# Oracle Responsys® Connect™

Exporting Contact Event Data

Release 6.26

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# About exporting Contact Event Data

The Export Contact Event Data feature lets you extract behavioral and other raw data about events from account-wide and campaign-specific response activities. For example, logs can tell you – on a row-by-row basis – who was sent campaign X and when it was sent.

With this information, you can keep your system of record up to date with compliance data or load data into your reporting system or other third party applications. Once you have exported the data, you can use it for:

- Audit tracking
- Scrubbing data
- Downloading to external programs
- Analyzing campaigns using your analytics or other software

Information is exported to flat text files that are available on the Oracle Responsys file server associated with your account (for example, files.responsys.net or files.dc2.responsys.net) for 14 days. You can have the export data files packaged in individual ZIP archives and can also specify GPG/PGP encryption.

After you run an export for the first time, each subsequent report contains an incremental update of events that occurred since the last successful export. You use the Launch_State values to create a lookup table of events so that you can match more recent events to an existing launch record. This is particularly important for triggered events where the launch date and send date are not necessarily the same.


# Configuring a Contact Event Data export job

A Contact Event Data Export job lets you select the data you want to see, the format and location of the export file, and how often the file is created. Data is only available for 30 days, so best practice is to run export jobs on a daily basis.

NOTE: Although the data is available for export from the database for 30 days, the zip files, once you create them, are only available on the server for 14 days.

You create and maintain a Contact Event Data Export job the same way as other Connect Export jobs. Although you can create multiple Contact Event Data Export jobs for each account, you can only have one active Export Contact Event Data job per Event type. For example, you can set up one export job to output Bounced Event information and another to output Complaint Event information, but you cannot configure two active export jobs to output Bounced Event information.

**To configure a Contact Event Data Export job**

1  From Connect, click **Create Job**.

2  Choose **Export Event Data Feed**.

**3**  On the Source page of the Wizard, click check boxes for the Event Types you want to download.
We recommend that you start with these event types; you can include others as well.

- Launch State
- Opted In
- Opted Out
- Complained
- Bounced

**4**  Click **Next**.

**5**  On the Target File page, in the File Location area, enter the access specifications for an Oracle Responsys file server or choose an external server.

The File Location for a Oracle Responsys File Server would look like this:
Server: files.responsys.net or files.dc2.responsys.net (Check with Support for your file server location.)

- Username: *RIAccountName*_scp
  (*RIAccountName* is the short name of your Oracle Responsys Account. It appears to the right of the @ in your admin login: admin@*RIAccountName*)
- Path: choose a location.

**6**  In the **File Specifications** area, choose settings for the export file.

- Select a character set.
  If you have international characters in your DB, select **Unicode (UTF-8)**.
- Choose **Tab** as the delimiter between the fields (columns) in the download file.
  You can also choose comma, semicolon, or pipe as the delimiter, but tabs work best, especially if you're including custom columns.
- Choose whether to enclose text columns in single quotes, double quote, or none.
- Turn on the **Insert column header as first line** setting to export column headers as the first line in the exported file.
- Choose whether to encrypt or compress your export job as a .zip file (or both).
  Although you can choose not to compress or encrypt the file, the resulting raw text file takes significantly longer to download (and consumes more storage space on your file system and ours).
- Choose whether to create a Ready File for validation after the file is exported. Enter a file extension if needed.
  The options are none, an empty file, and a record count. Use an empty file to validate the completion of your download process. Use a record count file (recommended) to compare simple record counts to verify that all expected record counts were transferred. This is similar to the way the count file is used to validate a job import file. The Ready file and your export job have the same name.

**7**  Click **Next**.

**8**  On the **Options** page, select whether to receive email notification after each job is run, only after a failed job, or not at all. Enter one or more email addresses if needed. Click **Next**.

9   On the **Schedule** page, choose how often you want to export the file (once a day is typically sufficient). Click **Next**.

10  On the **Activate & Save** page, choose whether to activate or deactivate the export. Add a name and description, and click **Save**.
    The new job is listed on the All Jobs tab.

# Using Custom Columns

There are times when the standard Contact Event Data columns do not capture all the data elements you want to report on, or you might need to feed additional information back to your System of Record. For example, you might use the !MasterData/CONTACT_LIST COUNTRY_ISO3 list column and want to include this information in the Contact Event Data output file.

Each account can have up to twelve custom columns. All custom column information per event must fit within a field defined as varchar2(4000), and must account for XML meta-data used to store the custom-column name-value pair information in the given column. Custom column values are drawn from the Campaign's List or associated Personalization Data sources as defined in the Campaign Dashboard.

For more information about the Contact Event Data output files that support custom columns, see **Contact Event Data Output Files**.

The source Event determines how custom column information is captured.

| For this kind of data | Custom Column values come from |
| --- | --- |
| Sent, Skipped, and Failed Events | The Worklist based on the recipient profile in the List |
| Form Submission Events | The incoming name-value pair passed during the form post |
| Clicked and Converted Events | The value of the click or convert event's querystring name/value pair. |
| | This is because values set in the click tracking URL at the time of launch for a campaign are typically better for campaign and recipient tracking and attribution projects. Similarly, conversion parameter values determined and set at conversion time are typically the appropriate source of custom field data. |

When tracking custom field values for click events and convert events, the name in the name-value pair must be the target custom column name. These are the expected formats for links in email campaigns:

    $clickthrough(link name, cid, vid, oid=somevalue)$

http://brandxyz.com/path/to/page?cid=$campaignid()$&vid=$versionid$&oid=$offerid$

For example, if cid, vid, and oid are defined as custom fields, these incoming values are persisted for this click event and available for export as Clicked Event data. Similarly, custom fields for Converted Events should be passed as name-value pairs in the conversion tracking URL and would be specified by website code at conversion time.

**To enable custom columns in the Contact Event Data output file(s):**

1    Make sure the desired custom data element/column exists in the List or a Supplemental Data table associated with the campaign.
     If a column of the same name exists in more than one Supplemental Table for a campaign, make sure the custom column value is the same everywhere it's used.

2    Log in as an admin user and click the **Admin** link.

3    Click **Define custom columns**.

4    Click **Add new column**.

5    Enter a name and description (optional) for the new custom column.
     Make sure the name is the same as the column name in the List table/object.

6    Click **Save**.
     The configuration will apply for all future launches.

# About Contact Event Data output files

Contact Event Data output files contain information about each Event transaction. Each row represents one Event transaction/occurrence. In general, each output file contains data for only one Event Type. However, some output files contain information about multiple closely related Event Types. For example, the Form Contact Event Data contains information about Form submissions and Form views.

Each Contact Event Data output file is a text flat file delimited the character you choose: comma, semi-colon, tab, or pipe character. All rows in the output file are related to your system of record data or reporting data based on the CUSTOMER_ID value (a unique identifier for each recipient).

NOTE: Oracle Responsys tracks many user-initiated behavioral events (e.g. opens and clicks) via URLs sent back to Oracle Responsys. These URLs can become corrupted before Oracle Responsys receives them, and the corrupted data is saved as-is into Oracle Responsys event logs. Although URL corruption might occur for a variety of reasons that Oracle Responsys does not cause and cannot fix, we provide a solution for identifying the problem and redirecting valid and invalid rows. For more information, see Appendix A: Troubleshooting Data Corruption.

For Contact Event Data output files that contain information about multiple event types (for example, the Form Event Contact Data output), each event type is identified by an Event Type ID value.

See [Contact Event Type IDs](#) for a mapping of Contact Event Type ID values to their respective Event Names and Actions. See [File Layouts for Email](#) and [File Layouts for SMS](#) for a description of the columns in the Contact Event Data output files.

All extracted date and time values are formatted in Coordinated Universal Time (UTC) for consistency and ease of comparison. The event information contained in each Contact Event Data output is the data accumulated since the last successful Contact Event Data extract was produced. Therefore, it is quite likely the day's Contact Event Data output file may contain data for more than a single 24-hour period.

## Contact Event Data output files

The table below provides a description of each Contact Event, its corresponding data filename, and the type of events or actions captured in the output file.

NOTE: The output data filename is the name of the final text flat file that contains the output data. The filename of the file(s) available on the file server depends on your configuration of the Contact Event Data job; compressed files have a zip extension; encrypted files have a "gpg" extension; ready and count files have extensions based on your settings.

### Launch Events

| Event Feed Type | Description | Output File Name | Comments |
|---|---|---|---|
| Launch State | Data regarding when a launch starts, pauses, resumes, and stops | accountID_LAUNCH_ STATE_YYYYMMDD_ HH24MISS.txt | **CUSTOMER_ID Support**: N/A<br>**Custom Columns Support**: N/A<br>Use this file to create a lookup table for mapping LAUNCH_ID value that appears in other output files.<br>This mapping is particularly important for triggered launches, where the launch date and send date are not necessarily the same. |

### Response / Standard Events

| Eve Feed Type | Description | Output File Name | Comments |
|---|---|---|---|
| Bounced | Bounce transactions | *accountID*_BOUNCE_ *YYYYMMDD_HH24 MISS*.txt | **CUSTOMER_ID Support**: No<br>**Custom Columns Support**: No<br>Starting in version 6.9, the Bounced Event Feed Type does not support Custom Columns. |

| | | | |
|---|---|---|---|
| Clicked | Tracked links | *accountID*_CLICK_*YYYYMMDD_HH24MISS*.txt | **CUSTOMER_ID Support**: Yes<br><br>**Custom Columns Support**: Yes<br><br>CUSTOMER_ID and Custom Column values are populated from the event URL data. |
| Complaint | Spam complaints reported by ISPs via feedback loops | *accountID*_COMPLAINT_*YYYYMMDD_HH24MISS*.txt | **CUSTOMER_ID Support**: No<br><br>**Custom Columns Support**: No |
| Converted | Conversions registered by Conversion Tracking functionality | *accountID*_CONVERT_*YYYYMMDD_HH24MISS*.txt | **CUSTOMER_ID Support**: Yes<br><br>**Custom Columns Support**: Yes<br><br>CUSTOMER_ID and Custom Column values are populated from the event URL data. Includes Purchase events. |
| Failed | A "Failed" event per recipient per campaign launch | *accountID*_FAIL_*YYYYMMDD_HH24MISS*.txt | **CUSTOMER_ID Support**: Yes<br><br>**Custom Columns Support**: Yes<br><br>The following conditions are some, but not all, possible reasons for failure to launch a specific message:<br>• No Response from any of Number MTAs<br>• No Response from any of Number MTAs (and SMTP Server Busy on Failover)<br>• SMTP Error<br>• SMTP Error (and SMTP Server Busy on Failover)<br>• SMTP Server Busy<br><br>CUSTOMER_ID and Custom Column values must be part of the profile list or Personalization data sources. |
| Opened | Tracks individual recipients who opened campaign messages | *accountID*_OPEN_*YYYYMMDD_HH24MISS*.txt | **CUSTOMER_ID Support**: Yes<br><br>**Custom Columns Support**: Yes<br><br>Oracle Responsys tracks open events via a 1x1 pixel image; recipients must allow images to be displayed in order to know the recipient has opened the message.<br><br>CUSTOMER_ID and Custom Column values are populated from the event URL data. |

| Sent | Messages by recipient by campaign launch that were successfully sent to the target mail server | *accountID*_SENT_*YYYYMMDD_HH24MISS*.txt | **CUSTOMER_ID Support**: Yes<br>**Custom Columns Support**: Yes |
|---|---|---|---|
| Skipped | Suppressions | *accountID*_SKIPPED_*YYYYMMDD_HH24MISS*.txt | **CUSTOMER_ID Support**: Yes<br>**Custom Columns Support**: Yes<br>The following conditions are some, but not all, possible reasons for skipping a recipient when launching a campaign:<br>• Email **domain** is suppressed at the pod level, the account level, or at the campaign level<br>• Email **address** is suppressed at the pod level, the account level, or the campaign level<br>• Invalid email address<br>• Missing data for $replacementField$<br>• Personalization errors, including problems with <Format Type> message or missing data for <Dynamic Values> such as Variable, Data Field, or Document.<br>CUSTOMER_ID and Custom Column values must be part of the profile list or Personalization data sources. |

