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/REFU ND |
| 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 |

|  |  |
| --- | --- |
| **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 11: offerwall\_payments\_status

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 |