Data Dictionary – megacorp_campaigns

Table Summary

Maps individuals/households to campaign names for audience/campaign joins.

Columns

- megacorp_indid (STRING, PK) – salted hash of individual ID
- megacorp_hhid (STRING, PK) – salted hash of household ID
- campaign_name (STRING) – canonical label (e.g., "Happy Dogs")

Constraints & Notes

Minimum cohort size (k■anonymity) **k ≥ 50** for any audience slice surfaced to business users; suppress smaller cohorts.