**Form Events**

| Event Feed Type | Description | Output File Name | Comments |
|---|---|---|---|
| Form | Form Submission and view events | *accountID*_FORM_*YYYYMMDD_HH24MISS*.txt | **CUSTOMER_ID Support**: Yes<br>**Custom Columns Support**: Yes (Form Submits only)<br>Read the EVENT_TYPE_ID column for the specific event type designation. |

|  |  |  | **Form Submits**: Custom Column values are populated based on incoming parameters (GET / POST request) where names match Custom Column names. |
|  |  |  | **Form Views**: Custom Column values ARE NOT supported. |
| Form State | Captures when a form is enabled or disabled | *accountID*_FORM_ STATE_*YYYYMMDD _HH24 MISS*.txt | **CUSTOMER_ID Support**: N/A |
|  |  |  | **Custom Columns Support**: N/A |

**Permission Events**

| Event Feed Type | Description | Output File Name | Comments |
|---|---|---|---|
| Opted In | Any individual change to permission status value | *accountID*_OPT_IN _YYYYMMDD_HH24 MISS*.txt | **CUSTOMER_ID Support**: Yes |
|  |  |  | **Custom Columns Support**: No |
|  |  |  | An OptIn event is recorded if: |
|  |  |  | • A new record is inserted with an OptIn permission status |
|  |  |  | • An existing record's permission status is changed from OptOut to OptIn |
|  |  |  | Permission status changes via: |
|  |  |  | • View/edit data screen |
|  |  |  | • Form submissions |
|  |  |  | • Program Set Data calls |
|  |  |  | • Web services |
| Opted Out | Any individual change to permission status value | *accountID*_OPT_O UT_ *YYYYMMDD_HH24 MISS*.txt | **CUSTOMER_ID Support**: Yes |
|  |  |  | **Custom Columns Support**: Yes |
|  |  |  | An OptOut event is recorded if the existing record has a permission status of OptIn and is being changed to OptOut. |
|  |  |  | Permission status changes via: |
|  |  |  | • View/edit data screen |
|  |  |  | • Form submissions |
|  |  |  | • One-click OptOut form submission |
|  |  |  | • Unsubscribe via an email reply (when the reply address is hosted by Oracle |

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- Program Set Data calls
- Web services

**Program Events**

| Event Feed Type | Description | Output File Name | Comments |
|---|---|---|---|
| Program | Information for Program Entry and Program Exit events | *accountID*_PROGRAM_ *YYYYMMDD_HH24 MISS*.txt | **CUSTOMER_ID Support**: N/A<br>**Custom Columns Support:** N/A<br>Who entered a Program when; who exited a Program when |
| Program State | Includes information about when a Program is published or unpublished | *accountID*_PROGRAM_ STATE_*YYYYMMDD _ HH24MISS*.txt | **CUSTOMER_ID Support**: N/A<br>**Custom Columns Support**: N/A |

## Contact Event Type IDs

These Contact Event Type IDs are used in Contact Event Data output files to identify the event in each row.

| Event ID | Event Name | Action | Event Type Category |
|---|---|---|---|
| -1 | Not specified | Not Used | Standard |
| 1 | Sent | _Sent_ | Standard |
| 2 | Bounced | _Bounced_ | Standard |
| 4 | Opened | _Opened_ | Standard |
| 5 | Clicked | _Clicked_ | Standard |
| 6 | Converted | _Conversion_ | Standard |
| 7 | Unsubscribed | _Unsubscribed_ | Standard |
| 8 | Failed | _Failed_ | Standard |
| 10 | Skipped | _Skipped_ | Standard |
| 11 | Entered_program | _Entered_program_ | Program |
| 12 | Ended_program | _Ended_program_ | Program |

| Event ID | Event Name | Action | Event Type Category |
|---|---|---|---|
| 14 | Viewed_form | _Viewed_form_ | Form |
| 15 | Submitted_form | _Submitted_form_ | Form |
| 16 | Forwarded | _Forwarded_ | Standard |
| 17 | Form_Abandoned | _Form_Abandoned_ | Form |
| 18 | Spam_Complaint | _Spam_Complaint_ | Standard |
| 19 | Purchased | _Purchased_ | Standard |
| 20 | Spent | _Spent_ | Standard |
| 21 | Joined_List | _Joined_List_ | List (Occurs when a recipient opts in to a list) |
| 22 | Activated_EMail | _Activated_EMail_ | List |
| 23 | Deactivated_EMail | _Deactivated_EMail_ | List |
| 24 | Activated_Mobile | _Activated_Mobile_ | List |
| 25 | Deactivated_Mobile | _Deactivated_Mobile_ | List |
| 26 | Activated_Postal | _Activated_Postal_ | List |
| 27 | Deactivated_Postal | _Deactivated_Postal_ | List |
| 28 | EMail_ChangeOfAddress | _EMail_ChangeOfAddress_ | List |
| 29 | Mobile_ChangeNumber | _Mobile_ChangeNumber_ | List |
| 30 | Postal_ChangeOfAddress | _Postal_ChangeOfAddress_ | List |
| 31 | Deleted_From_List | _Deleted_From_List_ | List |
| 32 | EnteredEnded_Program | _EnteredEnded_Program_ | Program |
| 33 | FTAF_Sent | _FtaFSent_ | FTAF |
| 34 | FTAF_Failed | _FtaFFailed_ | FTAF |
| 35 | FTAF_Skipped | _FtaFSkipped_ | FTAF |
| 37 | FTAF_Clicked | _FtaFClicked_ | FTAF |
| 38 | FTAF_Link | _FtaFLink_ | FTAF |
| 39 | FTAF_Submit | _FtaFSubmit_ | FTAF |
| 40 | FTAF_Opened | _FtaFOpened_ | FTAF |
| 41 | FTAF_Converted | _FtaFConverted_ | FTAF |
| 105 | Social_click | _Social_click_ | Social |
| 106 | Social_conversion | _Social_conversion_ | Social |
| 119 | Social_purchase | _Social_purchase_ | Social |

# Launch Status Values

The LAUNCH_STATE Feed output uses a launch_status column to indicate the launch state at the time of the event transaction. Ideally, a series of launch state events will start with Build Work List and finish with Complete, meaning the campaign launch activity completed. These values can apply to either a campaign or a form.

These are the launch_status values:

| Launch Status Value | Description | Comments |
| --- | --- | --- |
| N | Unknown | |
| R | Requested | |
| B | Building Work List | Creating the final list of recipients, accounting for recipients who are Undeliverable (the deliverability permission status), and opted-out (if the campaign is a promotional campaign). Oracle Responsys also identifies the recipients to skip due to suppression settings. |
| L | Work List Complete | The list of recipients for whom Oracle Responsys will attempt to create a personalized message |
| S | Sending | Sending the messages |
| C | Completed | The launch process has completed for the given campaign launch. |
| P | Paused | The launch process was paused. |
| T | Stopped | The launch process was stopped. |
| M | Resumed | A paused launch was subsequently resumed. |
| F | Failed | The launch process failed. |

# Launch Type Values

The LAUNCH_STATE Feed output uses a launch_type column to indicate the way a launch was requested at the time of the event transaction.

These are the launch_type values:

| Launch Type Value | Description | Comments |
| --- | --- | --- |
| S | Standard | Ad hoc launches either via "launch now" or scheduled launches |
| T | Proof | |

| Launch Type Value | Description | Comments |
|---|---|---|
| X | Spam Score | A launch used to check the campaign's spam score. |
| V | Preview | |
| P | Triggered | Launches via Program, form follow-up, or the API's triggeredCampaignMessage method. A launch type of P is created when the campaign is created. However, starting with 6.12.1, campaigns launched via Program use the R launch type. |
| U | Usage | Campaign Usage / Form Usage. The launch record is created when users select Campaign Usage or Form URLs from the object's context menu. Used primarily for testing purposes. |
| R | Program Triggered | Program Triggered Launch.  As of 6.12.1, campaigns launched via Program no longer use the Triggered (P) launch record. This launch type is created when the program is published. |
| Q | Program Triggered Launch | Triggered Program Proof Test Launch. |

## Source Identification Values

Several Contact Event Type data output files have a column named SOURCE that identifies the application or module that initiated (raised) the specific event. For example, if a recipient opts-in via a hosted form, the SOURCE value is Form for the OPTIN Contact Event Type Data record.

These are the source identification values:

| SOURCE Value | Abbreviation | Comments |
|---|---|---|
| Form | FR | |
| Program | PR | |
| User Interface | UI | |
| UI – Data Viewer | UV | |
| UI – List Upload | UU | |
| Exchange – Webservice | XW | Oracle Responsys API (aka Web Services API) |
| Exchange – Connect | XC | Connect |
| Exchange – Salesforce | XS | Salesforce Connector integration module |

| SOURCE Value | Abbreviation | Comments |
| --- | --- | --- |
| Connector | | |
| Spam Complaint | SC | |
| Reply-To Email | RT | Email reply sent to a Oracle Responsys -hosted reply to address, and processed by the Reply To Handling feature |
| Unknown | UN | |
| Unsubscribe Page/Link | UL | |

# File Layouts for Launch State

NOTE: All timestamps are presented in UTC with this format: *DD-Mon-YYYY HH24:MI:SS*

## Launch State

| Field Name | Type and Max Length | Null? | Description/Comments |
| --- | --- | --- | --- |
| ACCOUNT_ID | NUMBER | NO | Account number (for example. 1234) |
| LIST_ID | NUMBER | | Numerical identifier for the List object used by the Campaign |
| EVENT_CAPTURED_DT | TIMESTAMP (6) | NO | Date and time the system was informed about the event |
| EVENT_STORED_DT | TIMESTAMP (6) | NO | Date the event transaction was stored into the Event DB |
| CAMPAIGN_ID | NUMBER | | Numerical identifier of the specific campaign |
| LAUNCH_ID | NUMBER | NO | Numerical identifier of the launch instance |
| EXTERNAL_CAMPAIGN_ID | VARCHAR2 (255) | | A string value matching the campaign name assigned by your Web analytics package for the specific campaign Used to associate system events to events and data in your Web analytics package |
| SF_CAMPAIGN_ID | VARCHAR2 (255) | | A string value matching the ID of the associated Salesforce campaign object Only used with Connect for Salesforce integration. |
| CAMPAIGN_NAME | VARCHAR2 (255) | | Name of the Campaign. |
| LAUNCH_NAME | VARCHAR2 (255) | | Used internally |

| Field Name | Type and Max Length | Null? | Description/Comments |
|---|---|---|---|
| LAUNCH_STATUS | CHAR(1) | NO | The state of the campaign launch at the time of the event row.<br><br>See [Launch Status Values](#) for more information. |
| LAUNCH_TYPE | CHAR(1) | NO | The method by which the campaign was launched.<br><br>See [Launch Type Values](#) for more information. |
| LAUNCH_CHARSET | VARCHAR2 (255) | | Language character set for the campaign.<br><br>Normally, this value is either ISO-8859-1 or UTF-8, but depends on the exact campaign configuration. |
| PURPOSE | CHAR(1) | | Campaign purpose: Promotional or Transactional.<br><br>**P** = promotional<br><br>**T** = transactional |
| SUBJECT | VARCHAR2 (255) | | The campaign's subject line.<br><br>Can include built-in functions, as this the raw subject line as configured in the Campaign Dashboard. |
| DESCRIPTION | VARCHAR2 (4000) | | Campaign Description, as entered in the Campaign Dashboard. |
| PRODUCT_CATEGORY | VARCHAR2 (255) | | Ignored. |
| PRODUCT_TYPE | VARCHAR2 (255) | | Ignored. |
| MARKETING_STRATEGY | VARCHAR2 (255) | | Marketing Strategy Category as configured in the Campaign Dashboard.<br><br>Possible values are configured in the account's Administrative Configuration screens available to the admin user. |
| MARKETING_PROGRAM | VARCHAR2 (255) | | Marketing Program Category as configured in the Campaign Dashboard.<br><br>Possible values are configured in the account's Administrative Configuration screens available to the admin user. |

| Field Name | Type and Max Length | Null? | Description/Comments |
|---|---|---|---|
| LAUNCH_ERROR_CODE | VARCHAR2 (255) | | |
| LAUNCH_STARTED_DT | TIMESTAMP (6) | | |
| LAUNCH_COMPLETED_DT | TIMESTAMP (6) | | |
| DISPATCHABLE_TYPE | VARCHAR2 (100) | | Campaign type associated with the LAUNCH_STATE record: **PromotionalCampaign** = Promotional email campaign **TransactionalCampaign** = Transactional email campaign **WebformCampaign** = Oracle Responsys form **PushIOCampaign** = Push campaign **MobileInAppCampaign** = In-App campaign **MmsCampaig**n = MMS campaign **SmsCampaign** = SMS campaign |

