

# Cascade Database Data Dictionary

Definition of the Cascade database data structure and Schemas

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**FastStats**<sup>TM</sup>  
Marketing Data Analysis Software

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**FastStats**<sup>TM</sup>

Marketing Data Analysis Software

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## 1. Introduction

**Cascade** is the Campaign Management Module that can be used as part of the FastStats Discoverer & FastStats Weblink products.

The FastStats Cascade Database is a fundamental part of the Cascade Module; storing the static configuration information together with the real time communication history information which is updated as data is exported from the FastStats System.

This document details the structure of the database so that it can be better understood for the purposes of better integration with any existing marketing machinery or inclusion in the build process of a FastStats System.

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## 2. Platform

The Cascade database may be implemented and deployed on either SQL Server or Oracle database platforms. Essentially, the platform needs to support native or ODBC/OLE DB drivers and a full SQL implementation.

### 3. Tables

| Table                  | Primary Key                         | Summary Description                                                                                                                    |
|------------------------|-------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|
| Broadcasts             | Name                                | Contains settings details for any broadcasts that have been configured.                                                                |
| CampaignAttributes     | CampaignID, AttributeName           | Contains the values of any attributes that have been entered by the user at the Campaign level.                                        |
| Campaigns              | CampaignID                          | Contains details of each campaign that has been created within the Cascade module.                                                     |
| CellAttributes         | CellID, AttributeName               | Contains the values of any attributes that have been entered by the user at the Cell level.                                            |
| Cells                  | CellID                              | Contains details of each cell that has been created within the Cascade module.                                                         |
| CellSet                | Name                                | Contains the name, description & 'use as default' flag for any Cell sets that have been configured by the Administrator of the system. |
| CellSetTemplates       | CellSetName, CellTemplateId         | Defines which Cell Templates together with the order they are sequenced will appear within each CellSet.                               |
| CellTemplate           | CellTemplateId                      | Contains the definition of each Cell Template configured by the Administrator of the system.                                           |
| CellTemplateAttributes | CellTemplateId, AttributeName       | Contains the values of any attributes that have been pre-configured by the Administrator for each of the Cell Templates.               |
| Communications         | PromotionID, CommunicationDate, URN | Contains the URNs of any records that have been selected in any promotions that have been run.                                         |
| Configurations         | ConfigurationID                     | Contains the Cascade configuration settings that have been defined by the administrator of the system.                                 |
| Contents               | ContentId                           | Deprecated.                                                                                                                            |
| MetaData               | TableName, AttributeName            | Contains the definitions of all configured attributes, at each cascade level (Campaign, Promotion, Cell & Pack).                       |
| OutputSequences        | Name, Field                         | Contains the definition of each output field set configured within Cascade.                                                            |
| PackAttributes         | PackId, AttributeName               | Contains the values of any attributes that have been entered by the user at the Pack level.                                            |
| Packs                  | PackId                              | Contains details of each pack that has been created within the Cascade module.                                                         |
| PackSet                | Name                                | Contains the name and description of any Pack Sets that have been configured by the Administrator of the system.                       |
| PackSetTemplates       | PackSetName, PackTemplateId         | Defines which pack templates together with the order they are to appear within each PackSet.                                           |
| PackTemplate           | PackTemplateId                      | Contains the definition of each PackTemplate.                                                                                          |
| PackTemplateAttributes | PackTemplateId, AttributeName       | Contains the values of any attributes that have been pre-configured by the administrator for each of the pack templates.               |
| ProgrammeAttributes    | ProgrammeId, AttributeName          | Contains the values of any attributes that have been entered by the user at the Programme level.                                       |
| Programmes             |                                     | Contains the details of each Programme that has been created within the Cascade module.                                                |
| PromotionAttributes    | PromotionId, AttributeName          | Contains the values of any attributes                                                                                                  |

|                             |                                    |                                                                                                                               |
|-----------------------------|------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|
|                             |                                    | that have been entered by the user at the Promotion level.                                                                    |
| Promotions                  | PromotionId                        | Contains details of each Promotion that has been created within the Cascade Module.                                           |
| PromotionTemplate           | PromotionTemplateId                | Contains the definition of each Promotion Template that has been configured by an Administrator of the system.                |
| PromotionTemplateAttributes | PromotionTemplateId, AttributeName | Contains the values of any attributes that have been pre-configured by the Administrator for each of the Promotion Templates. |
| SeedSet                     | Name                               | Contains the name and description of each SeedSet that has been configured within the Cascade module.                         |
| SeedSetUrns                 | SeedSetName, Urn                   | Contains the groups of Urns that have been configured for each SeedSet.                                                       |
| SeedUrn                     | Urn                                | Contains the Urn and other identifying details for each Urn record that is to be used as a seed within the Cascade module.    |
| SQLSources                  | SQLSourceName                      | Contains the name together with the actual SQL code of each SQL source that has been configured.                              |

## 4. Attribute Types

Attributes are one of the following types

| Type                 | Description                                                         |
|----------------------|---------------------------------------------------------------------|
| int                  | Integer ( $-2^{31}$ (-2,147,483,648) to $2^{31}-1$ (2,147,483,647)) |
| Float                | Floating point number                                               |
| Bit                  | Boolean                                                             |
| Char(length)         | Fixed length ASCII characters                                       |
| Varchar(max_length)  | Variable length up to max_length ASCII characters                   |
| Nvarchar(max_length) | Variable length up to max_length UNICODE characters                 |
| Ntext                | UNICODE memo field (up to 2 GB data)                                |
| Smallint             | Integer $-2^{15}$ (-32,768) to $2^{15}-1$ (32,767)                  |
| tinyint              | Integer 0-255                                                       |
| uniqueidentifier     | A system generated GUID (global unique id string)                   |

All collation sequences for char, varchar, nvarchar, text and ntext attributes are specified as Latin1\_General\_CI\_AS.

All identity fields in the control database start at 1 and increment by 1.

