	Click id of the user
conversion_id	Conversion id of the user
created_at	Timestamp of the user conversion on offer
IP	Ip of the conversion id
adv_id	Adv id of the user conversion id
device_model	Device model of the user device got conversion
OS	OS of the user device who got conversion

Table 3 : offerwall_offers

Column_name	Details
offer_id	Unique Offer_id of the offer
title_in_english	Name of the offer
description	Steps which users have to perform
created_at	Timestamp of the created offer
affiliate	advertiser
app_id	Name of the app in which offer is running
offer_type	CPI,CPR,APK-REGISTER,.......

Table 4 : offerwall_offer_status

Column_name	Details
offerwall_user_id	Unique id of every user
offer_id	Offer_id of the user
status	Status of the offer (ONGOING,COMPLETED)
app_id	Name of the app
started_at	Timestamp of the offer started at
completed_at	Timestamp of the offer completed at
expire_at	Timestamp of the offer expire at

Table 5 : offerwall_postback

Column_name	Details
offerwall_user_id	Unique id of every user
offer_id	Offer_id of the offer
reward_id	Reward id of the offer
created_at	Timestamp of the postback
IP	Ip of the conversion

Table 6 : offerwall_users

Column_name	Details
offerwall_user_id	Unique offerwall user id of the user
parent_user_id	Advertiser app user id

created_at	Timestamp of the user came on offerwall
IP	Ip of the user when came to offerwall
city	City of the user when came to offerwall
state	State of the user when came to offerwall
country	Country of the user when came to offerwall

Table 7: user_reward_status

Column_name	Comments
offerwall_user_id	Unique id of every user
offer_id	Offer_id of the user
reward_id	Reward_id of the offer
status	Status of the offer (ONGOING,LOCAL VERIFIED,SERVER_VERIFIED)
app_id	Name of the app
started_at	Timestamp of the reward started at
tracking_at	Timestamp of the reward got local verified
completed_at	Timestamp of the reward completed at

Table 8: offerwall_revenue

Column_name	Comments
advertiser_id	Unique id of every advertiser
revenue_in_dollars	revenue

revenue_in_INR	revenue
app_package	package_id of the app
dau	DAU on particular date
clicks	Clicks on particular date
conversions	Conversions on particular date
day	Date

Table 9: offerwall_app

Column_name	Comments
advertiser_id	Unique id of every advertiser
app_id	Id of the app
app_package	Package id of the app
status	
created_at	Timestamp when the app is added

Table 10: offerwall_payments

Column_name	Comments
advertiser_id	Unique id of every advertiser
app_id	Id of the app
revenue	Package id of the app
Date	Date of the revenue and app

Table 11: offerwall_payments_status

Column_name	Comments
advertiser_id	Unique id of every advertiser
validate_revenue	Id of the app
app_id	Id of the app
status	Status of the amount
transaction_id	Transaction_id of the payment
Date	Date of the revenue and app

Table 12: offerwall_billing_details

Column_name	Comments
advertiser_id	Unique id of every advertiser
beneficiary_name	Beneficiary name of the billing account
account_number	Acc number of the account
IFSC_code	IFSC code of the account
PAN	Pan number of the account
GSTIN	GST number
Bank_name	Bank name of the account
SWIFT_CODE	Swift code
created_at	time stamp of details entered

Table 13: offerwall_invoice_upload

Column_name	Comments
advertiser_id	Unique id of every advertiser

invoice_number	
pdf	
uploaded_at	time stamp of details entered

Database 3 : service_emailing

Table 1 : email_clicks

Column_name	Details
offer_id	Offer_id of the offer user clicked
offerwall_user_id	Offerwall user id of the user
click_id	Click id of the user
created_at	Timestamp of the user clicked on offer
IP	Ip of the click id
adv_id	Adv id of the user clicked
device_model	Device model of the user device who clicked
OS	OS of the user device who clicked