

**Virgin Trains West Coast**

**Staging Design specification**

Adobe CRM data feed

&

Email Opt-out output file

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# Document Management

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| --- | --- | --- | --- |
| **Version Control** | | | |
| **Version** | **Date** | **Author(s)** | **Sections Changed** |
| 0.1 | 18/07/2018 | Juanjo Diaz | Initial draft document |
| 0.2 | 08/08/2018 | Juanjo Diaz | Modify process to load files to PreProcessing tables instead of loading them directly to the Migration schema |

| **Distribution List** | | |
| --- | --- | --- |
| **Organisation** | **Name** | **Role** |
| Merkle | Mark Jones | Client Lead / Project Manager |
| Merkle | Jez Cox | IBM Software SME |
| Merkle | Gary Newsome | Technical Consultant |
| Merkle | John Whittome | Business Analyst |
| Merkle | Peter Malherbe | AWS SME |
| Merkle | Mat Lynd | Development |
| Merkle | Juanjo Diaz | Technical consultant |
| Merkle | Steve Forster | Technical Solution Lead |
| Merkle | Avtar Aswell | Tester |

# Document Purpose

The purpose of this document is to describe the Adobe Campaign data feed load process between The Train Line SFTP and Migration tables.

This document is intended for technical audience who is going to develop/maintain or test this process.

## 2.1 In Document Scope

The following items are in scope for this document:

* File definition
* Table definition
* Column mappings
* Data flow diagram

## 2.2 Out of Document Scope

The following items are out of scope for this document and will be covered to separate design documents:

* Adobe Campaign data post processing

# High Level Overview

## 3.1. Process Context Diagram

Adobe Campaign will produce 4 files on daily basis, those files will be uploaded to The Train Line SFTP. Once the files are downloaded, at a given time, SSIS will trigger a [AWS Lambda function](https://teams.microsoft.com/_#/docx/viewer/teams/https%3A~2F~2Fmerkleinc.sharepoint.com~2Fsites~2FVirginTrainsWestCoast-CRMProject~2FShared%20Documents~2FGeneral~2FDevelopment%20Documentation~2FDesign%20Documentation~2FSFTP%20to%20S3~2FMerkle%20VTWC%20-%20SFTP%20to%20S3%20-%20v1.0.docx?threadId=19%3A6cadd4af6fa047eb8428e26a33c4e387%40thread.skype&baseUrl=https%3A~2F~2Fmerkleinc.sharepoint.com~2Fsites~2FVirginTrainsWestCoast-CRMProject&fileId=FC3E95AA-3662-478B-A531-444C6B4C73D4&ctx=files&viewerAction=view) that will download previously mentioned Adobe Campaign Files from The Train Line SFPT to a specified S3 bucket. After AWS Lambda successfully finish with that process, next step for SSIS is to load the content of those files into the PreProcessing tables. Once files are loaded on the PreProcessing tables the process continues loading data into Migration schema.

Please notice that after initial load we will perform delta loads on daily basis.



Housekeeping process TBC.

## 3.2. Process Flow

There are two different parts of the Adobe Campaign data feed load process. Initial part is managed internally within The Train Line and Merkle has no control at all on it, but final part is for Merkle to download a process files into CRM migration schema.

## 3.2.1 Adobe Campaign to SFTP

Every day four files are generated by Adobe Campaign and uploaded to The Train Line SFTP server.



## 3.2.2 SFTP to CRM

Every day, at TBC SSIS will start SFTP to CRM process. It will trigger an [AWS Lambda function](https://teams.microsoft.com/_#/docx/viewer/teams/https%3A~2F~2Fmerkleinc.sharepoint.com~2Fsites~2FVirginTrainsWestCoast-CRMProject~2FShared%20Documents~2FGeneral~2FDevelopment%20Documentation~2FDesign%20Documentation~2FSFTP%20to%20S3~2FMerkle%20VTWC%20-%20SFTP%20to%20S3%20-%20v1.0.docx?threadId=19%3A6cadd4af6fa047eb8428e26a33c4e387%40thread.skype&baseUrl=https%3A~2F~2Fmerkleinc.sharepoint.com~2Fsites~2FVirginTrainsWestCoast-CRMProject&fileId=FC3E95AA-3662-478B-A531-444C6B4C73D4&ctx=files&viewerAction=view) that will download those files into an S3 bucket. Once the download is completed, SSIS will read those files and load them into CRM PreProcessing schema, that will help us to work with daily deltas. Once the data is loaded on the PreProcessing area, the process will continue and will load the data on Migration schema updating necessary columns to clarify which rows has been successfully processes. Errors and progress will be recorded on the CRM Audit schema.