## 5. Table Attributes

### 5.1. Broadcasts

This table stores the configuration details of all Broadcast settings to be used by Cascade. Contains one row per configured Broadcast, where a Broadcast is defined as a combination of ESP and output sequence.

| Attribute                | Type          | Null OK? | Description                                                                                |
|--------------------------|---------------|----------|--------------------------------------------------------------------------------------------|
| Name                     | Nvarchar(50)  | No       | Name of the configured broadcast setting as to be seen within the application. Primary Key |
| Username                 | Nvarchar(50)  | Yes      | Username credential that is used in the configured broadcast.                              |
| Password                 | Nvarchar(50)  | Yes      | Password credential that is used in the configured broadcast.                              |
| OutputSequence           | Nvarchar(50)  | Yes      | Name of the output sequence to be used in this broadcast configuration.                    |
| ConfirmationEmailAddress | Nvarchar(255) | Yes      | Email address to which a confirmation can be sent, once the broadcast has been delivered.  |
| Parameters               | Nvarchar(255) | Yes      | Stores extra parameters that are required for some email broadcasters.                     |

### 5.2. CampaignAttributes

This table stores the details of all user captured attribute data from the Campaign level.

| Attribute      | Type          | Null OK? | Description                                                                                         |
|----------------|---------------|----------|-----------------------------------------------------------------------------------------------------|
| CampaignId     | Int           | No       | Internal ID of the Campaign. Used as part of the primary key in conjunction with the AttributeName. |
| AttributeName  | Nvarchar(80)  | No       | Name of the configured attribute, used as primary key in conjunction with the CampaignId.           |
| AttributeValue | Nvarchar(255) | Yes      | Stores the user captured value for the named attribute.                                             |

### 5.3. Campaigns

This table stores the details of each campaign that has been created.

| Attribute    | Type          | Null OK? | Description                                                                                                                                     |
|--------------|---------------|----------|-------------------------------------------------------------------------------------------------------------------------------------------------|
| CampaignId   | Int           | No       | Internal ID of the Campaign. Used as the primary key; this column is set as Identity with increment 1.                                          |
| CampaignName | Nvarchar(80)  | Yes      | Name of the Campaign as entered by the user                                                                                                     |
| DateCreated  | Datetime      | Yes      | Date the campaign was created.                                                                                                                  |
| DateUpdated  | Datetime      | Yes      | Date the campaign was updated.                                                                                                                  |
| Status       | Nvarchar(20)  | Yes      | Status of the campaign, can be one of the following values; Planning, Closed or Deleted.                                                        |
| Notes        | Nvarchar(255) | Yes      | Contains any user created notes that are associated with this campaign.                                                                         |
| CreatedBy    | Varchar(50)   | Yes      | Name of the user that created the campaign. Should match a username from the 'Users' table of the associated web service control database.      |
| UpdatedBy    | Varchar(50)   | Yes      | Name of the user that last updated the campaign. Should match a username from the 'Users' table of the associated web service control database. |
| EditLock     | Bit           | Yes      | Controls whether this campaign has been locked for editing by the creator user only.                                                            |
| ReadOnly     | Bit           | Yes      | Controls whether this campaign has been set to 'read only' by the editing user.                                                                 |
| ProgrammeId  | Int           | Yes      | Internal ID of the Programme that the Campaign belongs to. Foreign key to the Programmes table.                                                 |

### 5.4. CellAttributes

This table stores the values of any attributes that have been entered by the user at the Cell level.

| Attribute     | Type         | Null OK? | Description                                                                                     |
|---------------|--------------|----------|-------------------------------------------------------------------------------------------------|
| CellId        | Int          | No       | Internal ID of the Cell. Used as part of the primary key in conjunction with the AttributeName. |
| AttributeName | nvarchar(80) | No       | Name of the configured attribute, used as primary key in conjunction with the CellId.           |

|                |               |     |                                                         |
|----------------|---------------|-----|---------------------------------------------------------|
| AttributeValue | nvarchar(255) | Yes | Stores the user captured value for the named attribute. |
|----------------|---------------|-----|---------------------------------------------------------|

## 5.5. Cells

This table stores the details of each cell that has been created.

| Attribute                     | Type          | Null OK? | Description                                                                                                                                                   |
|-------------------------------|---------------|----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|
| CellId                        | int           | No       | Internal ID of the Cell. Primary key of this table; this column is set as Identity with increment 1.                                                          |
| CampaignId                    | int           | Yes      | Internal ID of the Campaign that the Cell belongs to. Foreign Key to the Campaigns table.                                                                     |
| PromotionId                   | int           | Yes      | Internal ID of the Promotion that the Cell belongs to. Foreign Key to the Promotions table.                                                                   |
| CellName                      | nvarchar(80)  | Yes      | Name of this Cell.                                                                                                                                            |
| DateCreated                   | datetime      | Yes      | Date the cell was created.                                                                                                                                    |
| DateUpdated                   | datetime      | Yes      | Date the cell was updated.                                                                                                                                    |
| Status                        | nvarchar(20)  | Yes      | Status of the Cell; should be one of Allocated, Closed, Deleted, Output or Planning, but this is not enforced on the table.                                   |
| Notes                         | nvarchar(255) | Yes      | Notes captured from the user that are associated with the cell.                                                                                               |
| CellIndex                     | int           | Yes      | Determines the hierarchical position of the cell within the promotion.                                                                                        |
| CellDescription               | nvarchar(80)  | Yes      | A long description of the Cell                                                                                                                                |
| CellSourceType                | nvarchar(20)  | Yes      | Determines the type of the Cell source; can be one of Cell, None, QueryXML or SQL.                                                                            |
| CellSourceDescription         | nvarchar(255) | Yes      | Long text description of the Cell Source.                                                                                                                     |
| CellSourceXml                 | ntext         | Yes      | XML Code definition of the Cell Source. The structure of the XML code will depend on the CellSourceType.                                                      |
| CellSourceRetrieveBeforeAlloc | bit           | No       | Binary switch indicating if this Cell should be retrieved immediately prior to being allocated (Run).                                                         |
| CellSelectionDone             | bit           | Yes      | Boolean field indicating if this Cell has been retrieved.                                                                                                     |
| CellUrnFilePathname           | nvarchar(255) | Yes      | File path to the retrieved URNs (SDF file) relative to the 'Cascade' directory defined within the FS Service settings. e.g. 00000001\00000001\00000001.sdf.   |
| CellIncluded                  | bit           | Yes      | Boolean field indicating if this cell is an 'Included' or 'Excluded' cell.                                                                                    |
| CellSourceCode                | nvarchar(8)   | Yes      | User defined source code stored for this cell. Typically an eight character numeric e.g. 00000001.                                                            |
| TopLevelOnlyEnabled           | bit           | Yes      | Boolean field indicating whether Top level processing only has been specified for this Cell.                                                                  |
| BaseCellNthEnabled            | bit           | Yes      | Boolean field indicating whether any Cell level Base Nth settings have been made.                                                                             |
| BaseCellNthSkip               | int           | Yes      | Integer storage of the number of records to skip specified within the Base Nth settings for this Cell.                                                        |
| BaseCellNthNumerator          | int           | Yes      | Integer storage of the numerator specified within the Base Nth settings for this Cell.                                                                        |
| BaseCellNthDenominator        | int           | Yes      | Integer storage of the denominator specified within the Base Nth settings for this                                                                            |
| BaseCellNthLimitEnabled       | bit           | Yes      | Boolean field indicating if a limit has been applied for Base level counts within the Nth settings for this cell.                                             |
| BaseCellNthLimit              | int           | Yes      | Integer storage of the number of records limit applied for Base level processing within the Nth settings for this Cell.                                       |
| BaseSuppressUnselected        | bit           | Yes      | Boolean field indicating whether to suppress unallocated records [from subsequent cells] at the Base level when Nth settings have been applied for this Cell. |
| TopCellNthEnabled             | bit           | Yes      | Boolean field indicating whether Top level Nth settings have been applied to this Cell.                                                                       |
| TopCellNthSkip                | int           | Yes      | Integer field containing the number of Top level records to skip if specified.                                                                                |
| TopCellNthNumerator           | int           | Yes      | Integer field containing the Numerator specified for Top level processing in the Nth settings for this Cell.                                                  |
| TopCellNthDenominator         | int           | Yes      | Integer field containing the Denominator specified for Top level processing in the Nth settings for this Cell.                                                |
| TopCellNthLimitEnabled        | bit           | Yes      | Boolean field indicating whether a Top level limit has been applied to this Cell.                                                                             |
| TopCellNthLimit               | int           | Yes      | Integer field containing the Top level limit applied to this Cell.                                                                                            |
| CellMaxBasePerTopEnabled      | bit           | Yes      | Boolean field indicating whether 'N per' settings have been applied to this Cell.                                                                             |

