campaign_status

status	enum

campaigns

id	int
name	varchar
goal	varchar
total_budget	varchar
status	campaign_status

campaign_type

type	enum

platforms

id	int
campaign_id	int
type	campaign_type
status	campaign_status
total_budget	int
remaining_budget	int
start_date	datetime
end_date	datetime
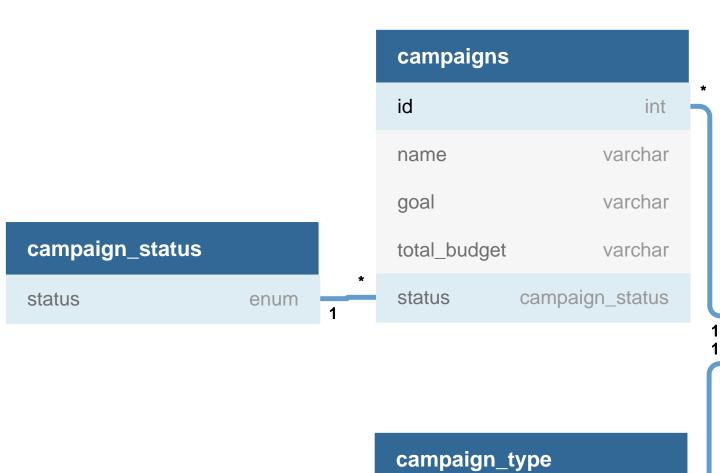
target_audiance

id	int
platform_id	int
languages	languages
genders	genders
age_range_start	int
age_range_stop	int
locations	locations
interests	interests

languages

iso_code	varchar
language	varchar

genders

gender	enum

locations

iso_country_code	varchar
location	varchar

interests

name	varchar

insights

id	int
platform_id	int
impressions	int
clicks	int
nanos_score	int
cost_per_click	int
click_through_rate	int
advanced_kpi_1	int
advanced_kpi_2	int

creatives

id	int
platform_id	int
header_1	varchar
header_2	varchar
description	varchar
url	varchar
image_path	varchar

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