## 3.2.3 Migration tables load

The process defined below should be applicable for initial load and daily deltas. Both data load types use the same file format and loads same tables.

We’ve taken standard VTWC load approach where we will load data from the provided files into the PreProcessing area. That should help us to manage daily deltas.

Based on each table primary key, if the raw already exists then we will update the content of the Migration table that we want to populate with that new information. If we can’t match any existing row then will insert a new row.

No row deletion process is expected.

# Files

Adobe Campaign will generate four files every day. This section contains information about these files format.

## 4.1. Broadlog

Contain information about any message sent to any individual. The record will refer the Delivery file, which has been used as a template for the message. Also, information about message delivery status including delivery time and other attributes.

|  |  |
| --- | --- |
| **Column Name** | **Data Type** |
| Delivery log ID | bigint |
| TCS Customer ID | bigint |
| TTL Segment | nvarchar |
| Cell code | nvarchar |
| VT segment code | nvarchar |
| Control population | int |
| Seed | int |
| Delivery ID | bigint |
| Delivery Label | nvarchar |
| Status | nvarchar |
| Reason | nvarchar |
| Error Discription | nvarchar |
| Campaign ID | bigint |
| Campaign Label | nvarchar |
| Category | nvarchar |
| Sent date | datetime |
| Program | nvarchar |
| Folder | nvarchar |
| Last modified | datetime |

## 4.2. Delivery

The file contains delivery user and system defined attributes. The user can get understanding, what message, through what channel and when it was sent. The additional attributes contains information about deployment progress. The table will contain one record per message creative.

|  |  |
| --- | --- |
| **Column Name** | **Data Type** |
| Category (Campaign) | nvarchar |
| dateonly(contact date) | datetime |
| Primary key | bigint |
| Delivered | bigint |
| Opt-Out | bigint |
| Refused | bigint |
| Sent (Success) | bigint |
| Total count of opens | bigint |
| Total number of clicks | bigint |
| Unique clicks Persons who have clicked | bigint |
| Unique opens Recipients who have opened | bigint |
| CampaignName | nvarchar |

## 4.3. Tracking

This file contains information about customer responses to any delivered message. The file refers both the NmsDelivery table and NmsBroadLog table to understand, which message the customer respond to. The additional meta data describes the type of the response (open, clicks), device type, time etc

|  |  |
| --- | --- |
| **Column Name** | **Data Type** |
| log id | bigint |
| log Date | datetime |
| Category (Url) | nvarchar |
| Label (Url) | nvarchar |
| URL | nvarchar |
| Response type | nvarchar |
| Operating system icon | nvarchar |
| Operating system family | nvarchar |
| Device (Browser) | nvarchar |
| Delivery ID | bigint |
| Delivery Label | nvarchar |
| Campaign ID | bigint |
| Campaign Label | nvarchar |
| Sent Date | datetime |
| TCS Customer ID | bigint |

## 4.4. Extension

This file contains information about customer segmentation and preferences stored on Adobe Campaign and used for campaign selection and/or customer segmentation.

|  |  |
| --- | --- |
| **Column Name** | **Data Type** |
| TCS Customer ID | bigint |
| Annual Control (VT Customer Extension) | nvarchar |
| Current Segment (VT Customer Extension) | nvarchar |
| Customer Form Frequency (VT Customer Extension) | nvarchar |
| Customer Form Preferred Station (VT Customer Extension) | nvarchar |
| Customer Form Purchasing Tickets (VT Customer Extension) | nvarchar |
| Customer Form Railcard (VT Customer Extension) | nvarchar |
| Nursery Added Date (VT Customer Extension) | nvarchar |
| Nursery Control (VT Customer Extension) | nvarchar |
| Nursery Dropout Date (VT Customer Extension) | nvarchar |
| Nursery Status (VT Customer Extension) | nvarchar |
| Nursery Stream (VT Customer Extension) | nvarchar |
| Nursery Travel Date (VT Customer Extension) | datetime |
| Pin Code (VT Customer Extension) | nvarchar |
| PIN Expiry (VT Customer Extension) | nvarchar |
| Propensity To Buy (VT Customer Extension) | nvarchar |
| Reengagement Flag (VT Customer Extension) | nvarchar |
| Salutation (VT Customer Extension) | nvarchar |
| Segment M10 (VT Customer Extension) | nvarchar |
| Segment M11 (VT Customer Extension) | nvarchar |
| Segment M12 (VT Customer Extension) | nvarchar |
| Segment M2 (VT Customer Extension) | nvarchar |
| Segment M3 (VT Customer Extension) | nvarchar |
| Segment M4 (VT Customer Extension) | nvarchar |
| Segment M5 (VT Customer Extension) | nvarchar |
| Segment M6 (VT Customer Extension) | nvarchar |
| Segment M7 (VT Customer Extension) | nvarchar |
| Segment M8 (VT Customer Extension) | nvarchar |
| Segment M9 (VT Customer Extension) | nvarchar |
| softoptinROF (VT Customer Extension) | nvarchar |
| Traveller Expiry (VT Customer Extension) | datetime |
| Traveller From (VT Customer Extension) | datetime |
| Traveller No (VT Customer Extension) | bigint |
| Traveller Salutation (VT Customer Extension) | nvarchar |
| Traveller Status (VT Customer Extension) | nvarchar |
| Virghin Insight Segment (VT Customer Extension) | bigint |
| VT Perm Control (VT Customer Extension) | datetime |
| VT Red matched date (VT Customer Extension) | datetime |
| VT Red Segment (VT Customer Extension) | bigint |