# File Layouts for Email

## Bounced

| Field Name | Type and Max Length | Null? | Description/Comments |
|---|---|---|---|
| EVENT_TYPE_ID | NUMBER | NO | Numerical value that denotes the event type for the given event transaction See Contact Event Type IDs for more information. |
| ACCOUNT_ID | NUMBER | NO | Account number (for example. 1234) |
| LIST_ID | NUMBER | | Numerical identifier for the List object used by the Campaign |
| RIID | NUMBER | NO | Unique ID assigned for this specific List record |

| Field Name | Type and Max Length | Null? | Description/Comments |
|---|---|---|---|
| CUSTOMER_ID | VARCHAR2(255) | | A unique identifier of the recipient/record that matches a customer ID or unique identifier in your system of record. *NOT POPULATED AT THIS TIME* |
| EVENT_CAPTURED_DT | TIMESTAMP(6) | NO | Date and time the system was informed about the event. |
| EVENT_STORED_DT | TIMESTAMP(6) | NO | Date the event transaction was stored into the Event DB. |
| CAMPAIGN_ID | NUMBER | NO | Numerical identifier of the specific campaign |
| LAUNCH_ID | NUMBER | NO | Numerical identifier of the launch instance |
| EMAIL | VARCHAR2(255) | NO | Email address that initiated the bounce event. The email address of the response event may differ from the email address in the List. This is because recipients can forward messages from one email account to another before ultimately handling the message. |
| EMAIL_FORMAT | CHAR(1) | NO | Recipient's preferred email content format, HTML or Text. **H** = HTML **T** = Text **N** = No Preferred **M** = Multi-part |
| BOUNCE_TYPE | CHAR(1) | NO | Hard or Soft bounce **H** = Hard bounce **S** = Soft Bounce |
| REASON | VARCHAR2(500) | | Bounce category value (e.g. USER_NOT_FOUND, CONNECTION_REFUSED, etc.) |
| REASON_CODE | VARCHAR2(500) | | The bounce message as provided by the ISP. **ISP bounce message:** Informational text the ISP provides when bouncing a message. This informational text is important in |

| Field Name | Type and Max Length | Null? | Description/Comments |
|---|---|---|---|
| | | | determining if a block has occurred, and also includes ways to contact the ISP regarding questions |
| SUBJECT | VARCHAR2(255) | | The "bounced" message's subject line value |
| CONTACT_INFO | VARCHAR2(1000) | | Additional data for you to understand how to best follow up with complaints, bounces, skips and changed contact data |
| | | | Possible values depend upon the subject Channel for the given event: |
| | | | • Email Channel: Recipient's email address (from the List) |
| | | | • Mobile Channel: Recipient's mobile number (from the List) |

## Clicked

| Field Name | Type and Max Length | Null? | Description/Comments |
|---|---|---|---|
| EVENT_TYPE_ID | NUMBER | NO | Numerical value that denotes the event type for the given event transaction |
| | | | See [Contact Event Type IDs](#) for more information. |
| ACCOUNT_ID | NUMBER | NO | Account number (for example. 1234) |
| LIST_ID | NUMBER | | Numerical identifier for the List object used by the Campaign |
| RIID | NUMBER | NO | Unique ID assigned for this specific List record |
| CUSTOMER_ID | VARCHAR2(255) | | A unique identifier of the recipient/record that matches a customer ID or unique identifier in your system of record |
| EVENT_CAPTURED_DT | TIMESTAMP(6) | NO | Date and time the system was informed about the event. |
| EVENT_STORED_DT | TIMESTAMP(6) | NO | Date the event transaction was stored into the Event DB. |
| CAMPAIGN_ID | NUMBER | NO | Numerical identifier of the specific campaign |
| LAUNCH_ID | NUMBER | NO | Numerical identifier of the launch instance |

| Field Name | Type and Max Length | Null? | Description/Comments |
|---|---|---|---|
| EMAIL_FORMAT | CHAR(1) | NO | Recipient's preferred email content format, HTML or Text.<br><br>**H** = HTML<br><br>**T** = Text<br><br>**N** = No Preferred<br><br>**M** = Multi-part |
| OFFER_NAME | VARCHAR2(255) | NO | The name of the link.<br><br>The LINK_NAME value from the campaign's link table |
| OFFER_NUMBER | NUMBER | NO | Numerical identifier used for click tracking |
| OFFER_CATEGORY | VARCHAR2(255) | | The link category value.<br><br>The LINK_CATEGORY value from the campaign's link table |
| OFFER_URL | VARCHAR2(4000) | NO | The URL of the clicked link |
| USER_AGENT_STRING | VARCHAR2(255) | YES | Available only if enabled for your account.<br><br>The User Agent String, which identifies the user's device and browser version. |
| OPERATING_SYSTEM | VARCHAR2(3) | YES | The user's operating system. |
| BROWSER | VARCHAR2(2) | YES | The user's browser. |
| BROWSER_TYPE | VARCHAR2(2) | YES | The user's browser type. |

## Complaint

| Field Name | Type and Max Length | Null? | Description/Comments |
|---|---|---|---|
| EVENT_TYPE_ID | NUMBER | NO | Numerical value that denotes the event type for the given event transaction<br><br>See [Contact Event Type IDs](#) for more information. |
| ACCOUNT_ID | NUMBER | NO | Account number (for example. 1234) |
| LIST_ID | NUMBER | | Numerical identifier for the List object used by the Campaign |
| RIID | NUMBER | | Unique ID assigned for this specific List record |
| CUSTOMER_ID | VARCHAR2(255) | | A unique identifier of the recipient/record |

| Field Name | Type and Max Length | Null? | Description/Comments |
|---|---|---|---|
| | | | that matches a customer ID or unique identifier in your system of record |
| EVENT_CAPTURED_DT | TIMESTAMP(6) | NO | Date and time the system was informed about the event. |
| EVENT_STORED_DT | TIMESTAMP(6) | NO | Date the event transaction was stored into the Event DB. |
| CAMPAIGN_ID | NUMBER | | Numerical identifier of the specific campaign |
| LAUNCH_ID | NUMBER | | Numerical identifier of the launch instance |
| EMAIL_FORMAT | CHAR(1) | | Recipient's preferred email content format, HTML or Text.<br><br>**H** = HTML<br><br>**T** = Text<br><br>**N** = No Preferred<br><br>**M** = Multi-part |
| REASON | VARCHAR2(500) | | Method by which the complaint was captured:<br><br>• SP:Spam Complaint<br><br>• SP:Spam Complaint Transfer (Complaints that were obtained via the Oracle Responsys 5.x implementation during the first 30-60 days after switching to Oracle Responsys 6.x) |
| EMAIL | VARCHAR2(255) | | Recipient's email address that **reported** the spam complaint. If recipients have forwarded the message to a second (or third) email address, this is the email address used to make the complaint.<br><br>NOTE: This may differ from the email address in the List. This is because recipients can forward messages from one email account to another before ultimately complaining. |
| EMAIL_ISP | VARCHAR2(255) | | ISP of the recipient's email address (e.g. Yahoo!, Hotmail, etc.)<br><br>If the ISP is unknown / uncategorized, a value of "Other" is presented. |

| Field Name | Type and Max Length | Null? | Description/Comments |
|---|---|---|---|
| COMPLAINER_EMAIL | VARCHAR2(255) | | Recipient's email address that **accepted** the spam complaint report.<br><br>The email address of the spam complaint event may differ from the email address in the List. This is because recipients can forward messages from one email account to another before ultimately complaining. |
| SPAM_TYPE | NUMBER(8,2) | | Hardcoded to "0", which translates to AUTO_SPAM. |
| CONTACT_INFO | VARCHAR2(1000) | | Additional data for you to understand how to best follow-up with complaints, bounces, skips and changed contact data<br><br>Possible values depend upon the subject Channel for the given event:<br>• Email Channel: Recipient's email address (from the List)<br>• Mobile Channel: Recipient's mobile number (from the List) |
| COMPLAINT_DT | TIMESTAMP(6) | | Date the complaint was reported to the ISP. |

## Converted

As of Oracle Responsys 6.8, the Converted event replaces the Purchase event. It uses the previous Purchase export schema, with three additional columns: ORDER_ID, ORDER_TOTAL and ORDER_QUANTITY.

| Field Name | Type and Max Length | Null? | Description/Comments |
|---|---|---|---|
| EVENT_TYPE_ID | NUMBER | NO | Numerical value that denotes the event type for the given event transaction<br><br>See Contact Event Type IDs for more information. |
| ACCOUNT_ID | NUMBER | NO | Account number (for example. 1234) |
| LIST_ID | NUMBER | | Numerical identifier for the List object used by the Campaign |
| RIID | NUMBER | NO | Unique ID assigned for this specific List record |
| CUSTOMER_ID | VARCHAR2(255) | | A unique identifier of the recipient/record |

| Field Name | Type and Max Length | Null? | Description/Comments |
|---|---|---|---|
| | | | that matches a customer ID or unique identifier in your system of record |
| EVENT_CAPTURED_DT | TIMESTAMP(6) | NO | Date and time the system was informed about the event |
| EVENT_STORED_DT | TIMESTAMP(6) | NO | Date the event transaction was stored into the Event DB |
| CAMPAIGN_ID | NUMBER | NO | Numerical identifier of the specific campaign |
| LAUNCH_ID | NUMBER | NO | Numerical identifier of the launch instance |
| SOURCE | CHAR(100) | | Application / module that initiates the event |
| | | | Conversion / Purchase events are initiated / reported by an external source (your Web site), so this value will always be Unknown. |
| | | | See Exported value is "Source Value" found in the table of the [Source Identification Values](#) section. |
| EMAIL_FORMAT | CHAR(1) | NO | Recipient's preferred email content format, HTML or Text. |
| | | | **H** = HTML |
| | | | **T** = Text |
| | | | **N** = No Preferred |
| | | | **M** = Multi-part |
| OFFER_NAME | VARCHAR2(255) | NO | The name of the link that initiated the Conversion. |
| | | | The LINK_NAME value from the campaign's link table |
| OFFER_NUMBER | NUMBER | NO | Numerical identifier used for click tracking |
| OFFER_CATEGORY | VARCHAR2(255) | | The link category value. |
| | | | The LINK_CATEGORY value from the campaign's link table |
| OFFER_URL | VARCHAR2(4000) | NO | The URL of the "clicked" link that initiated the Conversion |
| ORDER_ID | VARCHAR2(255) | | The order ID value of the specific order as passed by you when registering the Conversion. |

| Field Name | Type and Max Length | Null? | Description/Comments |
|---|---|---|---|
| | | | The value from the OrderID name-value pair when calling the Conversion Tracking image pixel |
| ORDER_TOTAL | NUMBER(18,2) | | The total amount of the order as passed by you when registered in the Conversion. |
| | | | The value from the OrderTotal name-value pair when calling the Conversion Tracking image pixel |
| ORDER_QUANTITY | NUMBER(18,2) | | The total number of items in the order as passed by you when registering the Conversion / Purchase |
| | | | The value from the NumItem name-value pair when calling the Conversion Tracking image pixel |
| USER_AGENT_STRING | VARCHAR2(255) | YES | Available only if enabled for your account. The User Agent String, which identifies the user's device and browser version. |
| OPERATING_SYSTEM | VARCHAR2(3) | YES | The user's operating system. |
| BROWSER | VARCHAR2(2) | YES | The user's browser. |
| BROWSER_TYPE | VARCHAR2(2) | YES | The user's browser type. |