|                                |               |     |                                                                                                                                                                                                            |
|--------------------------------|---------------|-----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| CellMaxBasePerTop              | int           | Yes | Integer field containing the number of base level records to output per top record if 'N per' settings have been enabled.                                                                                  |
| TopSuppressUnselected          | bit           | Yes | Boolean field indicating whether to suppress unselected top level records from subsequent cells.                                                                                                           |
| TopSuppressSelected            | bit           | Yes | Boolean field indicating whether to suppress selected top level records from subsequent cells.                                                                                                             |
| CellFixedCost                  | int           | Yes | Integer field containing any fixed cost specified for this cell.                                                                                                                                           |
| CellUsePromotionCostEnabled    | bit           | Yes | Boolean flag indicating whether to use cost settings applied to the Promotion that this Cell belongs to.                                                                                                   |
| CellBasicCostK                 | int           | Yes | Integer field containing the basic cost specified for this cell (in thousands).                                                                                                                            |
| CellPostageCostK               | int           | Yes | Integer field containing the postage cost specified for this Cell (in thousands).                                                                                                                          |
| CellFulfillmentCostK           | int           | Yes | Integer field containing the fulfillment cost specified for this cell (in thousands).                                                                                                                      |
| CellCostLimitEnabled           | bit           | Yes | Boolean field indicating whether a cost based limit is to be applied to this Cell.                                                                                                                         |
| CellCostLimit                  | int           | Yes | Integer field containing the cost limit to be applied for this Cell.                                                                                                                                       |
| CellGrossBaseTotal             | int           | Yes | Integer field, containing the gross number of Base level records, populated after a retrieve process.                                                                                                      |
| CellNettBaseTotal              | int           | Yes | Integer field containing the net number of Base level records, populated after a Calculate or Run process.                                                                                                 |
| CellGrossTopTotal              | int           | Yes | Integer field containing the gross number of top level records, populated after a retrieve process.                                                                                                        |
| CellNettTopTotal               | int           | Yes | Integer field containing the Nett Top level records, populated after a Calculate or Run process.                                                                                                           |
| CellNettCost                   | int           | Yes | Integer field containing the Nett cost for this Cell, populated after a Calculate or Run process.                                                                                                          |
| CellBaseCrossReference         | ntext         | Yes | Contains a comma separated list of the overlap volumes between the Base Level records in this Cell and the others in the promotion.                                                                        |
| CellTopCrossReference          | ntext         | Yes | Contains a comma separated list of the overlap volumes between the Top level records of this Cell and the others in the Promotion.                                                                         |
| CellCalculationDone            | bit           | Yes | Boolean field indicating whether a calculate process has been carried out on this Cell.                                                                                                                    |
| CreatedBy                      | varchar(50)   | Yes | Text value containing the user name of the user that created this cell. Will relate to one of the Users present in the Users table of the relevant Webservice control database.                            |
| UpdatedBy                      | varchar(50)   | Yes | Text value containing the user name of the last user to update this Cell. Will relate to one of the Users present in the Users table of the relevant Webservice control database.                          |
| EditLock                       | bit           | Yes | Boolean field indicating whether this cell has been locked for editing [by this user]. Default settings will populate this to 'true'.                                                                      |
| UsePromotionOutputControlPacks | bit           | No  | Boolean field indicating whether this cell should use the Promotion level output control packs settings.                                                                                                   |
| OutputControlPacks             | bit           | No  | Boolean field indicating whether this Cell should output control packs. (Overridden by the above if set).                                                                                                  |
| ReadOnly                       | bit           | Yes | Boolean field indicating whether this cell is set to Read only.                                                                                                                                            |
| CellResponseUsePromo           | bit           | No  | Boolean field indicating whether this Cell should use the Promotion level response settings.                                                                                                               |
| CellResponseClauseType         | nvarchar(20)  | No  | Indicates the type of any response clause settings. Will be one of None, ResponseSource or ResponseVariable.                                                                                               |
| CellResponseVariableName       | nvarchar(8)   | Yes | If CellResponseClauseType is set to ResponseVariable, will contain the <i>reference</i> of the defined response variable.                                                                                  |
| CellResponseSourceXml          | ntext         | Yes | If CellResponseClauseType is set to ResponseSource will contain the XML definition of the Response source.                                                                                                 |
| CellResponseSourceDesc         | nvarchar(255) | Yes | If CellResponseClauseType is set to ResponseSource, will contain the description of the Response Source used.                                                                                              |
| CellResponseSourceType         | nvarchar(20)  | Yes | If CellResponseClauseType is set to ResponseSource, will contain the SourceType of the Response Source. Will be one of QueryXml, QueryFile or Reference.                                                   |
| CellResponseUseDateClause      | bit           | No  | Boolean field indicating whether to use a date restriction on the responses that are processed.                                                                                                            |
| CellResponseDateCriteriaXml    | ntext         | Yes | Contains the XML definition of a date rule to be applied if date restriction processing is enabled.                                                                                                        |
| CellResponseUseMailedClause    | bit           | No  | Boolean field indicating whether to use an 'has been mailed' restriction to the response definition. With this set, only responses from records that were actually selected in the Cell will be processed. |
| CellResponseValueVarName       | nvarchar(8)   | Yes | Contains the <i>reference</i> of the variable that has been specified as the response value variable (if set).                                                                                             |

|                         |               |     |                                                                                                                      |
|-------------------------|---------------|-----|----------------------------------------------------------------------------------------------------------------------|
| CellGroup               | nvarchar(80)  | Yes | Contains the group (code or description) that this cell belongs to (if applied).                                     |
| Programmeld             | Int           | Yes | Contains the Internal ID of the Programme that this cell belongs to. Foreign key to the Programmes table.            |
| DefaultPackTemplateName | nvarchar(50)  | Yes | Contains the name of the Pack Template that is to be used.                                                           |
| CellUniverseXml         | nvarchar(max) | Yes | Contains the XML definition of any Universe definition (exclusion or inclusion) that has been defined for this cell. |