# Tables

This section contains a description of the tables involved on this process.

## PreProcessing.broad\_log

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **COLUMN\_NAME** | **PK** | **DATA\_TYPE** | **IS\_NULLABLE** | **LENGTH** | **PRECISION** |
| delivery\_log\_id | FALSE | bigint | YES | NULL | 19 |
| tcs\_customer\_id | FALSE | bigint | YES | NULL | 19 |
| delivery\_id | FALSE | bigint | YES | NULL | 19 |
| campaign\_id | FALSE | bigint | YES | NULL | 19 |
| ttl\_segment | FALSE | nvarchar | YES | 255 | NULL |
| cell\_code | FALSE | nvarchar | YES | 255 | NULL |
| vt\_segment\_code | FALSE | nvarchar | YES | 255 | NULL |
| control\_population | FALSE | int | YES | NULL | 10 |
| seed | FALSE | int | YES | NULL | 10 |
| delivery\_label | FALSE | nvarchar | YES | 255 | NULL |
| status | FALSE | nvarchar | YES | 255 | NULL |
| reason | FALSE | nvarchar | YES | 255 | NULL |
| error\_discription | FALSE | nvarchar | YES | 255 | NULL |
| campaign\_label | FALSE | nvarchar | YES | 255 | NULL |
| category | FALSE | nvarchar | YES | 255 | NULL |
| sent\_date | FALSE | datetime | YES | NULL | NULL |
| program | FALSE | nvarchar | YES | 255 | NULL |
| folder | FALSE | nvarchar | YES | 255 | NULL |
| last\_modified | FALSE | datetime | YES | NULL | NULL |
| date\_loaded | FALSE | datetime | YES | NULL | NULL |
| CreatedDateETL | FALSE | datetime | NO | N/A | N/A |
| LastModifiedDateETL | FALSE | datetime | NO | N/A | N/A |
| ProcessedInd | FALSE | bit | NO | N/A | N/A |
| DataImportDetailID | FALSE | int | NO | N/A | N/A |

## Migration.broad\_log

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **COLUMN\_NAME** | **PK** | **DATA\_TYPE** | **IS\_NULLABLE** | **LENGTH** | **PRECISION** |
| delivery\_log\_id | TRUE | bigint | YES | NULL | 19 |
| tcs\_customer\_id | FALSE | bigint | YES | NULL | 19 |
| delivery\_id | FALSE | bigint | YES | NULL | 19 |
| campaign\_id | FALSE | bigint | YES | NULL | 19 |
| ttl\_segment | FALSE | nvarchar | YES | 100 | NULL |
| cell\_code | FALSE | nvarchar | YES | 10 | NULL |
| vt\_segment\_code | FALSE | nvarchar | YES | 25 | NULL |
| control\_population | FALSE | int | YES | NULL | 10 |
| seed | FALSE | int | YES | NULL | 10 |
| delivery\_label | FALSE | nvarchar | YES | 100 | NULL |
| status | FALSE | nvarchar | YES | 50 | NULL |
| reason | FALSE | nvarchar | YES | 50 | NULL |
| error\_discription | FALSE | nvarchar | YES | 100 | NULL |
| campaign\_label | FALSE | nvarchar | YES | 100 | NULL |
| category | FALSE | nvarchar | YES | 50 | NULL |
| sent\_date | FALSE | datetime | YES | NULL | NULL |
| program | FALSE | nvarchar | YES | 50 | NULL |
| folder | FALSE | nvarchar | YES | 50 | NULL |
| last\_modified | FALSE | datetime | YES | NULL | NULL |
| date\_loaded | FALSE | datetime | YES | NULL | NULL |