## Failed

| Field Name | Type and Max Length | Null? | Description/Comments |
|---|---|---|---|
| EVENT_TYPE_ID | NUMBER | NO | Numerical value that denotes the event type for the given event transaction |
| | | | See [Contact Event Type IDs](#) for more information. |
| ACCOUNT_ID | NUMBER | NO | Account number (for example. 1234) |
| LIST_ID | NUMBER | | Numerical identifier for the List object used by the Campaign |
| RIID | NUMBER | NO | Unique ID assigned for this specific List record |
| CUSTOMER_ID | VARCHAR2(255) | | A unique identifier of the recipient/record that matches a customer ID or unique identifier in your system of record |

| Field Name | Type and Max Length | Null? | Description/Comments |
|---|---|---|---|
| EVENT_CAPTURED_DT | TIMESTAMP(6) | NO | Date and time the system was informed about the event. |
| EVENT_STORED_DT | TIMESTAMP(6) | NO | Date the event transaction was stored into the Event DB. |
| CAMPAIGN_ID | NUMBER | NO | Numerical identifier of the specific campaign |
| LAUNCH_ID | NUMBER | NO | Numerical identifier of the launch instance |
| EMAIL | VARCHAR2(255) | | Email address of the recipient. The value depends on the launch conditions:<br>• Live Launch: the Value is the email address from the List<br>• Proof Launch to a Proof List: the Value is the email address from the Proof List<br>• Proof Launch to specific email address(es) or Proof Launch personalized against Proof List: Value is the email address specified during the Proof Launch setup |
| EMAIL_ISP | VARCHAR2(255) | | Domain value of the recipient's email address (e.g. yahoo.com) |
| EMAIL_FORMAT | CHAR(1) | NO | Recipient's preferred email content format, HTML or Text.<br>**H** = HTML<br>**T** = Text<br>**N** = No Preferred<br>**M** = Multi-part |
| OFFER_SIGNATURE_ID | NUMBER | | See SENT |
| DYNAMIC_CONTENT_SIGNATURE_ID | NUMBER | | Numeric identifier of dynamic content that was sent |
| MESSAGE_SIZE | NUMBER | | Message size in bytes |
| SEGMENT_INFO | VARCHAR2(4000) | | See SENT |
| CONTACT_INFO | VARCHAR2(1000) | | Additional data for you to understand how to best follow up with complaints, bounces, skips and changed contact data.<br>Possible values depend upon the subject Channel for the given event: |

| Field Name | Type and Max Length | Null? | Description/Comments |
|---|---|---|---|
| | | | • Email Channel: Recipient's email address (from the List) |
| | | | • Mobile Channel: Recipient's mobile number (from the List) |
| REASON | VARCHAR2(500) | | Reason for the failure to send the message |

## Opened

| Field Name | Type and Max Length | Null? | Description/Comments |
|---|---|---|---|
| EVENT_TYPE_ID | NUMBER | NO | Numerical value that denotes the event type for the given event transaction |
| | | | See Contact Event Type IDs for more information. |
| ACCOUNT_ID | NUMBER | NO | Account number (for example. 1234) |
| LIST_ID | NUMBER | | Numerical identifier for the List object used by the Campaign |
| RIID | NUMBER | NO | Unique ID assigned for this specific List record |
| CUSTOMER_ID | VARCHAR2(255) | | A unique identifier of the recipient/record that matches a customer ID or unique identifier in your system of record |
| EVENT_CAPTURED_DT | TIMESTAMP(6) | NO | Date and time the system was informed about the event. |
| EVENT_STORED_DT | TIMESTAMP(6) | NO | Date the event transaction was stored into the Event DB. |
| CAMPAIGN_ID | NUMBER | NO | Numerical identifier of the specific campaign |
| LAUNCH_ID | NUMBER | NO | Numerical identifier of the launch instance |
| EMAIL_FORMAT | CHAR(1) | NO | Recipient's preferred email content format, HTML or Text. |
| | | | **H** = HTML |
| | | | **T** = Text |
| | | | **N** = No Preferred |
| | | | **M** = Multi-part |

| Field Name | Type and Max Length | Null? | Description/Comments |
|---|---|---|---|
| USER_AGENT_STRING | VARCHAR2(255) | YES | Available only if enabled for your account.<br><br>The User Agent String, which identifies the user's device and browser version. |
| OPERATING_SYSTEM | VARCHAR2(3) | YES | The user's operating system. |
| BROWSER | VARCHAR2(2) | YES | The user's browser. |
| BROWSER_TYPE | VARCHAR2(2) | YES | The user's browser type. |

## Sent

| Field Name | Type and Max Length | Null? | Description/Comments |
|---|---|---|---|
| EVENT_TYPE_ID | NUMBER | NO | Numerical value that denotes the event type for the given event transaction.<br><br>See Contact Event Type IDs for more information. |
| ACCOUNT_ID | NUMBER | NO | Account number (for example. 1234) |
| LIST_ID | NUMBER | | Numerical identifier for the List object used by the Campaign |
| RIID | NUMBER | NO | Unique ID assigned for this specific List record<br><br>The value depends on the launch condition:<br>• Live Launch: The RIID is drawn from the distribution List object<br>• Proof Launch personalized against the live distribution List: The RIID is drawn from the distribution List object<br>• Proof Launch personalized against the Proof List: The RIID is drawn from the Proof List object |
| CUSTOMER_ID | VARCHAR2(255) | | A unique identifier of the recipient/record that matches a customer ID or unique identifier in your system of record |
| EVENT_CAPTURED_DT | TIMESTAMP(6) | NO | Date and time the system was informed about the event. |
| EVENT_STORED_DT | TIMESTAMP(6) | NO | Date the event transaction was stored into the Event DB. |
| CAMPAIGN_ID | NUMBER | NO | Numerical identifier of the specific campaign |

| Field Name | Type and Max Length | Null? | Description/Comments |
|---|---|---|---|
| LAUNCH_ID | NUMBER | NO | Numerical identifier of the launch instance |
| EMAIL | VARCHAR2(255) | NO | Recipient's email address<br><br>The value depends on the launch conditions:<br>• Live Launch: the Value is the email address from the List<br>• Proof Launch to a Proof List: the Value is the email address from the Proof List<br>• Proof Launch to specific email address(es) or Proof Launch personalized against Proof List: Value is the email address specified during the Proof Launch setup |
| EMAIL_ISP | VARCHAR2(255) | | Domain value of the recipient's email address (e.g. yahoo.com) |
| EMAIL_FORMAT | CHAR(1) | NO | Recipient's preferred email content format, HTML or Text.<br>**H** = HTML<br>**T** = Text<br>**N** = No Preferred<br>**M** = Multi-part |
| OFFER_SIGNATURE_ID | NUMBER | | Ignore |
| DYNAMIC_CONTENT_SIGNATURE_ID | NUMBER | | Numeric identifier of dynamic content that was sent |
| MESSAGE_SIZE | NUMBER | | Message size in bytes |
| SEGMENT_INFO | VARCHAR2(4000) | | If the message was sent with multiple segments, this information is not usable. It is, however, usable for single segment sends (PR:Value). |
| CONTACT_INFO | VARCHAR2(1000) | | Additional data for you to understand how to best follow up with complaints, bounces, skips and changed contact data<br><br>Possible values depend upon the subject Channel for the given event:<br>• Email Channel: Recipient's email address (from the List)<br>• Mobile Channel: Recipient's mobile number |

| Field Name | Type and Max Length | Null? | Description/Comments |
|---|---|---|---|
| | | | (from the List) |

## Skipped

| Field Name | Type and Max Length | Null? | Description/Comments |
|---|---|---|---|
| EVENT_TYPE_ID | NUMBER | NO | Numerical value that denotes the event type for the given event transaction<br><br>See **Contact Event Type IDs** for more information. |
| ACCOUNT_ID | NUMBER | NO | Account number (for example. 1234) |
| LIST_ID | NUMBER | | Numerical identifier for the List object used by the Campaign |
| RIID | NUMBER | NO | Unique ID assigned for this specific List record |
| CUSTOMER_ID | VARCHAR2(255) | | A unique identifier of the recipient/record that matches a customer ID or unique identifier in your system of record |
| EVENT_CAPTURED_DT | TIMESTAMP(6) | NO | Date and time the system was informed about the event. |
| EVENT_STORED_DT | TIMESTAMP(6) | NO | Date the event transaction was stored into the Event DB. |
| CAMPAIGN_ID | NUMBER | NO | Numerical identifier of the specific campaign |
| LAUNCH_ID | NUMBER | NO | Numerical identifier of the launch instance |
| EMAIL | VARCHAR2(255) | | Recipient's email address<br><br>The value depends on the launch conditions:<br>• Live Launch: the Value is the email address from the List<br>• Proof Launch to a Proof List: the Value is the email address from the Proof List<br>• Proof Launch to specific email address(es) or Proof Launch personalized against Proof List: Value is the email address specified during the Proof Launch setup |
| EMAIL_ISP | VARCHAR2(255) | | Domain value of the recipient's email address (e.g. yahoo.com) |
| EMAIL_FORMAT | CHAR(1) | NO | Recipient's preferred email content format, HTML or Text. |

| Field Name | Type and Max Length | Null? | Description/Comments |
|---|---|---|---|
| | | | **H** = HTML |
| | | | **T** = Text |
| | | | **N** = No Preferred |
| | | | **M** = Multi-part |
| OFFER_SIGNATURE_ ID | NUMBER | | N/A |
| DYNAMIC_CONTENT _SIGNATURE_ID | NUMBER | | Numeric identifier of dynamic content that was sent |
| MESSAGE_SIZE | NUMBER | | Message size in bytes |
| SEGMENT_INFO | VARCHAR2(4000) | | See [Sent](#). |
| CONTACT_INFO | VARCHAR2(1000) | | Additional data for you to understand how to best follow up with complaints, bounces, skips and changed contact data |
| | | | Possible values depend upon the subject Channel for the given event: |
| | | | • Email Channel: Recipient's email address (from the List) |
| | | | • Mobile Channel: Recipient's mobile number (from the List) |
| REASON | VARCHAR2(500) | | Reason for skipping the message |

## Form

| Field Name | Type and Max Length | Null? | Description/Comments |
|---|---|---|---|
| EVENT_TYPE_ID | NUMBER | NO | Numerical value that denotes the event type for the given event transaction |
| | | | See [Contact Event Type IDs](#) for more information. |
| ACCOUNT_ID | NUMBER | NO | Account number (for example. 1234) |
| LIST_ID | NUMBER | | Numerical identifier for the List object used by the Form |
| RIID | NUMBER | NO | Unique ID assigned for this specific List record |
| CUSTOMER_ID | VARCHAR2(255) | | A unique identifier of the recipient/record that matches a customer ID or unique identifier in your system of record |

| Field Name | Type and Max Length | Null? | Description/Comments |
|---|---|---|---|
| EVENT_CAPTURED_DT | TIMESTAMP(6) | NO | Date and time the system was informed about the event |
| EVENT_STORED_DT | TIMESTAMP(6) | NO | Date the event transaction was stored into the Event DB |
| CAMPAIGN_ID | NUMBER | | Numerical identifier of the specific campaign |
| LAUNCH_ID | NUMBER | | Numerical identifier of the launch instance |
| FORM_ID | NUMBER | | Numerical identifier of the Form |
| FORM_NAME | VARCHAR2(255) | NO | Name of the Form as assigned |

## Form State

| Field Name | Type and Max Length | Null? | Description/Comments |
|---|---|---|---|
| EVENT_TYPE_ID | NUMBER | NO | Numerical value that denotes the event type for the given event transaction<br><br>See Contact Event Type IDs for more information. |
| ACCOUNT_ID | NUMBER | NO | Account number (for example. 1234) |
| LIST_ID | NUMBER | | Numerical identifier for the List object used by the Form |
| EVENT_CAPTURED_DT | TIMESTAMP(6) | NO | Date and time the system was informed about the event |
| EVENT_STORED_DT | TIMESTAMP(6) | NO | Date the event transaction was stored into the Event DB |
| FORM_ID | NUMBER | | Numerical identifier of the Form |
| FORM_NAME | VARCHAR2(255) | NO | Name of the Form |
| FORM_DESCRIPTION | VARCHAR2(255) | | A description of the Form |

## Opted In

| Field Name | Type and Max Length | Null? | Description/Comments |
|---|---|---|---|
| EVENT_TYPE_ID | NUMBER | NO | Numerical value that denotes the event type for the given event transaction<br><br>See Contact Event Type IDs for more information. |

| Field Name | Type and Max Length | Null? | Description/Comments |
|---|---|---|---|
| ACCOUNT_ID | NUMBER | NO | Account number (for example. 1234) |
| LIST_ID | NUMBER | | Numerical identifier for the List object used by the Campaign |
| RIID | NUMBER | NO | Unique ID assigned for this specific List record |
| CUSTOMER_ID | VARCHAR2(255) | | A unique identifier of the recipient/record that matches a customer ID or unique identifier in your system of record |
| EVENT_CAPTURED_DT | TIMESTAMP(6) | NO | Date and time the system was informed about the event |
| EVENT_STORED_DT | TIMESTAMP(6) | NO | Date the event transaction was stored into the Event DB |
| CAMPAIGN_ID | NUMBER | NO | Numerical identifier of the specific campaign |
| LAUNCH_ID | NUMBER | NO | Numerical identifier of the launch instance |
| EMAIL_FORMAT | CHAR(1) | NO | Recipient's preferred email content format, HTML or Text. **H** = HTML **T** = Text **N** = No Preferred **M** = Multi-part |
| SOURCE | CHAR(100) | | Application / module that initiates the event Exported value is "Source Value" found in the [Source Identification Values](#) table. |
| REASON | VARCHAR2(500) | | Method used to add the recipient to the List (does not include bulk loads). <br> • DV:MERGE (Data Viewer edit / merge) <br> • FR:MERGE (Update / insert via a Form as a result of a form submission) <br> • PR:MERGE <br> • WS:MERGE |
| EMAIL | VARCHAR2(255) | NO | Recipient's email address |

