

-- Table population --

-- Populating "Employees"

```
INSERT INTO "Employees" ("Employee_ID", "Employee_Name", "Job_Role",  
"Contact_Info", "Department_ID", "Employee_Since")  
VALUES  
( 'E001', 'Alice Johnson', 'Marketing Manager', 'alice@company.com', 'D001',  
'2015-06-15'),  
( 'E002', 'Bob Williams', 'Social Media Specialist', 'bob@company.com', 'D002',  
'2018-03-10');
```

-- Populating "Clients"

```
INSERT INTO "Clients" ("Client_ID", "Client_Name", "Contact_Details",  
"Industry", "Contract_Start_Date", "Contract_End_Date")  
VALUES  
( 'CL001', 'Fluidra Corp', 'info@fluidra.com', 'Retail', '2024-12-01', '2025-11-30'),  
( 'CL002', 'SLS Ltd', 'contact@slsltd.com', 'Tech', '2024-11-01', '2025-10-31');
```

-- Populating "Platforms"

```
INSERT INTO "Platforms" ("Platform_ID", "Platform_Name", "URL",  
"Contact_Person", "Contact_Phone", "Contact_Email")  
VALUES  
( 'P001', 'Facebook', 'http://facebook.com', 'Jack Raifer', '103-230-7890',  
'jack@facebook.com'),  
( 'P002', 'Instagram', 'http://instagram.com', 'Alex Schnaider', '320-456-3210',  
'alex@instagram.com');
```

-- Populating "Contents"

```
INSERT INTO "Contents" ("Content_ID", "Title", "Description", "Media_Type",  
"Creation_Date")  
VALUES  
( 'CON001', 'Samsung Sale Content', 'Promotional content for cellphone sale',  
'Video', '2024-12-15'),  
( 'CON002', 'Nidentdo Promo Content', 'Ad material for gaming campaign',  
'Image', '2025-02-20');
```

-- Populating "Influencers"

```
INSERT INTO "Influencers" ("Influencer_ID", "Influencer_Name",  
"Social_Handle", "Follower_Count", "Contact_Details")  
VALUES  
( 'I001', 'Justin Lötter', '@Jlotter', 371, '123-456-7890'),  
( 'I002', 'Joey Meiring', '@jmeiring', 21, '987-654-3210');
```

-- Populating "Payments"

```
INSERT INTO "Payments" ("Payment_ID", "Date", "Amount", "Payment_Type",  
"Payment_Details")
```

```

VALUES
('P001', '2025-01-09', 1011.00, 'Credit Card', 'Card Ending 0317'),
('P002', '2025-01-10', 2022.00, 'Bank Transfer', 'Account 5678');

-- Populating "Advertisements" (no dependencies)
INSERT INTO "Advertisements" ("Ad_ID", "Advertisement_Name", "Type",
"Duration", "Budget")
VALUES
('A001', 'Samsung Sale Ad', 'Video', '30s', 15000.00),
('A002', 'Nidentdo Promo Ad', 'Image', '15s', 13000.00);

-- Populating "Metrics" (no dependencies)
INSERT INTO "Metrics" ("Metric_ID", "Impressions", "Clicks", "Engagement",
"Conversion_Rate")
VALUES
('M001', 100000, 5000, 4.5, 2.0),
('M002', 150000, 7500, 5.0, 3.5);

-- Populating "Campaigns"
INSERT INTO "Campaigns" (
    "Campaign_ID", "Campaign_Name", "Start_Date", "End_Date", "Budget",
    "Campaign_Platf_ID", "Content_ID", "Client_ID", "Campaign_Influ_ID",
    "Payment_ID", "Metric_ID", "Ad_ID", "Campaign_Emp_ID")
VALUES
('C001', 'Samsung Sale', '2025-01-01', '2025-02-01', 10000.00,
'CP001', 'CON001', 'CL001', 'CI001', 'P001', 'M001', 'A001', 'CE001'),
('C002', 'Nidentdo Promo', '2025-03-01', '2025-04-01', 15000.00,
'CP002', 'CON002', 'CL002', 'CI002', 'P002', 'M002', 'A002', 'CE002');

-- Populating "Campaign_Platforms"
INSERT INTO "Campaign_Platforms" ("Campaign_Platf_ID", "Campaign_ID",
"Platform_ID")
VALUES
('CP001', 'C001', 'P001'),
('CP002', 'C002', 'P002');

-- Populating "Campaign_Employees"
INSERT INTO "Campaign_Employees" ("Campaign_Emp_ID", "Campaign_ID",
"Employee_ID")
VALUES
('CE001', 'C001', 'E001'),
('CE002', 'C002', 'E002');

-- Populating "Campaign_Influencers"
INSERT INTO "Campaign_Influencers" ("Campaign_Influ_ID", "Campaign_ID",
"Influencer_ID")
VALUES

```

```
('CI001', 'C001', 'I001'),  
('CI002', 'C002', 'I002');
```