## PreProcessing.Delivery

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **COLUMN\_NAME** | **PK** | **DATA\_TYPE** | **IS\_NULLABLE** | **LENGTH** | **PRECISION** |
| primary\_key | FALSE | bigint | YES | NULL | 19 |
| category\_campaign | FALSE | nvarchar | YES | 255 | NULL |
| date\_only\_contact\_date | FALSE | datetime | YES | NULL | NULL |
| delivered | FALSE | bigint | YES | NULL | 19 |
| opt\_out | FALSE | bigint | YES | NULL | 19 |
| refused | FALSE | bigint | YES | NULL | 19 |
| sent\_success | FALSE | bigint | YES | NULL | 19 |
| total\_count\_of\_opens | FALSE | bigint | YES | NULL | 19 |
| total\_number\_of\_clicks | FALSE | bigint | YES | NULL | 19 |
| unique\_clicks\_persons\_who\_have\_clicked | FALSE | bigint | YES | NULL | 19 |
| unique\_opens\_recipients\_who\_have\_opened | FALSE | bigint | YES | NULL | 19 |
| campaign\_name | FALSE | nvarchar | YES | 255 | NULL |
| date\_loaded | FALSE | datetime | YES | NULL | NULL |
| CreatedDateETL | FALSE | datetime | NO | N/A | N/A |
| LastModifiedDateETL | FALSE | datetime | NO | N/A | N/A |
| ProcessedInd | FALSE | bit | NO | N/A | N/A |
| DataImportDetailID | FALSE | int | NO | N/A | N/A |

## Migration.Delivery

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **COLUMN\_NAME** | **PK** | **DATA\_TYPE** | **IS\_NULLABLE** | **LENGTH** | **PRECISION** |
| primary\_key | TRUE | bigint | YES | NULL | 19 |
| category\_campaign | FALSE | nvarchar | YES | 25 | NULL |
| date\_only\_contact\_date | FALSE | datetime | YES | NULL | NULL |
| delivered | FALSE | bigint | YES | NULL | 19 |
| opt\_out | FALSE | bigint | YES | NULL | 19 |
| refused | FALSE | bigint | YES | NULL | 19 |
| sent\_success | FALSE | bigint | YES | NULL | 19 |
| total\_count\_of\_opens | FALSE | bigint | YES | NULL | 19 |
| total\_number\_of\_clicks | FALSE | bigint | YES | NULL | 19 |
| unique\_clicks\_persons\_who\_have\_clicked | FALSE | bigint | YES | NULL | 19 |
| unique\_opens\_recipients\_who\_have\_opened | FALSE | bigint | YES | NULL | 19 |
| campaign\_name | FALSE | nvarchar | YES | 100 | NULL |
| date\_loaded | FALSE | datetime | YES | NULL | NULL |

## PreProcessing.tracking\_logs

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **COLUMN\_NAME** | **PK** | **DATA\_TYPE** | **IS\_NULLABLE** | **LENGTH** | **PRECISION** |
| log\_id | FALSE | bigint | YES | NULL | 19 |
| tcs\_customer\_id | FALSE | bigint | YES | NULL | 19 |
| delivery\_id | FALSE | bigint | YES | NULL | 19 |
| campaign\_id | FALSE | bigint | YES | NULL | 19 |
| log\_date | FALSE | datetime | YES | NULL | NULL |
| category\_url | FALSE | nvarchar | YES | 255 | NULL |
| label\_url | FALSE | nvarchar | YES | 4000 | NULL |
| url | FALSE | nvarchar | YES | 4000 | NULL |
| response\_type | FALSE | nvarchar | YES | 255 | NULL |
| operating\_system\_icon | FALSE | nvarchar | YES | 255 | NULL |
| operating\_system\_family | FALSE | nvarchar | YES | 255 | NULL |
| device\_browser | FALSE | nvarchar | YES | 255 | NULL |
| delivery\_label | FALSE | nvarchar | YES | 255 | NULL |
| campaign\_label | FALSE | nvarchar | YES | 255 | NULL |
| sent\_date | FALSE | datetime | YES | NULL | NULL |
| date\_loaded | FALSE | datetime | YES | NULL | NULL |
| CreatedDateETL | FALSE | datetime | NO | N/A | N/A |
| LastModifiedDateETL | FALSE | datetime | NO | N/A | N/A |
| ProcessedInd | FALSE | bit | NO | N/A | N/A |
| DataImportDetailID | FALSE | int | NO | N/A | N/A |