## Opted Out

| Field Name | Type and Max Length | Null? | Description/Comments |
|---|---|---|---|
| EVENT_TYPE_ID | NUMBER | NO | Numerical value that denotes the event type for the given event transaction<br><br>See **Contact Event Type IDs** for more information. |
| ACCOUNT_ID | NUMBER | NO | Account number (for example. 1234) |
| LIST_ID | NUMBER | | Numerical identifier for the List object used by the Campaign |
| RIID | NUMBER | NO | Unique ID assigned for this specific List record |
| CUSTOMER_ID | VARCHAR2(255) | | A unique identifier of the recipient/record that matches a customer ID or unique identifier in your system of record |
| EVENT_CAPTURED_DT | TIMESTAMP(6) | NO | Date and time the system was informed about the event |
| EVENT_STORED_DT | TIMESTAMP(6) | NO | Date the event transaction was stored into the Event DB |
| CAMPAIGN_ID | NUMBER | | Numerical identifier of the specific campaign |
| LAUNCH_ID | NUMBER | YES | Numerical identifier of the launch instance. The value of the launch ID is null in the following cases:<br><br>• When you manually opt out a record<br>• When an unsubscribe request is sent via email without a complete header<br>• When the recipient clicks the Spam button, in some cases the ISP does not send the complete header with the request |
| EMAIL_FORMAT | CHAR(1) | NO | Recipient's preferred email content format, HTML or Text.<br><br>**H** = HTML<br>**T** = Text<br>**N** = No Preferred |

| Field Name | Type and Max Length | Null? | Description/Comments |
|---|---|---|---|
| | | | M = Multi-part |
| SOURCE | CHAR(100) | | Application / module that initiates the event |
| | | | Exported value is "Source Value" found in the table of the **Source Identification Values** for more information. |
| REASON | VARCHAR2(500) | | Method used to add the recipient to the List (does not include bulk loads) |
| | | | • SP: Spam Complaint |
| | | | • SP: Spam Complaint Transfer |
| | | | • Unsubscribe Page |
| | | | • US: Unsubscribe |
| | | | • US: Unsubscribe Transfer |
| | | | • DV: Merge (Data viewer) |
| | | | • FR: Merge (Program) |
| | | | • PR: Merge (Form) |
| | | | • WS: Merge (Webservices) |
| EMAIL | VARCHAR2(255) | NO | Email address that initiated the OptOut event |
| | | | The email address of the response event may differ from the email address in the List; Recipients often forward messages from one email address to another where the recipient ultimately handles the message |
| CONTACT_INFO | VARCHAR2(500) | | Additional data for you to understand how to best follow-up with complaints, bounces, skips and changed contact data |
| | | | Possible values depend upon the subject Channel for the given event, provided the RIID value is included in the unsubscribe request. |
| | | | • Email Channel: Recipient's email address (from the List) |
| | | | • Mobile Channel: Recipient's mobile number (from the List) |

| Field Name | Type and Max Length | Null? | Description/Comments |
|---|---|---|---|
| | | | • Default: Email address that initiated the OptOut event. (This usually occurs when an unsubscribe request is made via an email reply.) |

## Program

| Field Name | Type and Max Length | Null? | Description/Comments |
|---|---|---|---|
| EVENT_TYPE_ID | NUMBER | NO | Numerical value that denotes the event type for the given event transaction<br><br>See Contact Event Type IDs for more information. |
| ACCOUNT_ID | NUMBER | NO | Account number (for example. 1234) |
| LIST_ID | NUMBER | | Numerical identifier for the List object used by the Program |
| RIID | NUMBER | NO | Unique ID assigned for this specific List record |
| CUSTOMER_ID | VARCHAR2(255) | | A unique identifier of the recipient/record that matches a customer ID or unique identifier in your system of record |
| EVENT_CAPTURED_DT | TIMESTAMP(6) | NO | Date and time the system was informed about the event |
| EVENT_STORED_DT | TIMESTAMP(6) | NO | Date the event transaction was stored into the Event DB |
| PROGRAM_ID | NUMBER | NO | Numerical identifier for the given Program |
| ENACTMENT_ID | NUMBER | NO | Numerical identifier for the recipient's specific entry into the program |
| PROGRAM_NAME | VARCHAR2(255) | NO | The Program's name as set by you |
| PROGRAM_VERSION | NUMBER | | The version of the Program used by this event |
| DESCRIPTION | VARCHAR2(1000) | | The Program's description as set by you |

## Program State

| Field Name | Type and Max Length | Null? | Description/Comments |
|---|---|---|---|
| EVENT_TYPE_ID | NUMBER | NO | Numerical value that denotes the event type for the given event transaction<br><br>See **Contact Event Type IDs** for more information. |
| ACCOUNT_ID | NUMBER | NO | Account number (for example. 1234) |
| LIST_ID | NUMBER | | Numerical identifier for the List object used by the Program |
| EVENT_CAPTURED_DT | TIMESTAMP(6) | NO | Date and time the system was informed about the event |
| EVENT_STORED_DT | TIMESTAMP(6) | | Date the event transaction was stored into the Event DB |
| PROGRAM_ID | NUMBER | NO | Numerical identifier for the given Program |
| PROGRAM_NAME | VARCHAR2(255) | NO | The Program's name as set by you |
| PROGRAM_DESCRIPTION | VARCHAR2(4000) | | The Program's description as set by you |

## Dynamic Content

| Field Name | Type and Max Length | Null? | Description/Comments |
|---|---|---|---|
| ACCOUNT_ID | NUMBER | NO | Account number (for example. 1234) |
| CAMPAIGN_ID | NUMBER | YES | Numerical identifier of the specific campaign |
| CONTENT | VARCHAR2(4000) | NO | The HTML code / text of the content region |
| CONTENT_INDEX | NUMBER | YES | Ignored |
| CONTENT_TYPE | VARCHAR(255) | NO | The type of content for the selected rule:<br><br>**text**=A block of text explicitly added in the dynamic content |

| Field Name | Type and Max Length | Null? | Description/Comments |
|---|---|---|---|
| | | | rule |
| | | | **doc**=The path and name of a document in the content repository |
| | | | **no** =No content |
| EMAIL_FORMAT | CHAR(1) | NO | Recipient's preferred email content: <br> **H** = HTML <br> **T** = Text <br> **N** = No Preferred <br> **M** = Multi-part |
| EVENT_CAPTURED_DT | TIMESTAMP(6) | NO | Date and time the system was informed about the event |
| EVENT_STORED_DT | TIMESTAMP(6) | NO | Date the event transaction was stored into the Event DB |
| EVENT_UUID | VARCHAR(36) | NO | Internal ID of the event |
| LAUNCH_ID | NUMBER | NO | Numeric identifier of the launch instance |
| LIST_ID | NUMBER | YES | Numeric identifier of the List object used by the Campaign |
| REGION_NAME | VARCHAR(255) | NO | Name of the dynamic content region |
| RULE_NAME | VARCHAR(255) | NO | Name of the dynamic content rule |
| SIGNATURE | VARCHAR(500) | NO | Defines the combination of dynamic content that was included in a message. Contains the region, message format (HTML, TEXT), and the name of the rule that fired |
| SIGNATURE_ID | NUMBER | NO | Numeric hash of the signature |

# File Layouts for SMS

These are the layouts of the SMS export files.

NOTE: All timestamps are presented in UTC with this format: *DD-Mon-YYYY HH24:MI:SS*

## Clicked

| Field Name | Type and Max Length | Null? | Description/Comments |
|---|---|---|---|
| EVENT_UUID | VARCHAR(36) | NO | Internal ID of the event |
| EVENT_TYPE_ID | NUMBER | NO | Numerical value that denotes the event type for the given event transaction<br><br>See Contact Event Type IDs for more information. |
| ACCOUNT_ID | NUMBER | NO | Account number |
| LIST_ID | NUMBER | | Numerical identifier for the List object used by the Campaign |
| RIID | NUMBER | NO | Unique ID assigned for this specific List record. |
| CUSTOMER_ID | VARCHAR2(255) | | A unique identifier of the recipient/record that matches a customer ID or unique identifier in your system of record |
| EVENT_CAPTURED_DT | TIMESTAMP(6) | NO | Date and time the system was informed about the event. |
| EVENT_STORED_DT | TIMESTAMP(6) | NO | Date the event transaction was stored into the Event DB. |
| CAMPAIGN_ID | NUMBER | NO | Numerical identifier of the specific campaign |
| LAUNCH_ID | NUMBER | NO | Numerical identifier of the launch instance |
| PROGRAM_ID | INTEGER | | Numerical identifier of the Program. -1 if unknown |
| AGGREGATOR_ID | NUMBER | NO | Numerical identifier of the aggregator. 2 for Velti |
| COUNTRY_CODE | VARCHAR2(2) | | Mobile country code |
| MOBILE_CODE | VARCHAR2(50) | NO | Short or long mobile code |
| MOBILE_NUMBER | VARCHAR2(255) | NO | Mobile phone number |
| OFFER_NUMBER | NUMBER | NO | Numerical identifier used for click tracking |
| REMOTE_ADDR | VARCHAR2(15) | | Remote IP address of the event |

| Field Name | Type and Max Length | Null ? | Description/Comments |
|---|---|---|---|
| USER_AGENT_STRING | VARCHAR2(255) | YES | Available only if enabled for your account. The User Agent String, which identifies the user's device and browser version. |
| OPERATING_SYSTEM | VARCHAR2(3) | YES | The user's operating system. |
| BROWSER | VARCHAR2(2) | YES | The user's browser. |
| BROWSER_TYPE | VARCHAR2(2) | YES | The user's browser type. |

## Received

| Field Name | Type and Max Length | Null ? | Description/Comments |
|---|---|---|---|
| EVENT_UUID | VARCHAR(36) | NO | Internal ID of the event |
| EVENT_TYPE_ID | NUMBER | NO | Numerical value that denotes the event type for the given event transaction |
| ACCOUNT_ID | NUMBER | NO | Account number |
| LIST_ID | NUMBER | | Numerical identifier for the list object used by the campaign |
| RIID | NUMBER | NO | Unique ID assigned for this specific List record. -1 if unknown |
| CUSTOMER_ID | VARCHAR2(255) | | A unique identifier of the recipient/record that matches a customer ID or unique identifier in your system of record |
| EVENT_CAPTURED_DT | TIMESTAMP(6) | NO | Date and time the system was informed about the event |
| EVENT_STORED_DT | TIMESTAMP(6) | NO | Date the event transaction was stored into the Event DB |
| CAMPAIGN_ID | NUMBER | NO | Numerical identifier of the specific campaign |
| LAUNCH_ID | NUMBER | NO | Numerical identifier of the launch instance |
| PROGRAM_ID | NUMBER | NO | Numerical identifier of the Program. -1 if unknown |
| AGGREGATOR_ID | NUMBER | NO | Numerical identifier of the aggregator. 2 for Velti |
| COUNTRY_CODE | VARCHAR2(2) | | Mobile country code |
| MOBILE_CODE | VARCHAR(50) | NO | Short or long mobile code |

| Field Name | Type and Max Length | Null? | Description/Comments |
|---|---|---|---|
| MOBILE_NUMBER | VARCHAR2(255) | NO | Mobile phone number |
| MOBILE_KEYWORD | VARCHAR(50) | NO | Mobile keyword, converted to upper or lowercase. 'unknown' if not in the system |
| MOBILE_CARRIER | VARCHAR2(250) | NO | Name of the mobile carrier |
| AGGREGATOR_MESSAGE_ID | | | Numerical identifier from the aggregator |
| MSG_BODY | VARCHAR | YES | The content of received the message |