## 5.6. CellSet

This table contains the names and descriptions of any Cell Sets that have been configured by an administrator of the system with one row per configured cell set.

| Attribute    | Type          | Null OK? | Description                                                                                   |
|--------------|---------------|----------|-----------------------------------------------------------------------------------------------|
| Name         | nvarchar(50)  | No       | Name of the Cell Set. Primary Key of this table.                                              |
| Description  | nvarchar(255) | Yes      | Description of the Cell Set.                                                                  |
| UseAsDefault | bit           | Yes      | Flag defining whether this Cell Set should be used as the default for any promotions created. |

## 5.7. CellSetTemplates

This table contains the names and descriptions of any Pack Sets that have been configured by an administrator of the system with one row per configured pack set.

| Attribute    | Type          | Null OK? | Description                                                                                   |
|--------------|---------------|----------|-----------------------------------------------------------------------------------------------|
| Name         | nvarchar(50)  | No       | Name of the Cell Set. Primary Key of this table.                                              |
| Description  | nvarchar(255) | Yes      | Description of the Cell Set.                                                                  |
| UseAsDefault | bit           | Yes      | Flag defining whether this Cell Set should be used as the default for any promotions created. |

## 5.8. CellTemplate

This table stores the detailed definition of each Cell Template, configured by an Administrator of the system, one row per cell template.

| Attribute                     | Type          | Null OK? | Description                                                                                                                                                     |
|-------------------------------|---------------|----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| CellTemplateId                | int           | NO       | Internal Id of the defined CellTemplate. Primary key of this table, foreign key of the CellSetTemplates table; this column is set as Identity with increment 1. |
| CellDescription               | nvarchar(255) | YES      | A long description of the Cell.                                                                                                                                 |
| DefaultPackTemplateName       | nvarchar(50)  | YES      | Name of the PackTemplate to be used when a pack is created for this cell.                                                                                       |
| CellSourceType                | nvarchar(20)  | YES      | Determines the type of the Cell source; can be one of Cell, None, QueryXML or SQL.                                                                              |
| CellSourceDescription         | nvarchar(255) | YES      | Long text description of the Cell Source.                                                                                                                       |
| CellSourceXml                 | nvarchar(max) | YES      | XML Code definition of the Cell Source. The structure of the XML code will depend on the CellSourceType.                                                        |
| CellSourceRetrieveBeforeAlloc | bit           | YES      | Binary switch indicating if this Cell should be retrieved immediately prior to being allocated (Run).                                                           |
| CellIncluded                  | bit           | YES      | Boolean field indicating if this cell is an 'Included' or 'Excluded' cell.                                                                                      |
| CellSourceCode                | nvarchar(8)   | YES      | User defined source code stored for this cell. Typically an eight character numeric e.g. 00000001.                                                              |
| TopLevelOnlyEnabled           | bit           | YES      | Boolean field indicating whether Top level processing only has been specified for this Cell.                                                                    |
| BaseCellNthEnabled            | bit           | YES      | Boolean field indicating whether any Cell level Base Nth settings have been made.                                                                               |

|                                |               |     |                                                                                                                                                               |
|--------------------------------|---------------|-----|---------------------------------------------------------------------------------------------------------------------------------------------------------------|
| BaseCellNthSkip                | int           | YES | Integer storage of the number of records to skip specified within the Base Nth settings for this Cell.                                                        |
| BaseCellNthNumerator           | int           | YES | Integer storage of the numerator specified within the Base Nth settings for this Cell.                                                                        |
| BaseCellNthDenominator         | int           | YES | Integer storage of the denominator specified within the Base Nth settings for this                                                                            |
| BaseCellNthLimitEnabled        | bit           | YES | Boolean field indicating if a limit has been applied for Base level counts within the Nth settings for this cell.                                             |
| BaseCellNthLimit               | int           | YES | Integer storage of the number of records limit applied for Base level processing within the Nth settings for this Cell.                                       |
| BaseSuppressUnselected         | bit           | YES | Boolean field indicating whether to suppress unallocated records [from subsequent cells] at the Base level when Nth settings have been applied for this Cell. |
| TopCellNthEnabled              | bit           | YES | Boolean field indicating whether Top level Nth settings have been applied to this Cell.                                                                       |
| TopCellNthSkip                 | int           | YES | Integer field containing the number of Top level records to skip if specified.                                                                                |
| TopCellNthNumerator            | int           | YES | Integer field containing the Numerator specified for Top level processing in the Nth settings for this Cell.                                                  |
| TopCellNthDenominator          | int           | YES | Integer field containing the Denominator specified for Top level processing in the Nth settings for this Cell.                                                |
| TopCellNthLimitEnabled         | bit           | YES | Boolean field indicating whether a Top level limit has been applied to this Cell.                                                                             |
| TopCellNthLimit                | int           | YES | Integer field containing the Top level limit applied to this Cell.                                                                                            |
| CellMaxBasePerTopEnabled       | bit           | YES | Boolean field indicating whether 'N per' settings have been applied to this Cell.                                                                             |
| CellMaxBasePerTop              | int           | YES | Integer field containing the number of base level records to output per top record if 'N per' settings have been enabled.                                     |
| TopSuppressUnselected          | bit           | YES | Boolean field indicating whether to suppress unselected top level records from subsequent cells.                                                              |
| TopSuppressSelected            | bit           | YES | Boolean field indicating whether to suppress selected top level records from subsequent cells.                                                                |
| CellFixedCost                  | int           | NO  | Integer field containing any fixed cost specified for this cell.                                                                                              |
| CellUsePromotionCostEnabled    | bit           | YES | Boolean flag indicating whether to use cost settings applied to the Promotion that this Cell belongs to.                                                      |
| CellBasicCostK                 | int           | YES | Integer field containing the basic cost specified for this cell (in thousands).                                                                               |
| CellPostageCostK               | int           | YES | Integer field containing the postage cost specified for this Cell (in thousands).                                                                             |
| CellFulfillmentCostK           | int           | YES | Integer field containing the fulfilment cost specified for this cell (in thousands).                                                                          |
| CellCostLimitEnabled           | bit           | YES | Boolean field indicating whether a cost based limit is to be applied to this Cell.                                                                            |
| CellCostLimit                  | int           | YES | Integer field containing the cost limit to be applied for this Cell.                                                                                          |
| UsePromotionOutputControlPacks | bit           | YES | Boolean field indicating whether this cell should use the Promotion level output control packs settings.                                                      |
| OutputControlPacks             | bit           | YES | Boolean field indicating whether this Cell should output control packs. (Overridden by the above if set).                                                     |
| CellGroup                      | nvarchar(80)  | YES | Contains the group (code or description) that this Cell will belong to (if applied).                                                                          |
| CellUniverseXml                | nvarchar(max) | YES | Contains the XML definition of any Universe definition (exclusion or inclusion) that has been defined for this Cell.                                          |