## Migration.tracking\_logs

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **COLUMN\_NAME** | **PK** | **DATA\_TYPE** | **IS\_NULLABLE** | **LENGTH** | **PRECISION** |
| log\_id | TRUE | bigint | YES | NULL | 19 |
| tcs\_customer\_id | TRUE | bigint | YES | NULL | 19 |
| delivery\_id | TRUE | bigint | YES | NULL | 19 |
| campaign\_id | TRUE | bigint | YES | NULL | 19 |
| log\_date | FALSE | datetime | YES | NULL | NULL |
| category\_url | FALSE | nvarchar | YES | 50 | NULL |
| label\_url | FALSE | nvarchar | YES | 1000 | NULL |
| url | FALSE | nvarchar | YES | 1000 | NULL |
| response\_type | FALSE | nvarchar | YES | 25 | NULL |
| operating\_system\_icon | FALSE | nvarchar | YES | 25 | NULL |
| operating\_system\_family | FALSE | nvarchar | YES | 25 | NULL |
| device\_browser | FALSE | nvarchar | YES | 25 | NULL |
| delivery\_label | FALSE | nvarchar | YES | 200 | NULL |
| campaign\_label | FALSE | nvarchar | YES | 200 | NULL |
| sent\_date | FALSE | datetime | YES | NULL | NULL |
| date\_loaded | FALSE | datetime | YES | NULL | NULL |

## PreProcessing.Extension

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **COLUMN\_NAME** | **PK** | **DATA\_TYPE** | **IS\_NULLABLE** | **LENGTH** | **PRECISION** |
| tcs\_customer\_id | FALSE | bigint | YES | NULL | 19 |
| current\_segment\_vt\_customer\_extension | FALSE | nvarchar | YES | 255 | NULL |
| customer\_form\_frequency\_vt\_customer\_extension | FALSE | nvarchar | YES | 255 | NULL |
| customer\_form\_preferred\_station\_vt\_customer\_extension | FALSE | nvarchar | YES | 255 | NULL |
| customer\_form\_purchasing\_tickets\_vt\_customer\_extension | FALSE | nvarchar | YES | 255 | NULL |
| customer\_form\_railcard\_vt\_customer\_extension | FALSE | nvarchar | YES | 255 | NULL |
| nursery\_added\_date\_vt\_customer\_extension | FALSE | nvarchar | YES | 255 | NULL |
| nursery\_control\_vt\_customer\_extension | FALSE | nvarchar | YES | 255 | NULL |
| nursery\_dropout\_date\_vt\_customer\_extension | FALSE | nvarchar | YES | 255 | NULL |
| nursery\_status\_vt\_customer\_extension | FALSE | nvarchar | YES | 255 | NULL |
| nursery\_stream\_vt\_customer\_extension | FALSE | nvarchar | YES | 255 | NULL |
| nursery\_travel\_date\_vt\_customer\_extension | FALSE | datetime | YES | NULL | NULL |
| pin\_code\_vt\_customer\_extension | FALSE | nvarchar | YES | 255 | NULL |
| pin\_expiry\_vt\_customer\_extension | FALSE | nvarchar | YES | 255 | NULL |
| propensity\_to\_buy\_vt\_customer\_extension | FALSE | nvarchar | YES | 255 | NULL |
| reengagement\_flag\_vt\_customer\_extension | FALSE | nvarchar | YES | 255 | NULL |
| salutation\_vt\_customer\_extension | FALSE | nvarchar | YES | 255 | NULL |
| segment\_m1\_vt\_customer\_extension | FALSE | nvarchar | YES | 255 | NULL |
| segment\_m2\_vt\_customer\_extension | FALSE | nvarchar | YES | 255 | NULL |
| segment\_m3\_vt\_customer\_extension | FALSE | nvarchar | YES | 255 | NULL |
| segment\_m4\_vt\_customer\_extension | FALSE | nvarchar | YES | 255 | NULL |
| segment\_m5\_vt\_customer\_extension | FALSE | nvarchar | YES | 255 | NULL |
| segment\_m6\_vt\_customer\_extension | FALSE | nvarchar | YES | 255 | NULL |
| segment\_m7\_vt\_customer\_extension | FALSE | nvarchar | YES | 255 | NULL |
| segment\_m8\_vt\_customer\_extension | FALSE | nvarchar | YES | 255 | NULL |
| segment\_m9\_vt\_customer\_extension | FALSE | nvarchar | YES | 255 | NULL |
| segment\_m10\_vt\_customer\_extension | FALSE | nvarchar | YES | 255 | NULL |
| segment\_m11\_vt\_customer\_extension | FALSE | nvarchar | YES | 255 | NULL |
| segment\_m12\_vt\_customer\_extension | FALSE | nvarchar | YES | 255 | NULL |
| softoptinrof\_vt\_customer\_extension | FALSE | nvarchar | YES | 255 | NULL |
| traveller\_expiry\_vt\_customer\_extension | FALSE | datetime | YES | NULL | NULL |
| traveller\_from\_vt\_customer\_extension | FALSE | datetime | YES | NULL | NULL |
| traveller\_no\_vt\_customer\_extension | FALSE | bigint | YES | NULL | 19 |
| traveller\_salutation\_vt\_customer\_extension | FALSE | nvarchar | YES | 255 | NULL |
| traveller\_status\_vt\_customer\_extension | FALSE | nvarchar | YES | 255 | NULL |
| virghin\_insight\_segment\_vt\_customer\_extension | FALSE | bigint | YES | NULL | 19 |
| vt\_perm\_control\_vt\_customer\_extension | FALSE | datetime | YES | NULL | NULL |
| vt\_red\_matched\_date\_vt\_customer\_extension | FALSE | datetime | YES | NULL | NULL |
| vt\_red\_segment\_vt\_customer\_extension | FALSE | bigint | YES | NULL | 19 |
| date\_loaded | FALSE | datetime | YES | NULL | NULL |
| CreatedDateETL | FALSE | datetime | NO | N/A | N/A |
| LastModifiedDateETL | FALSE | datetime | NO | N/A | N/A |
| ProcessedInd | FALSE | bit | NO | N/A | N/A |
| DataImportDetailID | FALSE | int | NO | N/A | N/A |