## Sent

| Field Name | Type and Max Length | Null? | Description/Comments |
|---|---|---|---|
| EVENT_UUID | VARCHAR(36) | NO | Internal ID of the event |
| EVENT_TYPE_ID | NUMBER | NO | Numerical value that denotes the event type for the given event transaction<br>See Contact Event Type IDs for more information. |
| ACCOUNT_ID | NUMBER | NO | Account number |
| LIST_ID | NUMBER | | Numerical identifier of the List object used by the campaign |
| RIID | NUMBER | NO | Unique ID assigned for this specific List record |
| CUSTOMER_ID | VARCHAR2(255) | | A unique identifier of the recipient/record that matches a customer ID or unique identifier in your system of record |
| EVENT_CAPTURED_DT | TIMESTAMP(6) | NO | Date and time the system was informed about the event |
| EVENT_STORED_DT | TIMESTAMP(6) | NO | Date the event transaction was stored into the Event DB |
| CAMPAIGN_ID | NUMBER | NO | Numerical identifier of the specific campaign |
| LAUNCH_ID | NUMBER | NO | Numerical identifier of the launch instance |
| PROGRAM_ID | NUMBER | | Numerical identifier of the Program. -1 if unknown |
| AGGREGATOR_ID | NUMBER | NO | Numerical identifier of the aggregator. 2 for Velti |
| COUNTRY_CODE | VARCHAR2(2) | | Mobile country code |

| Field Name | Type and Max Length | Null ? | Description/Comments |
|---|---|---|---|
| MOBILE_CODE | VARCHAR2(50) | NO | Short or long mobile code |
| MOBILE_NUMBER | VARCHAR2(255) | NO | Mobile phone number |
| MOBILE_CHANNEL | VARCHAR2(50) | NO | The channel for the event, either SMS or PUSH |
| MOBILE_KEYWORD | VARCHAR2(50) | | Mobile keyword, converted to upper or lowercase. 'unknown' if not in the system |
| OFFER_SIGNATURE_ID | NUMBER | | Offers that were sent |
| MSG_SPLIT_COUNT | NUMBER | NO | Number of split messages |

## Converted

| Field Name | Type and Max Length | Null ? | Description/Comments |
|---|---|---|---|
| EVENT_UUID | VARCHAR(36) | NO | Internal ID of the event |
| EVENT_TYPE_ID | NUMBER | NO | Numerical value that denotes the event type for the given event transaction. See Contact Event Type IDs for more information. |
| ACCOUNT_ID | NUMBER | NO | Account number |
| LIST_ID | NUMBER | | Numerical identifier for the List object used by the campaign |
| RIID | NUMBER | NO | Unique ID assigned for this specific List record |
| CUSTOMER_ID | VARCHAR2(255) | | A unique identifier of the recipient/record that matches a customer ID or unique identifier in your system of record |
| EVENT_CAPTURED_DT | TIMESTAMP(6) | NO | Date and time the system was informed about the event |
| EVENT_STORED_DT | TIMESTAMP(6) | NO | Date the event transaction was stored into the Event DB |
| CAMPAIGN_ID | NUMBER | NO | Numerical identifier of the specific campaign |
| LAUNCH_ID | NUMBER | NO | Numerical identifier of the launch instance |
| PROGRAM_ID | NUMBER | | Numerical identifier of the Program. -1 if unknown |
| AGGREGATOR_ID | NUMBER | NO | Numerical identifier of the aggregator. 2 for Velti |

| Field Name | Type and Max Length | Null ? | Description/Comments |
|---|---|---|---|
| COUNTRY_CODE | VARCHAR2(2) | | Mobile country code |
| MOBILE_CODE | VARCHAR(50) | NO | Short or long mobile code |
| MOBILE_NUMBER | VARCHAR2(255) | NO | Mobile phone number |
| OFFER_NUMBER | NUMBER | NO | Numerical identifier used for click tracking |
| ORDER_ID | VARCHAR2(50) | | The order ID value of the specific order as passed by you when registering the Conversion. The value from the OrderID name-value pair when calling the Conversion Tracking image pixel |
| ORDER_TOTAL | NUMBER(15,2) | | The total amount of the order as passed by you when registered in the Conversion. The value from the OrderTotal name-value pair when calling the Conversion Tracking image pixel |
| ORDER_QUANTITY | NUMBER | | The total number of items in the order as passed by you when registering the Conversion / Purchase The value from the NumItem name-value pair when calling the Conversion Tracking image pixel |
| USER_AGENT_STRING | VARCHAR2(255) | YES | Available only if enabled for your account. The User Agent String, which identifies the user's device and browser version. |
| OPERATING_SYSTEM | VARCHAR2(3) | YES | The user's operating system. |
| BROWSER | VARCHAR2(2) | YES | The user's browser. |
| BROWSER_TYPE | VARCHAR2(2) | YES | The user's browser type. |

## Skipped

| Field Name | Type and Max Length | Null ? | Description/Comments |
|---|---|---|---|
| EVENT_UUID | VARCHAR2(36) | NO | Internal ID of the event |
| EVENT_TYPE_ID | NUMBER | NO | Numerical value that denotes the event type for the given event transaction |

| Field Name | Type and Max Length | Null? | Description/Comments |
|---|---|---|---|
| | | | See Contact Event Type IDs for more information. |
| ACCOUNT_ID | NUMBER | NO | Account number (for example. 1234) |
| LIST_ID | NUMBER | | Numerical identifier for the List object used by the Campaign |
| RIID | NUMBER | NO | Unique ID assigned for this specific List record |
| CUSTOMER_ID | VARCHAR2(255) | | A unique identifier of the recipient/record that matches a customer ID or unique identifier in your system of record |
| EVENT_CAPTURED_DT | TIMESTAMP(6) | NO | Date and time the system was informed about the event. |
| EVENT_STORED_DT | TIMESTAMP(6) | NO | Date the event transaction was stored into the Event DB. |
| CAMPAIGN_ID | NUMBER | NO | Numerical identifier of the specific campaign |
| LAUNCH_ID | NUMBER | NO | Numerical identifier of the launch instance |
| PROGRAM_ID | NUMBER | | Numerical identifier of the Program. -1 if unknown |
| AGGREGATOR_ID | NUMBER | | Numerical identifier of the aggregator. 2 for Velti |
| COUNTRY_CODE | VARCHAR2(2) | | Mobile country code |
| MOBILE_CODE | VARCHAR2(50) | NO | Short or long mobile code |
| MOBILE_NUMBER | VARCHAR2(255) | NO | Mobile phone number |
| MOBILE_CHANNEL | VARCHAR2(50) | NO | The channel for the event, either SMS or PUSH |
| MOBILE_KEYWORD | VARCHAR2(50) | | Mobile keyword, converted to upper or lowercase. 'unknown' if not in the system |
| OFFER_SIGNATURE_ID | NUMBER | | Offers that were sent |
| REASON | VARCHAR2(255) | | Reason for skipping the message |

## Failed

| Field Name | Type and Max Length | Null? | Description/Comments |
|---|---|---|---|
| EVENT_UUID | VARCHAR(36) | NO | Internal ID of the event |

| Field Name | Type and Max Length | Null? | Description/Comments |
|---|---|---|---|
| EVENT_TYPE_ID | NUMBER | NO | Numerical value that denotes the event type for the given event transaction<br><br>See **Contact Event Type IDs** for more information. |
| ACCOUNT_ID | NUMBER | NO | Account number (for example. 1234) |
| LIST_ID | NUMBER | | Numerical identifier for the List object used by the Campaign |
| RIID | NUMBER | NO | Unique ID assigned for this specific List record |
| CUSTOMER_ID | VARCHAR2(255) | | A unique identifier of the recipient/record that matches a customer ID or unique identifier in your system of record |
| EVENT_CAPTURED_DT | TIMESTAMP(6) | NO | Date and time the system was informed about the event. |
| EVENT_STORED_DT | TIMESTAMP(6) | NO | Date the event transaction was stored into the Event DB. |
| CAMPAIGN_ID | NUMBER | NO | Numerical identifier of the specific campaign |
| LAUNCH_ID | NUMBER | NO | Numerical identifier of the launch instance |
| PROGRAM_ID | NUMBER | | Numerical identifier of the Program. -1 if unknown |
| AGGREGATOR_ID | NUMBER | | Numerical identifier of the aggregator. 2 for Velti |
| COUNTRY_CODE | VARCHAR2(2) | | Mobile country code |
| MOBILE_CODE | VARCHAR2(50) | NO | Short or long mobile code |
| MOBILE_NUMBER | VARCHAR2(255) | NO | Mobile phone number |
| MOBILE_CHANNEL | VARCHAR2(50) | NO | The channel for the event, either SMS or PUSH |
| MOBILE_KEYWORD | VARCHAR2(50) | | Mobile keyword, converted to upper or lowercase. 'unknown' if not in the system |
| OFFER_SIGNATURE_ID | NUMBER | | Offers that were sent |
| REASON | VARCHAR2(255) | | Reason the message failed |

## Delivered

| Field Name | Type and Max Length | Null? | Description/Comments |
|---|---|---|---|
| EVENT_UUID | VARCHAR(36) | NO | Internal ID of the event |
| EVENT_TYPE_ID | NUMBER | NO | Numerical value that denotes the event type for the given event transaction |
| | | | See **Contact Event Type IDs** for more information. |
| ACCOUNT_ID | NUMBER | NO | Account number (for example. 1234) |
| LIST_ID | NUMBER | | Numerical identifier for the List object used by the Campaign |
| RIID | NUMBER | NO | Unique ID assigned for this specific List record |
| EVENT_CAPTURED_DT | TIMESTAMP(6) | NO | Date and time the system was informed about the event. |
| EVENT_STORED_DT | TIMESTAMP(6) | NO | Date the event transaction was stored into the Event DB. |
| CAMPAIGN_ID | NUMBER | NO | Numerical identifier of the specific campaign |
| LAUNCH_ID | NUMBER | NO | Numerical identifier of the launch instance |
| PROGRAM_ID | NUMBER | | Numerical identifier of the Program. -1 if unknown |
| AGGREGATOR_ID | NUMBER | | Numerical identifier of the aggregator. 2 for Velti |
| COUNTRY_CODE | VARCHAR2(2) | | Mobile country code |
| MOBILE_CODE | VARCHAR2(50) | NO | Short or long mobile code |
| MOBILE_NUMBER | VARCHAR2(255) | NO | Mobile phone number |
| MOBILE_CHANNEL | VARCHAR2(50) | NO | The channel for the event, either SMS or PUSH |
| MOBILE_CARRIER | VARCHAR2(250) | NO | Name of the mobile carrier |
| SMS_SENT_UUID | VARCHAR2(36) | NO | Internal ID of the event from the sms_sent event that is sent to the aggregator |
| DELIVERED_FLAG | CHAR(1) | NO | Indicates whether the SMS was delivered. 1 if delivered, 0 if undelivered |
| AGGREGATOR_MESSAGE_ID | VARCHAR2(36) | | Numerical identifier from the aggregator |

| Field Name | Type and Max Length | Null? | Description/Comments |
|---|---|---|---|
| AGGREGATOR_ MESSAGE_SUBID | NUMBER | | The sub-ID of the message assigned by the aggregator |
| AGGREGATOR_ STATUS_CODE | NUMBER | | Aggregator-specific error code |
| AGGREGATOR_ STATUS_DESC | VARCHAR2(50) | | Aggregator-specific description of the error code |

## Opted In

| Field Name | Type and Max Length | Null? | Description/Comments |
|---|---|---|---|
| EVENT_UUID | VARCHAR(36) | NO | Internal ID of the event |
| EVENT_TYPE_ID | NUMBER | NO | Numerical value that denotes the event type for the given event transaction. See Contact Event Type IDs for more information. |
| ACCOUNT_ID | NUMBER | NO | Account number (for example, 1234) |
| RIID | NUMBER | NO | Unique ID assigned for this specific List record |
| EVENT_CAPTURED_DT | TIMESTAMP(6) | NO | Date and time the system was informed about the event |
| EVENT_STORED_DT | TIMESTAMP(6) | NO | Date the event transaction was stored into the Event DB |
| AGGREGATOR_ID | NUMBER | | Numerical identifier of the aggregator. 2 for Velti |
| LIST_ID | NUMBER | | Numerical identifier for the List object used by the Campaign |
| LAUNCH_ID | NUMBER | NO | Numerical identifier of the launch instance |
| CAMPAIGN_ID | NUMBER | NO | Numerical identifier of the specific campaign |
| PROGRAM_ID | NUMBER | | Numerical identifier of the Program. -1 if unknown |
| MOBILE_CODE | VARCHAR2(50) | NO | Short or long mobile code |
| MOBILE_NUMBER | VARCHAR2(255) | NO | Mobile phone number |
| MOBILE_KEYWORD | VARCHAR(50) | | Mobile keyword, converted to upper or |

| Field Name | Type and Max Length | Null? | Description/Comments |
|---|---|---|---|
| | | | lowercase. 'unknown' if not in the system |
| MOBILE_COUNTRY | VARCHAR2(2) | | The 2 character ISO2 country code |
| MOBILE_CARRIER | VARCHAR2(250) | NO | Name of the mobile carrier |
| SOURCE | CHAR(100) | | Application / module that initiates the event<br><br>Exported value is "Source Value" found in the **Source Identification Values** table. |
| REASON | VARCHAR2(500) | | Method used to add the recipient to the List (does not include bulk loads).<br>• DV:MERGE (Data Viewer edit / merge)<br>• FR:MERGE (Update / insert via a Form as a result of a form submission)<br>• PR:MERGE<br>• WS:MERGE |
| CUSTOMER_ID | VARCHAR2(255) | | A unique identifier of the recipient/record that matches a customer ID or unique identifier in your system of record |