## 5.9. CellTemplateAttributes

This table contains the values of any attributes that have been pre-configured by the administrator for each of the Cell templates.

| Attribute      | Type          | Null OK? | Description                                                                                             |
|----------------|---------------|----------|---------------------------------------------------------------------------------------------------------|
| CellTemplateId | Int           | No       | Internal ID of the CellTemplate. Used as part of the primary key in conjunction with the AttributeName. |
| AttributeName  | Nvarchar(80)  | No       | Name of the configured attribute, used as primary key in conjunction with the CellTemplateId.           |
| AttributeValue | Nvarchar(255) | Yes      | Stores the user captured value for the named attribute.                                                 |

## 5.10. Communications

This table stores the records that are actually selected in any given promotion together with date that the records were actually communicated with, source codes etc.

| Attribute         | Type         | Null OK? | Description                                                                                                                                                                                                                  |
|-------------------|--------------|----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| PromotionID       | Int          | No       | ID of the promotion the record has been allocated to, forms part of the Primary key of this table together with the CommunicationDate & URN.                                                                                 |
| PackID            | Int          | Yes      | ID of the pack that this record has been allocated to. Can be used as a foreign key to the Packs table etc.                                                                                                                  |
| CommunicationDate | Datetime     | No       | Records the date that the record was allocated to the particular Pack. Forms the Primary Key in conjunction with the PromotionID and URN.                                                                                    |
| SourceCode        | Nvarchar(80) | Yes      | Stores the source code associated with the pack that the record was allocated to. Typically this is a right justified, zero padded 8 character version of the pack code but need not be.                                     |
| ResponseDate      | Datetime     | Yes      | Stores the date of any response received. This field would need to be updated by a process that is external to normal Cascade running.                                                                                       |
| URN               | Nvarchar(50) | No       | Stores the URN of the selected record. This will be the 'lowest' level URN that exists within the given Cascade configuration. Forms the Primary Key for this table in conjunction with the PromotionID & CommunicationDate. |
| Cost              | Float        | Yes      | Stores the cost associated with each record.                                                                                                                                                                                 |
| ResponseCode      | Nvarchar(80) | Yes      | Stores the response code of any response received. This field would need to be updated by a process that is external to normal Cascade running.                                                                              |

## 5.11. Configurations

This table stores all of the Cascade configurations that have been made by an administrator of the system; one row, per configuration. If there is more than one configuration made, users of the system will be presented with a pick list when creating a new promotion and asked to choose a configuration.

| Attribute                | Type          | Null OK? | Description                                                                                                                                                                      |
|--------------------------|---------------|----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| ConfigurationId          | int           | No       | Stores the internal ID of this Cascade configuration. Forms the primary key to this table; this column is set as Identity with increment 1. Foreign key to the Promotions table. |
| ConfigurationName        | nvarchar(80)  | Yes      | Stores the descriptive name of this Cascade configuration. This will be displayed to the user if there is more than one to choose from.                                          |
| ConfigurationDateCreated | datetime      | Yes      | Date that this configuration was created.                                                                                                                                        |
| ConfigurationDateUpdated | datetime      | Yes      | Date that this configuration was last updated.                                                                                                                                   |
| ConfigurationStatus      | nvarchar(1)   | Yes      | Indicates the status of this Cascade configuration. Can be one of A, D, L, P standing for Archive, Deleted, Live & Pending respectively.                                         |
| ConfigurationNotes       | nvarchar(255) | Yes      | Free text field used to store any notes the Administrator when creating the configuration.                                                                                       |
| PromotionDirectory       | nvarchar(255) | Yes      | Deprecated field stored for backwards compatibility with configurations made through the old Administration Web pages.                                                           |
| BaseFieldSize            | smallint      | Yes      | Stores the size of the Reference selected as the Base Level Field in the configuration.                                                                                          |
| TopFieldSize             | smallint      | Yes      | Stores the size of the Reference selected as the Top Level Field in the configuration.                                                                                           |