## Migration.Extension

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **COLUMN\_NAME** | **PK** | **DATA\_TYPE** | **IS\_NULLABLE** | **LENGTH** | **PRECISION** |
| tcs\_customer\_id | TRUE | bigint | YES | NULL | 19 |
| current\_segment\_vt\_customer\_extension | FALSE | nvarchar | YES | 50 | NULL |
| customer\_form\_frequency\_vt\_customer\_extension | FALSE | nvarchar | YES | 50 | NULL |
| customer\_form\_preferred\_station\_vt\_customer\_extension | FALSE | nvarchar | YES | 100 | NULL |
| customer\_form\_purchasing\_tickets\_vt\_customer\_extension | FALSE | nvarchar | YES | 100 | NULL |
| customer\_form\_railcard\_vt\_customer\_extension | FALSE | nvarchar | YES | 100 | NULL |
| nursery\_added\_date\_vt\_customer\_extension | FALSE | nvarchar | YES | 100 | NULL |
| nursery\_control\_vt\_customer\_extension | FALSE | nvarchar | YES | 100 | NULL |
| nursery\_dropout\_date\_vt\_customer\_extension | FALSE | nvarchar | YES | 100 | NULL |
| nursery\_status\_vt\_customer\_extension | FALSE | nvarchar | YES | 100 | NULL |
| nursery\_stream\_vt\_customer\_extension | FALSE | nvarchar | YES | 100 | NULL |
| nursery\_travel\_date\_vt\_customer\_extension | FALSE | datetime | YES | NULL | NULL |
| pin\_code\_vt\_customer\_extension | FALSE | nvarchar | YES | 50 | NULL |
| pin\_expiry\_vt\_customer\_extension | FALSE | nvarchar | YES | 100 | NULL |
| propensity\_to\_buy\_vt\_customer\_extension | FALSE | nvarchar | YES | 50 | NULL |
| reengagement\_flag\_vt\_customer\_extension | FALSE | nvarchar | YES | 100 | NULL |
| salutation\_vt\_customer\_extension | FALSE | nvarchar | YES | 100 | NULL |
| segment\_m1\_vt\_customer\_extension | FALSE | nvarchar | YES | 100 | NULL |
| segment\_m2\_vt\_customer\_extension | FALSE | nvarchar | YES | 100 | NULL |
| segment\_m3\_vt\_customer\_extension | FALSE | nvarchar | YES | 100 | NULL |
| segment\_m4\_vt\_customer\_extension | FALSE | nvarchar | YES | 100 | NULL |
| segment\_m5\_vt\_customer\_extension | FALSE | nvarchar | YES | 100 | NULL |
| segment\_m6\_vt\_customer\_extension | FALSE | nvarchar | YES | 100 | NULL |
| segment\_m7\_vt\_customer\_extension | FALSE | nvarchar | YES | 100 | NULL |
| segment\_m8\_vt\_customer\_extension | FALSE | nvarchar | YES | 100 | NULL |
| segment\_m9\_vt\_customer\_extension | FALSE | nvarchar | YES | 100 | NULL |
| segment\_m10\_vt\_customer\_extension | FALSE | nvarchar | YES | 100 | NULL |
| segment\_m11\_vt\_customer\_extension | FALSE | nvarchar | YES | 100 | NULL |
| segment\_m12\_vt\_customer\_extension | FALSE | nvarchar | YES | 100 | NULL |
| softoptinrof\_vt\_customer\_extension | FALSE | nvarchar | YES | 100 | NULL |
| traveller\_expiry\_vt\_customer\_extension | FALSE | datetime | YES | NULL | NULL |
| traveller\_from\_vt\_customer\_extension | FALSE | datetime | YES | NULL | NULL |
| traveller\_no\_vt\_customer\_extension | FALSE | bigint | YES | NULL | 19 |
| traveller\_salutation\_vt\_customer\_extension | FALSE | nvarchar | YES | 50 | NULL |
| traveller\_status\_vt\_customer\_extension | FALSE | nvarchar | YES | 50 | NULL |
| virghin\_insight\_segment\_vt\_customer\_extension | FALSE | bigint | YES | NULL | 19 |
| vt\_perm\_control\_vt\_customer\_extension | FALSE | datetime | YES | NULL | NULL |
| vt\_red\_matched\_date\_vt\_customer\_extension | FALSE | datetime | YES | NULL | NULL |
| vt\_red\_segment\_vt\_customer\_extension | FALSE | bigint | YES | NULL | 19 |
| date\_loaded | FALSE | datetime | YES | NULL | NULL |