## Opted Out

| Field Name | Type and Max Length | Null? | Description/Comments |
|---|---|---|---|
| EVENT_UUID | VARCHAR(36) | NO | Internal ID of the event |
| EVENT_TYPE_ID | NUMBER | NO | Numerical value that denotes the event type for the given event transaction<br><br>See **Contact Event Type IDs** for more information. |
| ACCOUNT_ID | NUMBER | NO | Account number (for example, 1234) |
| RIID | NUMBER | NO | Unique ID assigned for this specific List record |
| EVENT_CAPTURED_DT | TIMESTAMP(6) | NO | Date and time the system was informed about the event |
| EVENT_STORED_DT | TIMESTAMP(6) | NO | Date the event transaction was stored into the Event DB |
| AGGREGATOR_ID | NUMBER | | Numerical identifier of the aggregator. 2 for |

| Field Name | Type and Max Length | Null? | Description/Comments |
|---|---|---|---|
| | | | Velti |
| LIST_ID | NUMBER | | Numerical identifier for the List object used by the Campaign |
| LAUNCH_ID | NUMBER | YES | Numerical identifier of the launch instance |
| CAMPAIGN_ID | NUMBER | NO | Numerical identifier of the specific campaign |
| PROGRAM_ID | NUMBER | | Numerical identifier of the Program. -1 if unknown |
| MOBILE_CODE | VARCHAR2(50) | NO | Short or long mobile code |
| MOBILE_NUMBER | VARCHAR2(255) | NO | Mobile phone number |
| MOBILE_KEYWORD | VARCHAR(50) | | Mobile keyword, converted to upper or lowercase. 'unknown'  if not in the system |
| MOBILE_COUNTRY | VARCHAR2(2) | | The 2 character ISO2 country code |
| MOBILE_CARRIER | VARCHAR2(250) | NO | Name of  the mobile carrier |
| SOURCE | CHAR(100) | | Application / module that initiates the event<br><br>Exported value is "Source Value" found in the **Source Identification Values** table. |
| REASON | VARCHAR2(500) | | Method used to add the recipient to the List (does not include bulk loads).<br>• DV:MERGE (Data Viewer edit / merge)<br>• FR:MERGE (Update / insert via a Form as a result of a form submission)<br>• PR:MERGE<br>• WS:MERGE |
| CUSTOMER_ID | VARCHAR2(255) | | A unique identifier of the recipient/record that matches a customer ID or unique identifier in your system of record |

# File Layouts for MMS

These are the layouts of the MMS export files.

NOTE: All timestamps are presented in UTC with this format: *DD-Mon-YYYY HH24:MI:SS*

## Sent

| Field Name | Type and Max Length | Null? | Description/Comments |
|---|---|---|---|
| EVENT_UUID | VARCHAR(36) | NO | Internal ID of the event |
| EVENT_TYPE_ID | NUMBER | NO | Numerical value that denotes the event type for the given event transaction<br><br>See **Contact Event Type IDs** for more information. |
| ACCOUNT_ID | NUMBER | NO | Account number |
| LIST_ID | NUMBER | | Numerical identifier of the List object used by the campaign |
| RIID | NUMBER | NO | Unique ID assigned for this specific List record |
| CUSTOMER_ID | VARCHAR2(255) | | A unique identifier of the recipient/record that matches a customer ID or unique identifier in your system of record |
| EVENT_CAPTURED_DT | TIMESTAMP(6) | NO | Date and time the system was informed about the event |
| EVENT_STORED_DT | TIMESTAMP(6) | NO | Date the event transaction was stored into the Event DB |
| CAMPAIGN_ID | NUMBER | NO | Numerical identifier of the specific campaign |
| LAUNCH_ID | NUMBER | NO | Numerical identifier of the launch instance |
| PROGRAM_ID | NUMBER | | Numerical identifier of the Program. -1 if unknown |
| AGGREGATOR_ID | NUMBER | NO | Numerical identifier of the aggregator. 2 for Velti |
| COUNTRY_CODE | VARCHAR2(2) | | Mobile country code |
| MOBILE_CODE | VARCHAR2(50) | NO | Short or long mobile code |
| MOBILE_NUMBER | VARCHAR2(255) | NO | Mobile phone number |
| MOBILE_CHANNEL | VARCHAR2(50) | NO | The channel for the event |
| OFFER_SIGNATURE_ID | NUMBER | | Offers that were sent |

## Skipped

| Field Name | Type and Max Length | Null? | Description/Comments |
|---|---|---|---|
| EVENT_UUID | VARCHAR2(36) | NO | Internal ID of the event |

| Field Name | Type and Max Length | Null ? | Description/Comments |
|---|---|---|---|
| EVENT_TYPE_ID | NUMBER | NO | Numerical value that denotes the event type for the given event transaction |
| | | | See **Contact Event Type IDs** for more information. |
| ACCOUNT_ID | NUMBER | NO | Account number (for example. 1234) |
| LIST_ID | NUMBER | | Numerical identifier for the List object used by the Campaign |
| RIID | NUMBER | NO | Unique ID assigned for this specific List record |
| CUSTOMER_ID | VARCHAR2(255) | | A unique identifier of the recipient/record that matches a customer ID or unique identifier in your system of record |
| EVENT_CAPTURED_DT | TIMESTAMP(6) | NO | Date and time the system was informed about the event. |
| EVENT_STORED_DT | TIMESTAMP(6) | NO | Date the event transaction was stored into the Event DB. |
| CAMPAIGN_ID | NUMBER | NO | Numerical identifier of the specific campaign |
| LAUNCH_ID | NUMBER | NO | Numerical identifier of the launch instance |
| PROGRAM_ID | NUMBER | | Numerical identifier of the Program. -1 if unknown |
| AGGREGATOR_ID | NUMBER | | Numerical identifier of the aggregator. 2 for Velti |
| COUNTRY_CODE | VARCHAR2(2) | | Mobile country code |
| MOBILE_CODE | VARCHAR2(50) | NO | Short or long mobile code |
| MOBILE_NUMBER | VARCHAR2(255) | NO | Mobile phone number |
| MOBILE_CHANNEL | VARCHAR2(50) | NO | The channel for the event |
| OFFER_SIGNATURE_ID | NUMBER | | Offers that were sent |
| REASON | VARCHAR2(255) | | Reason for skipping the message |

## Failed

| Field Name | Type and Max Length | Null ? | Description/Comments |
|---|---|---|---|
| EVENT_UUID | VARCHAR(36) | NO | Internal ID of the event |

| Field Name | Type and Max Length | Null ? | Description/Comments |
|---|---|---|---|
| EVENT_TYPE_ID | NUMBER | NO | Numerical value that denotes the event type for the given event transaction<br><br>See Contact Event Type IDs for more information. |
| ACCOUNT_ID | NUMBER | NO | Account number (for example. 1234) |
| LIST_ID | NUMBER | | Numerical identifier for the List object used by the Campaign |
| RIID | NUMBER | NO | Unique ID assigned for this specific List record |
| CUSTOMER_ID | VARCHAR2(255) | | A unique identifier of the recipient/record that matches a customer ID or unique identifier in your system of record |
| EVENT_CAPTURED_ DT | TIMESTAMP(6) | NO | Date and time the system was informed about the event. |
| EVENT_STORED_DT | TIMESTAMP(6) | NO | Date the event transaction was stored into the Event DB. |
| CAMPAIGN_ID | NUMBER | NO | Numerical identifier of the specific campaign |
| LAUNCH_ID | NUMBER | NO | Numerical identifier of the launch instance |
| PROGRAM_ID | NUMBER | | Numerical identifier of the Program. -1 if unknown |
| AGGREGATOR_ID | NUMBER | | Numerical identifier of the aggregator. 2 for Velti |
| COUNTRY_CODE | VARCHAR2(2) | | Mobile country code |
| MOBILE_CODE | VARCHAR2(50) | NO | Short or long mobile code |
| MOBILE_NUMBER | VARCHAR2(255) | NO | Mobile phone number |
| MOBILE_CHANNEL | VARCHAR2(50) | NO | The channel for the event |
| OFFER_SIGNATURE_ ID | NUMBER | | Offers that were sent |
| REASON | VARCHAR2(255) | | Reason the message failed |

# File Layouts for Push

These are the layouts of the Push and In-App export files.

NOTE: All timestamps are presented in UTC with this format: *DD-Mon-YYYY HH24:MI:SS*

## Sent
Supported for both Push and In-App campaigns.

| Field Name | Type and Max Length | Null? | Description/Comments |
|---|---|---|---|
| EVENT_UUID | VARCHAR(36) | NO | Internal ID of the event |
| EVENT_TYPE_ID | NUMBER | NO | Numerical value that denotes the event type for the given event transaction<br><br>See Contact Event Type IDs for more information. |
| ACCOUNT_ID | NUMBER | NO | Account number |
| LIST_ID | NUMBER | | Numerical identifier of the List object used by the campaign |
| RIID | NUMBER | NO | Unique ID assigned for this specific List record |
| CUSTOMER_ID | VARCHAR2(255) | | A unique identifier of the recipient/record that matches a customer ID or unique identifier in your system of record |
| EVENT_CAPTURED_DT | TIMESTAMP(6) | NO | Date and time the system was informed about the event |
| EVENT_STORED_DT | TIMESTAMP(6) | NO | Date the event transaction was stored into the Event DB |
| CAMPAIGN_ID | NUMBER | NO | Numerical identifier of the specific campaign |
| LAUNCH_ID | NUMBER | NO | Numerical identifier of the launch instance |
| PROGRAM_ID | NUMBER | | Numerical identifier of the Program. -1 if unknown |
| PUSH_ID | VARCHAR2(50) | NO | Unique identifier of the device and app installed on the device. |
| USER_ID | VARCHAR2(100) | NO | Unique identifier of the user. |
| APP_ID | VARCHAR2(100) | NO | Unique identifier of the app. |
| PLATFORM_TYPE | VARCHAR2(30) | NO | Type of the platform of the device. |

## Skipped
Supported for both Push and In-App campaigns.

| Field Name | Type and Max Length | Null? | Description/Comments |
|---|---|---|---|
| EVENT_UUID | VARCHAR2(36) | NO | Internal ID of the event |
| EVENT_TYPE_ID | NUMBER | NO | Numerical value that denotes the event type |

| Field Name | Type and Max Length | Null ? | Description/Comments |
|---|---|---|---|
| | | | for the given event transaction |
| | | | See Contact Event Type IDs for more information. |
| ACCOUNT_ID | NUMBER | NO | Account number (for example. 1234) |
| LIST_ID | NUMBER | | Numerical identifier for the List object used by the Campaign |
| RIID | NUMBER | NO | Unique ID assigned for this specific List record |
| CUSTOMER_ID | VARCHAR2(255) | | A unique identifier of the recipient/record that matches a customer ID or unique identifier in your system of record |
| EVENT_CAPTURED_ DT | TIMESTAMP(6) | NO | Date and time the system was informed about the event. |
| EVENT_STORED_DT | TIMESTAMP(6) | NO | Date the event transaction was stored into the Event DB. |
| CAMPAIGN_ID | NUMBER | NO | Numerical identifier of the specific campaign |
| LAUNCH_ID | NUMBER | NO | Numerical identifier of the launch instance |
| PROGRAM_ID | NUMBER | | Numerical identifier of the Program. -1 if unknown |
| PUSH_ID | VARCHAR2(50) | NO | Unique identifier of the device and app installed on the device. |
| USER_ID | VARCHAR2(100) | NO | Unique identifier of the user. |
| APP_ID | VARCHAR2(100) | NO | Unique identifier of the app. |
| REASON | VARCHAR2(255) | | Reason for skipping the message. |
| PLATFORM_TYPE | VARCHAR2(30) | NO | Type of the platform of the device. |