|                               |               |     |                                                                                                                                                                                                                 |
|-------------------------------|---------------|-----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| OutputTop                     | bit           | No  | Boolean field indicating whether Top Level URNs.                                                                                                                                                                |
| OutputBase                    | bit           | No  | Boolean field indicating whether Base Level URNs are to be output.                                                                                                                                              |
| TopEnabled                    | bit           | No  | Boolean field indicating whether Top Level processing has been enabled in this Cascade configuration.                                                                                                           |
| IsDosReference                | bit           | No  | Deprecated Boolean field kept for backwards compatibility with the Web Administration pages. Indicates that the reference field is to be output in DOS format.                                                  |
| BaseFieldLevel                | tinyint       | Yes | Contains the internal Level ID of the FS System that the Base Level Field is from.                                                                                                                              |
| TopFieldLevel                 | tinyint       | Yes | Contains the internal Level ID of the FS System that the Top Level Field is from.                                                                                                                               |
| BaseFieldName                 | nvarchar(50)  | Yes | Contains the FS variable Reference of the Base Level Field.                                                                                                                                                     |
| TopFieldName                  | nvarchar(50)  | Yes | Contains the internal variable reference of the Top Level Field.                                                                                                                                                |
| BaseName                      | nvarchar(50)  | Yes | Name of the table that the Base Field is from.                                                                                                                                                                  |
| TopName                       | nvarchar(50)  | Yes | Name of the table that the Top Field is from.                                                                                                                                                                   |
| PromotionCodeSize             | smallint      | Yes | Integer value of the promotion code size for this configuration.                                                                                                                                                |
| CellCodeSize                  | smallint      | Yes | Integer value of the cell code size for this configuration.                                                                                                                                                     |
| PackCodeSize                  | smallint      | Yes | Integer value of the pack code size for this configuration.                                                                                                                                                     |
| OperationalCodeSize           | smallint      | Yes | Integer value of the Operational code size for this configuration.                                                                                                                                              |
| TransactionFieldName          | nvarchar(50)  | Yes | Contains the internal variable reference of the Transactional level field chosen for this configuration.                                                                                                        |
| TransactionFieldSize          | smallint      | Yes | Integer value of the size of the transactional field chosen in this configuration.                                                                                                                              |
| TransactionName               | nvarchar(50)  | Yes | Name of the Transactional table specified in this configuration.                                                                                                                                                |
| TransactionFieldLevel         | tinyint       | Yes | Integer value of the internal Level ID of the FS System that the Transactional level field is from.                                                                                                             |
| OutputTransaction             | bit           | No  | Boolean field indicating whether to output Transactional level records.                                                                                                                                         |
| TransactionEnabled            | bit           | No  | Boolean field indicating whether transactional level processing is enabled.                                                                                                                                     |
| ConfigResponseClauseType      | nvarchar(20)  | No  | Indicates the type of any response clause settings. Will be one of None, ResponseSource or ResponseVariable.                                                                                                    |
| ConfigResponseVariableName    | nvarchar(8)   | Yes | If ConfigResponseClauseType is set to ResponseVariable, will contain the <i>reference</i> of the defined response variable.                                                                                     |
| ConfigResponseSourceXml       | nvarchar(max) | Yes | If ConfigResponseClauseType is set to ResponseSource will contain the XML definition of the Response source.                                                                                                    |
| ConfigResponseSourceDesc      | nvarchar(255) | Yes | If ConfigResponseClauseType is set to ResponseSource, will contain the description of the Response Source used.                                                                                                 |
| ConfigResponseSourceType      | nvarchar(20)  | Yes | If ConfigResponseClauseType is set to ResponseSource, will contain the SourceType of the Response Source. Will be one of QueryXml, QueryFile or Reference.                                                      |
| ConfigResponseUseDateClause   | bit           | No  | Boolean field indicating whether a date clause restriction is to be used in this response definition.                                                                                                           |
| ConfigResponseDateCriteriaXml | nvarchar(max) | Yes | Contains the XML definition of a date rule to be applied if date restriction processing is enabled.                                                                                                             |
| ConfigResponseUseMailedClause | bit           | No  | Boolean field indicating whether to use an 'has been mailed' restriction to the response definition. With this set, only responses from records that were actually selected in the Promotion will be processed. |
| ConfigResponseValueVarName    | nvarchar(8)   | Yes | Contains the <i>reference</i> of the variable that has been specified as the response value variable (if set).                                                                                                  |
| TopNonGroupedValue            | nvarchar(255) | Yes | Can contain a comma separated list of Top Level URNs to be excluded from processing. (Can radically improve processing times where many records exist at a single top level entity).                            |

## 5.12. Contents

This table has never actually been used, and is therefore included for information only. The original intention was to populate it with data that could then be used for calculating walk sort information etc.

| Attribute | Type         | Null OK? | Description                                                                                                 |
|-----------|--------------|----------|-------------------------------------------------------------------------------------------------------------|
| ContentId | Int          | No       | Internal ID of the Content row. Primary key of this table; this column is set as Identity with increment 1. |
| Name      | Nvarchar(50) | Yes      | Name of this content row.                                                                                   |
| Notes     | Nvarchar(50) | Yes      | Notes entered for this content row.                                                                         |
| Weight    | Nvarchar(50) | Yes      | Text entered defining weight associated with this content row.                                              |

## 5.13. MetaData

The metadata table holds attribute definitions used for capturing the extended data useful to a particular organisation. It also holds some key attributes that control whether certain functionality is available within the application, or the configuration of that functionality, email broadcast configurations for example. There is one row per attribute defined within the Metadata table.

| Attribute         | Type          | Null OK? | Description                                                                                                                                                                          |
|-------------------|---------------|----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| TableName         | nvarchar(80)  | No       | The Cascade 'Level' at which this attribute is defined; will be one of Campaign, Promotion, Cell or Pack. Forms the Primary key of this table in conjunction with the AttributeName. |
| AttributeName     | Nvarchar(80)  | No       | The unique name by which this attribute will be referenced internally by the system. Forms the Primary key of this table in conjunction with the TableName.                          |
| FieldType         | Nvarchar(10)  | Yes      | The Type of the attribute; will be one of Text, Field, Combo, Date, SourceCode, Seeds, Check or Broadcast.                                                                           |
| FieldSize         | Int           | Yes      | The size of the attribute.                                                                                                                                                           |
| FieldDescription  | Nvarchar(255) | Yes      | Long Name of the attribute. This is the description of the field that is displayed to users of the application.                                                                      |
| IsReserved        | Bit           | Yes      | Boolean field indicating whether this is a reserved attribute.                                                                                                                       |
| IsCompulsory      | Bit           | Yes      | Boolean field indicating whether this is a compulsory field (has to have a value assigned before the promotion can be run).                                                          |
| AttributeOptions  | Nvarchar(max) | Yes      | Field used to capture extra field type dependent settings. For example certain email broadcasters require some extra configuration settings.                                         |
| AttributeSequence | Tinyint       | Yes      | Integer controlling the order that the attribute is shown in the Cascade level it has been defined at. Does not affect Seeds or Broadcast attributes.                                |

## 5.14. OutputSequences

This table contains the definitions (groups of fields) for all Field sets that have been defined by an administrator of the system with one row per field, per output sequence.

| Attribute                  | Type         | Null OK? | Description                                                                                                                     |
|----------------------------|--------------|----------|---------------------------------------------------------------------------------------------------------------------------------|
| Name                       | Nvarchar(50) | No       | Name of the Output Sequence being defined. Forms the Primary key of this table in conjunction with the Field.                   |
| Field                      | Nvarchar(80) | No       | Variable reference of the Field added to the output sequence. Forms the Primary key of this table in conjunction with the Name. |
| CodesOrDescriptions        | Char(4)      | Yes      | Field indicating whether to output the Code, Description or Source Code. Can be populated with one of Code, Desc or SC.         |
| OutputUnclassifiedAsSpaces | Bit          | Yes      | Boolean field indicating whether to output unclassified as spaces.                                                              |
| IsEmailField               | Bit          | Yes      | Boolean field indicating whether this field can be used for email delivery.                                                     |
| IsSMSField                 | Bit          | Yes      | Boolean field indicating whether this field can be used for SMS delivery.                                                       |
| Sequence                   | Int          | Yes      | Integer value indicating the order that fields within the given Name will appear.                                               |
| Header                     | Nvarchar(80) | Yes      | Custom name for the attribute (if needing to be different from the variable name for example).                                  |

## 5.15. PackAttributes

This table stores the values of any attributes that have been entered by the user at the Pack level.