# Table Mapping

The relationship between files and table are 1 to 1, which means that each column on the file should be reflected on the related PreProcessing table.

## Broad Log File – Table

|  |  |
| --- | --- |
| **File Column Name** | **Table Column Name** |
| Delivery log ID | delivery\_log\_id |
| TCS Customer ID | tcs\_customer\_id |
| TTL Segment | ttl\_segment |
| Cell code | cell\_code |
| VT segment code | vt\_segment\_code |
| Control population | control\_population |
| Seed | seed |
| Delivery ID | delivery\_id |
| Delivery Label | delivery\_label |
| Status | status |
| Reason | reason |
| Error Discription | error\_discription |
| Campaign ID | campaign\_id |
| Campaign Label | campaign\_label |
| Category | category |
| Sent date | sent\_date |
| Program | program |
| Folder | folder |
| Last modified | last\_modified |
| NOW() | date\_loaded |

## Delivery File -Table

|  |  |
| --- | --- |
| **File Column Name** | **Table Column Name** |
| Category (Campaign) | category\_campaign |
| dateonly(contact date) | date\_only\_contact\_date |
| Primary key | primary\_key |
| Delivered | delivered |
| Opt-Out | opt\_out |
| Refused | refused |
| Sent (Success) | sent\_success |
| Total count of opens | total\_count\_of\_opens |
| Total number of clicks | total\_number\_of\_clicks |
| Unique clicks Persons who have clicked | unique\_clicks\_persons\_who\_have\_clicked |
| Unique opens Recipients who have opened | unique\_opens\_recipients\_who\_have\_opened |
| CampaignName | campaign\_name |
| NOW() | date\_loaded |

## Tracking File – Table

|  |  |
| --- | --- |
| **File Column Name** | **Table Column Name** |
| Delivery log ID | delivery\_log\_id |
| TCS Customer ID | tcs\_customer\_id |
| TTL Segment | ttl\_segment |
| Cell code | cell\_code |
| VT segment code | vt\_segment\_code |
| Control population | control\_population |
| Seed | seed |
| Delivery ID | delivery\_id |
| Delivery Label | delivery\_label |
| Status | status |
| Reason | reason |
| Error Discription | error\_discription |
| Campaign ID | campaign\_id |
| Campaign Label | campaign\_label |
| Category | category |
| Sent date | sent\_date |
| Program | program |
| Folder | folder |
| Last modified | last\_modified |
| NOW() | date\_loaded |