## Failed

Supported for both Push and In-App campaigns.

| Field Name | Type and Max Length | Null ? | Description/Comments |
|---|---|---|---|
| EVENT_UUID | VARCHAR(36) | NO | Internal ID of the event |
| EVENT_TYPE_ID | NUMBER | NO | Numerical value that denotes the event type for the given event transaction |
| | | | See Contact Event Type IDs for more information. |

| Field Name | Type and Max Length | Null? | Description/Comments |
|---|---|---|---|
| ACCOUNT_ID | NUMBER | NO | Account number (for example. 1234) |
| LIST_ID | NUMBER | | Numerical identifier for the List object used by the Campaign |
| RIID | NUMBER | NO | Unique ID assigned for this specific List record |
| CUSTOMER_ID | VARCHAR2(255) | | A unique identifier of the recipient/record that matches a customer ID or unique identifier in your system of record |
| EVENT_CAPTURED_DT | TIMESTAMP(6) | NO | Date and time the system was informed about the event. |
| EVENT_STORED_DT | TIMESTAMP(6) | NO | Date the event transaction was stored into the Event DB. |
| CAMPAIGN_ID | NUMBER | NO | Numerical identifier of the specific campaign |
| LAUNCH_ID | NUMBER | NO | Numerical identifier of the launch instance |
| PROGRAM_ID | NUMBER | | Numerical identifier of the Program. -1 if unknown |
| PUSH_ID | VARCHAR2(50) | NO | Unique identifier of the device and app installed on the device. |
| USER_ID | VARCHAR2(100) | NO | Unique identifier of the user. |
| APP_ID | VARCHAR2(100) | NO | Unique identifier of the app. |
| REASON | VARCHAR2(255) | | Reason the message failed. |
| PLATFORM_TYPE | VARCHAR2(30) | NO | Type of the platform of the device. |

## Opened

Supported only for Push campaigns, not for In-App campaigns.

| Field Name | Type and Max Length | Null? | Description/Comments |
|---|---|---|---|
| EVENT_UUID | VARCHAR(36) | NO | Internal ID of the event |
| EVENT_TYPE_ID | NUMBER | NO | Numerical value that denotes the event type for the given event transaction<br>See Contact Event Type IDs for more information. |
| ACCOUNT_ID | NUMBER | NO | Account number (for example. 1234) |
| LIST_ID | NUMBER | | Numerical identifier for the List object used by the Campaign |

| Field Name | Type and Max Length | Null? | Description/Comments |
|---|---|---|---|
| RIID | NUMBER | NO | Unique ID assigned for this specific List record |
| CUSTOMER_ID | VARCHAR2(255) | | A unique identifier of the recipient/record that matches a customer ID or unique identifier in your system of record |
| EVENT_CAPTURED_DT | TIMESTAMP(6) | NO | Date and time the system was informed about the event. |
| EVENT_STORED_DT | TIMESTAMP(6) | NO | Date the event transaction was stored into the Event DB. |
| CAMPAIGN_ID | NUMBER | NO | Numerical identifier of the specific campaign |
| LAUNCH_ID | NUMBER | NO | Numerical identifier of the launch instance |
| PROGRAM_ID | NUMBER | | Numerical identifier of the Program. -1 if unknown |
| PUSH_ID | VARCHAR2(50) | NO | Unique identifier of the device and app installed on the device. |
| PUSHIO_API_KEY | VARCHAR2(25) | NO | Alphanumeric case sensitive characters: the app GUID, an underscore, a character representing the platform type, and 3 characters representing the platform identifier. |
| PLATFORM_TYPE | VARCHAR2(30) | NO | Type of the platform of the device. |
| APP_ID | VARCHAR2(100) | NO | Unique identifier of the app. |

## Converted

Supported only for Push campaigns, not for In-App campaigns.

| Field Name | Type and Max Length | Null? | Description/Comments |
|---|---|---|---|
| EVENT_UUID | VARCHAR(36) | NO | Internal ID of the event |
| EVENT_TYPE_ID | NUMBER | NO | Numerical value that denotes the event type for the given event transaction<br><br>See [Contact Event Type IDs](#) for more information. |
| ACCOUNT_ID | NUMBER | NO | Account number (for example. 1234) |
| LIST_ID | NUMBER | | Numerical identifier for the List object used |

| Field Name | Type and Max Length | Null? | Description/Comments |
| --- | --- | --- | --- |
| | | | by the Campaign |
| RIID | NUMBER | NO | Unique ID assigned for this specific List record |
| CUSTOMER_ID | VARCHAR2(255) | | A unique identifier of the recipient/record that matches a customer ID or unique identifier in your system of record |
| EVENT_CAPTURED_DT | TIMESTAMP(6) | NO | Date and time the system was informed about the event |
| EVENT_STORED_DT | TIMESTAMP(6) | NO | Date the event transaction was stored into the Event DB |
| CAMPAIGN_ID | NUMBER | NO | Numerical identifier of the specific campaign |
| LAUNCH_ID | NUMBER | NO | Numerical identifier of the launch instance |
| PROGRAM_ID | NUMBER | | Numerical identifier of the Program. -1 if unknown |
| PUSH_ID | VARCHAR2(50) | NO | Unique identifier of the device and app installed on the device. |
| PUSHIO_API_KEY | VARCHAR2(25) | NO | Alphanumeric case sensitive characters: the app GUID, an underscore, a character representing the platform type, and 3 characters representing the platform identifier. |
| PLATFORM_TYPE | VARCHAR2(30) | NO | Type of the platform of the device. |
| APP_ID | VARCHAR2(100) | NO | Unique identifier of the app. |

# Accessing the Oracle Responsys File Server

The Oracle Responsys File Server supports Secure Copy (SCP) and Secure FTP (SFTP). Access to the file server via these protocols is performed using SSH2 key authentication and your assigned login.

In order to access the Oracle Responsys File Server, You must provide Oracle Responsys a public SSH2 key with the following attributes:

- SSH2 compliant
- RSA or DSA compatible
- At least 1024 bit strong
- We recommend the key pair is generated without a passphrase

After receiving your public SSH2 key, we associate the key with your Oracle Responsys File Server account.

You maintain possession of the private SSH2 key and ensure the private key is available to your machine(s) that will be remotely accessing the Oracle Responsys File Server to download the Contact Event Data output files. Oracle Responsys uses the public SSH2 key to authenticate you when you are trying to access the Oracle Responsys File Server account with a login we provide.  If an individual has SSH2 key information that does not match the public SSH2 key we have on record, the individual is not granted access to the SCP account.

Many SCP and SFTP programs are available for several operating systems. A popular Windows program is WinSCP; MacOS X has scp and sftp built-in; several Linux based operating systems are shipped with scp and/or sftp.

You can use one of these tools to create SSH2 key pairs:

- Unix/Linux: command line tools such as ssh-keygen
- Windows: PuttyGen

# Appendix A: Troubleshooting Data Corruption

Oracle Responsys tracks many user-initiated behavioral events (e.g. opens and clicks) via URLs sent back to Oracle Responsys. These URLs can become corrupted before Oracle Responsys receives them, and the corrupted data is saved as-is into Oracle Responsys event logs. The URL corruption might occur for a variety of reasons that Oracle Responsys did not cause nor is able to fix.

If your CED output files contain corrupted data values, these values might cause errors in your data processes that ingest the CED output. The most common corruption occurs when data values in the CUSTOMER_ID field include non-alpha-numeric characters (such as &, @, *). We recommend you always pre-process the CED output files, identify all invalid rows, then direct valid rows to a ".valid" file, and direct the invalid rows to an ".invalid" file. You can then use the ".valid" file as a source for further processing.

To identify and redirect invalid rows, you usually need to perform a global search of the incoming file using a regular expression, then print the output. For Unix/Linux operation systems, use the awk command-line utility to search plain-text data sets for lines matching a regular expression. This utility is located in */bin/awk*.

Although Oracle Responsys does not cause the data corruption and cannot fix it, we provide a solution for identifying the problem and redirecting valid and invalid rows.

The examples in this Appendix provides the following solutions.

Example 1: Identify invalid rows in the target file and do not redirect either valid or invalid rows.

Example 2: Redirect valid rows from source file to the ".valid" file and do nothing with invalid rows.

Example 3: Redirect invalid rows to the ".invalid" file and valid rows to ".valid" file. Use this example if the CUSTOMER_ID column contains alphanumeric characters.

Example 4: Redirect invalid rows to ".invalid" file and valid rows to ".valid" file. Use this example if the CUSTOMER_ID column contains only numeric characters.

All examples assume that:

- CUSTOMER_ID is the fifth column in the CED file

- The file uses the comma (,) as a delimiter
  NOTE: If your file uses a different separator, replace the comma (in the FC variable) with the character your file uses. For example, if your file uses the semicolon (;) specify *FS="\";\""*.

# Example 1

This example checks whether any row contains non-alphanumeric characters and prints the invalid rows.

**Example:** – vi filter.awk

```
BEGIN {
# Define the field separator
#
# awk reads and parses each line from the input file using the built-in input field
separator variable FC
#
# The CED file uses the comma (,) as the separator
# if your file uses a different separator, replace the comma with the separator you
use
# Since quotes(") have special meaning to the shell, we escape them with \
FS="\",\""


}
{
# Validate whether column 5 in the incoming row contains non alpha-numeric data
 if ( $5 !~ /^[0-9a-zA-Z]*$/ ) {

#Print the invalid rows
 print $5 ;
 }
}
```

**Usage:** – awk –f filter.awk ced_click_file.csv
**Output:** Rows that contain non-alphanumeric data in the seventh column.

# Example 2

This example directs valid rows that contain only alphanumeric characters to the ".valid" file, and does nothing with invalid rows.

**Example:** – In filter.awk

```
BEGIN {
 FS="\",\""
}

# Clean up the existing .valid file
#
# If this is the first row in the source file (FNR == 1), remove the ".valid" file
{
if (FNR == 1) { system("rm -f "FILENAME".valid") && system("touch "FILENAME".valid")
             print $0 >> FILENAME".valid"}
```

```
  else
# Validate whether incoming rows contain only alpha-numeric data
if ( $5 ~ /^[0-9a-zA-Z]*$/ ) {

# Redirect valid rows to the .valid file
 print $0 >> FILENAME".valid" ;
 }
}
```

**Usage –** awk –f filter.awk ced_click_file.csv

**Output:** The source file is preserved and valid rows are directed to the ".valid" file.

## Example 3

This example directs invalid rows that contain non-alphanumeric characters to the ".invalid" file and directs valid rows to the ".valid" file.

**Example:** – In filter.awk

```
BEGIN {
 FS="\",\""
}

# Clean up the existing ".valid file" and ".invalid" files
#
# If this is the first row in the source file (FNR == 1)
# remove the ".valid" and ".invalid" files
{
if (FNR == 1) { system("rm -f "FILENAME".invalid") && system("touch
"FILENAME".invalid") }
if (FNR == 1) { system("rm -f "FILENAME".valid") && system("touch "FILENAME".valid")
   print $0 >> FILENAME".valid"
 }

# Validate whether incoming rows contain only alpha-numeric data
if (FNR > 1) { if ( $5 ~ /^[0-9a-zA-Z]*$/ ) {

# Redirect valid rows to the .valid file
print $0 >> FILENAME".valid" ;
           } else
           {
# Redirect invalid rows to the .invalid file
             print $0 >> FILENAME".invalid" ;
           }
         }
```

```
}
```

**Usage: –** awk –f filter.awk ced_click_file.csv

**Output:** The source file is preserved, valid rows are directed to a ".valid" file, and invalid rows are directed to the ".invalid" file.

## Example 4
This example directs valid rows that contain only numeric characters to the ".valid" file and directs invalid rows to the ".invalid" file.

**Example:** – In filter.awk

```
BEGIN {
 FS="\",\""

}
{
if (FNR == 1) { system("rm -f "FILENAME".invalid") && system("touch
"FILENAME".invalid") }
if (FNR == 1) { system("rm -f "FILENAME".valid") && system("touch
"FILENAME".valid")
   print $0 >> FILENAME".valid"
  }

# Validate whether incoming rows contain only numeric data
 if (FNR > 1) { if ( $5 ~ /^[0-9]*$/ ) {
              print $0 >> FILENAME".valid" ;
          } else
          {
              print $0 >> FILENAME".invalid" ;
          }
        }
}
```

**Usage** – awk –f filter.awk ced_click_file.csv

**Output:** The source file is preserved, valid rows are directed to a ".valid" file, and invalid rows are directed to the ".invalid" file.