| Attribute      | Type          | Null OK? | Description                                                                                     |
|----------------|---------------|----------|-------------------------------------------------------------------------------------------------|
| PackId         | Int           | No       | Internal ID of the Pack. Used as part of the primary key in conjunction with the AttributeName. |
| AttributeName  | Nvarchar(80)  | No       | Name of the configured attribute, used as primary key in conjunction with the PackId.           |
| AttributeValue | Nvarchar(255) | Yes      | Stores the user captured value for the named attribute.                                         |

## 5.16. Packs

This table stores the details of each pack that has been created within Cascade.

| Attribute                | Type          | Null OK? | Description                                                                                                                                                          |
|--------------------------|---------------|----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| PackId                   | int           | No       | Internal Identifier for this pack. Forms the primary Key for this table; this column is set as Identity with increment 1.                                            |
| CampaignId               | int           | No       | Internal Identifier for the Campaign that this Pack belongs to. Foreign key to the campaigns table.                                                                  |
| PromotionId              | int           | No       | Internal Identifier for the Promotion that this Pack belongs to. Foreign key to the Promotions table.                                                                |
| CellId                   | int           | No       | Internal Identifier for the Cell that this Pack belongs to. Foreign key to the Cells table.                                                                          |
| ContentId                | int           | Yes      | Internal Identifier for the Content details that is associated with this pack. Foreign key to the Contents table.                                                    |
| PackCode                 | nvarchar(50)  | Yes      | Used to store the PackCode of this particular pack. Typically this will be populated with an eight digit, right justified, zero padded representation of the PackId. |
| PackDescription          | nvarchar(255) | Yes      | Used to store the Descriptive name of this pack.                                                                                                                     |
| Percentage               | int           | Yes      | Stores the percentage allocation that may be applied to this pack.                                                                                                   |
| Limit                    | int           | Yes      | Stores the record limit that may be applied to this pack.                                                                                                            |
| OperationalCode          | nvarchar(50)  | Yes      | Stores the user defined operational code that may be applied to this pack.                                                                                           |
| IsControl                | bit           | No       | Boolean field indicating whether this is a control pack.                                                                                                             |
| PackFixedCost            | int           | Yes      | Integer value storing the fixed cost for this pack.                                                                                                                  |
| PackUseCellCostEnabled   | bit           | Yes      | Boolean field indicating whether the Cost settings from the Cell this pack is associated with should be used.                                                        |
| PackBasicCostK           | int           | Yes      | Integer value storing the basic cost per 1000 records for this pack.                                                                                                 |
| PackPostageCostK         | int           | Yes      | Integer value storing the Postage cost per 1000 records for this pack.                                                                                               |
| PackFulfillmentCostK     | int           | Yes      | Integer value storing the Fulfilment cost per 1000 records for this pack.                                                                                            |
| PackTotal                | int           | No       | The total number of records allocated to this pack. Populated after a Calculate process.                                                                             |
| PackResponseSourceType   | nvarchar(20)  | Yes      | Contains the SourceType of the Response Source defined for this pack. Will be one of QueryXml, QueryFile or Reference.                                               |
| PackResponseSourceDesc   | nvarchar(255) | Yes      | Contains the description of the Response Source used for this Pack.                                                                                                  |
| PackResponseSourceXml    | ntext         | Yes      | Contains the XML definition of the Response source.                                                                                                                  |
| PackCost                 | int           | No       | Records the overall cost of this pack.                                                                                                                               |
| PackResponseVariableName | nvarchar(8)   | Yes      | If a response has been defined for this pack, this stores the reference of the variable chosen for storing the Response information.                                 |
| PackResponseValueVarName | nvarchar(8)   | Yes      | Stores the reference of the variable chosen to represent a value per response.                                                                                       |
| NumberOfResponses        | int           | No       | Records the number of Response received for this pack.                                                                                                               |
| NumberOfResponders       | int           | No       | Records the number of Responders for this pack.                                                                                                                      |
| TotalValueOfResponses    | bigint        | No       | Stores the total value of all response received for this pack.                                                                                                       |
| ForecastResponseRate     | int           | No       | Stores the user defined forecast response rate for this pack.                                                                                                        |

|                             |              |     |                                                                                                                          |
|-----------------------------|--------------|-----|--------------------------------------------------------------------------------------------------------------------------|
| ActualResponseRate          | int          | No  | Stores the actual response rate achieved for this pack.                                                                  |
| CostPerResponse             | bigint       | No  | Stores the user defined estimated cost per response for this pack.                                                       |
| ReturnOnInvestment          | bigint       | No  | Stores the calculated return on investment for this pack.                                                                |
| PackCalculateResponsesDone  | bit          | Yes | Boolean field indicating whether the Calculate Responses action has been processed.                                      |
| PackResponseClauseType      | nvarchar(20) | No  | Contains the ClauseType of any defined Pack Responses. Will be one of None, ResponseSource or ResponseVariable.          |
| PackResponseDateCriteriaXml | ntext        | Yes | Contains the XML definition of any Date restriction that has been applied to the Pack level response definition.         |
| PackResponseUseCell         | bit          | No  | Boolean field indicating whether the Cell level response definition is to be used.                                       |
| PackResponseUseDateClause   | bit          | No  | Boolean field indicating whether any date restriction has been applied to the Pack level response definition.            |
| PackResponseUseMailedClause | bit          | No  | Boolean field indicating whether a 'has been mailed' restriction has been applied to the Pack level response definition. |
| Programmeld                 | Int          | Yes | Internal ID of the Programme this Pack belongs to. Foreign key to the Programmes table.                                  |

### 5.17. PackSet

This table contains the names and descriptions of any Pack Sets that have been configured by an administrator of the system with one row per configured pack set.

| Attribute    | Type          | Null OK? | Description                                                                                                                |
|--------------|---------------|----------|----------------------------------------------------------------------------------------------------------------------------|
| Name         | Nvarchar(50)  | No       | Internal Name of the configured Pack set. Used as the Primary key of this table. Foreign Key to the PackSetTemplates table |
| Description  | Nvarchar(255) | Yes      | Display name of the Pack Set. Shown to the user through the application.                                                   |
| UseAsDefault | Bit           | Yes      | Boolean field indicating whether this Pack Set should be specified as the default for the system.                          |

### 5.18. PackSetTemplates

This table details which Pack Templates are used in each PackSet, and the order that they are to appear within each PackSet. There are one or more rows for each PackSetName being defined.