## Extension File – Table

|  |  |
| --- | --- |
| **File column** | **Table Column** |
| TCS Customer ID | tcs\_customer\_id |
| Annual Control (VT Customer Extension) | N/A |
| Current Segment (VT Customer Extension) | current\_segment\_vt\_customer\_extension |
| Customer Form Frequency (VT Customer Extension) | customer\_form\_frequency\_vt\_customer\_extension |
| Customer Form Preferred Station (VT Customer Extension) | customer\_form\_preferred\_station\_vt\_customer\_extension |
| Customer Form Purchasing Tickets (VT Customer Extension) | customer\_form\_purchasing\_tickets\_vt\_customer\_extension |
| Customer Form Railcard (VT Customer Extension) | customer\_form\_railcard\_vt\_customer\_extension |
| Nursery Added Date (VT Customer Extension) | nursery\_added\_date\_vt\_customer\_extension |
| Nursery Control (VT Customer Extension) | nursery\_control\_vt\_customer\_extension |
| Nursery Dropout Date (VT Customer Extension) | nursery\_dropout\_date\_vt\_customer\_extension |
| Nursery Status (VT Customer Extension) | nursery\_status\_vt\_customer\_extension |
| Nursery Stream (VT Customer Extension) | nursery\_stream\_vt\_customer\_extension |
| Nursery Travel Date (VT Customer Extension) | nursery\_travel\_date\_vt\_customer\_extension |
| Pin Code (VT Customer Extension) | pin\_code\_vt\_customer\_extension |
| PIN Expiry (VT Customer Extension) | pin\_expiry\_vt\_customer\_extension |
| Propensity To Buy (VT Customer Extension) | propensity\_to\_buy\_vt\_customer\_extension |
| Reengagement Flag (VT Customer Extension) | reengagement\_flag\_vt\_customer\_extension |
| Salutation (VT Customer Extension) | salutation\_vt\_customer\_extension |
| Segment M10 (VT Customer Extension) | segment\_m10\_vt\_customer\_extension |
| Segment M11 (VT Customer Extension) | segment\_m11\_vt\_customer\_extension |
| Segment M12 (VT Customer Extension) | segment\_m12\_vt\_customer\_extension |
| Segment M2 (VT Customer Extension) | segment\_m2\_vt\_customer\_extension |
| Segment M3 (VT Customer Extension) | segment\_m3\_vt\_customer\_extension |
| Segment M4 (VT Customer Extension) | segment\_m4\_vt\_customer\_extension |
| Segment M5 (VT Customer Extension) | segment\_m5\_vt\_customer\_extension |
| Segment M6 (VT Customer Extension) | segment\_m6\_vt\_customer\_extension |
| Segment M7 (VT Customer Extension) | segment\_m7\_vt\_customer\_extension |
| Segment M8 (VT Customer Extension) | segment\_m8\_vt\_customer\_extension |
| Segment M9 (VT Customer Extension) | segment\_m9\_vt\_customer\_extension |
| softoptinROF (VT Customer Extension) | softoptinrof\_vt\_customer\_extension |
| Traveller Expiry (VT Customer Extension) | traveller\_expiry\_vt\_customer\_extension |
| Traveller From (VT Customer Extension) | traveller\_from\_vt\_customer\_extension |
| Traveller No (VT Customer Extension) | traveller\_no\_vt\_customer\_extension |
| Traveller Salutation (VT Customer Extension) | traveller\_salutation\_vt\_customer\_extension |
| Traveller Status (VT Customer Extension) | traveller\_status\_vt\_customer\_extension |
| Virghin Insight Segment (VT Customer Extension) | virghin\_insight\_segment\_vt\_customer\_extension |
| VT Perm Control (VT Customer Extension) | vt\_perm\_control\_vt\_customer\_extension |
| VT Red matched date (VT Customer Extension) | vt\_red\_matched\_date\_vt\_customer\_extension |
| VT Red Segment (VT Customer Extension) | vt\_red\_segment\_vt\_customer\_extension |
| NOW() | date\_loaded |

# Email Unsubscribe

All information coming from Adobe files will be related to existing customers, therefore we’ll only use Customer tables.

VTWC CRM has a single point of truth (SPOT) that stores all unsubscribes form all data sources. That SPOT is Staging.STG\_CustomerPreferences table.

We are interested on extracting yesterday’s email unsubscribes into a CSV file that will be zipped and sent over SFTP to The Train Line.

In terms of selection criteria it means that Staging.STG\_CustomerPreference.LastModifiedDate should be yesterday and Staging.STG\_CustomerPreference.ChannelID = Reference.Channel.ChannelID where Reference.Channel.Name = ‘EMAIL’ and Staging.STG\_CustomerPreference.Value = 1.

TBC: A control file with the same name as the data file (but extension. ctl) will be provided, so the receiver of the file know that file transmission has been completed. The control file will not contain any data.

This process will be executed once per day (TBC) and a progress and completion of the process will be stored on the Audit schema using standard approach.

## 7.1 Output File

File Name: [TBC]

File Format:

The file format described on that section is subject to review.

|  |  |  |
| --- | --- | --- |
| **COLUMN NAME** | **TYPE** | **DESCRIPTION** |
| CustomerID | BIGINT | tcscustomerid |
| Email | VARCHAR(256) | Email address associated to this opt-out |
| Type | VARCHAR(20) | Preference Name (Reference.Preference.Name) |

**END**