| Attribute      | Type         | Null OK? | Description                                                                                                                                      |
|----------------|--------------|----------|--------------------------------------------------------------------------------------------------------------------------------------------------|
| PackSetName    | Nvarchar(50) | No       | Contains the name of the PackSet being defined. Forms the Primary key of this table in conjunction with the PackTemplateId.                      |
| PackTemplateId | Int          | No       | Reference to one of the PackTemplateIds (from the PackTemplates table). Forms the Primary key of this table in conjunction with the PackSetName. |
| PackSequence   | Int          | Yes      | Controls the order that the listed PackTemplateIds will appear in the listed PackSetName.                                                        |

### 5.19. PackTemplate

This table stores the detailed definition of each Pack Template, configured by an Administrator of the system, one row per pack template.

| Attribute       | Type          | Null OK? | Description                                                                                                                                                     |
|-----------------|---------------|----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| PackTemplateId  | Int           | No       | Internal Id of the defined PackTemplate. Primary key of this table, foreign key of the PackSetTemplates table; this column is set as Identity with increment 1. |
| PackCode        | Nvarchar(50)  | Yes      | Used to store the pack code attributed to this particular pack template.                                                                                        |
| PackDescription | Nvarchar(255) | Yes      | Used to store the Pack description for this particular pack template.                                                                                           |
| OperationalCode | Nvarchar(50)  | Yes      | Used to store the Operational Code for this particular pack template.                                                                                           |
| Percentage      | decimal       | Yes      | Stores the defined percentage figure used to populate this pack template.                                                                                       |
| Limit           | Int           | Yes      | Store the defined limit used to populate this pack template.                                                                                                    |
| IsControl       | Bit           | Yes      | Boolean field indicating whether this pack template is a control                                                                                                |

|                        |     |     |                                                                                              |
|------------------------|-----|-----|----------------------------------------------------------------------------------------------|
|                        |     |     | pack.                                                                                        |
| PackFixedCost          | Int | Yes | Stores the fixed cost associated with this pack template.                                    |
| PackUseCellCostEnabled | Bit | Yes | Boolean field indicating whether the Cell level Costs should be used for this pack template. |
| PackBasicCostK         | Int | Yes | Stores the basic cost per 1000 records for this pack template.                               |
| PackPostageCostK       | Int | Yes | Stores the postage cost per 1000 records for this pack template.                             |
| PackFulfillmentCostK   | Int | Yes | Stores the fulfillment cost per 1000 records for this pack template.                         |
| ForecastResponseRate   | Int | Yes | Stores the expected response rate (%) for this pack template.                                |
| ContentId              | Int | Yes | Foreign key to the Contents table.                                                           |

## 5.20. PackTemplateAttributes

This table contains the values of any attributes that have been pre-configured by the administrator for each of the pack templates.

| Attribute      | Type         | Null OK? | Description                                                                                             |
|----------------|--------------|----------|---------------------------------------------------------------------------------------------------------|
| PackTemplateId | Int          | No       | Internal ID of the PackTemplate. Used as part of the primary key in conjunction with the AttributeName. |
| AttributeName  | Nvarchar(80) | No       | Name of the configured attribute, used as primary key in conjunction with the PackTemplateId.           |
| AttributeValue | Nvarchar(80) | Yes      | Stores the user captured value for the named attribute.                                                 |

## 5.21. ProgrammeAttributes

This table stores the details of all user capture attribute data from the Programme level, one row per captured attribute.

| Attribute      | Type          | Null OK? | Description                                                                                                  |
|----------------|---------------|----------|--------------------------------------------------------------------------------------------------------------|
| ProgrammeId    | Int           | No       | Internal ID of the ProgrammeTemplate. Used as part of the primary key in conjunction with the AttributeName. |
| AttributeName  | Nvarchar(80)  | No       | Name of the configured attribute, used as primary key in conjunction with the PackTemplateId.                |
| AttributeValue | Nvarchar(255) | Yes      | Stores the user captured value for the named attribute.                                                      |

## 5.22. Programmes

This table stores the details of all Programmes that have been created through the application, one row per promotion.

| Attribute     | Type          | Null OK? | Description                                                                                                                       |
|---------------|---------------|----------|-----------------------------------------------------------------------------------------------------------------------------------|
| ProgrammeId   | Int           | No       | Internal ID of the Programme. Forms the primary key of this table.                                                                |
| ProgrammeName | Nvarchar(80)  | No       | Long description of this Programme.                                                                                               |
| DateCreated   | datetime      | Yes      | Date the Programme was created.                                                                                                   |
| DateUpdated   | datetime      | Yes      | Date the Programme was last updated.                                                                                              |
| Status        | nvarchar(20)  | Yes      | Status of this Programme; should be one of Allocated, Closed, Deleted, Output or Planning, but this is not enforced on the table. |
| Notes         | nvarchar(255) | Yes      | Stores any notes that a user may want to associate with this Programme.                                                           |
| CreatedBy     | varchar(50)   | Yes      | Username of the user that created this Programme.                                                                                 |
| UpdatedBy     | varchar(50)   | Yes      | Username of the user that last updated this Programme.                                                                            |
| EditLock      | bit           | Yes      | Boolean field indicating whether this Programme has been locked for editing.                                                      |
| ReadOnly      | bit           | Yes      | Boolean field indicating whether this Programme has been set to be read only.                                                     |

## 5.23. PromotionAttributes

This table stores the details of all user captured attribute data from the Campaign level, one row per captured attribute.

| Attribute      | Type          | Null OK? | Description                                                                                         |
|----------------|---------------|----------|-----------------------------------------------------------------------------------------------------|
| CampaignId     | Int           | No       | Internal ID of the Campaign. Used as part of the primary key in conjunction with the AttributeName. |
| AttributeName  | Nvarchar(80)  | No       | Name of the configured attribute, used as primary key in conjunction with the CampaignId.           |
| AttributeValue | Nvarchar(255) | Yes      | Stores the user captured value for the named attribute.                                             |

## 5.24. Promotions

This table stores the details of all Promotions that have been created through the application, one row per promotion.

| Attribute                    | Type          | Null OK? | Description                                                                                                                                                                                                                                             |
|------------------------------|---------------|----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| PromotionId                  | int           | No       | Internal ID of the Promotion. Used as the Primary key on this table; this column is set as Identity with increment 1. Foreign key to the Communications table.                                                                                          |
| CampaignId                   | int           | Yes      | Internal ID of the Campaign that this promotion belongs to. Foreign key to the Campaigns table.                                                                                                                                                         |
| PromotionName                | nvarchar(80)  | Yes      | Descriptive name given to this promotion by the creating user.                                                                                                                                                                                          |
| DateCreated                  | datetime      | Yes      | Date this promotion was created.                                                                                                                                                                                                                        |
| DateUpdated                  | datetime      | Yes      | Date this promotion was last updated.                                                                                                                                                                                                                   |
| DateLastRan                  | datetime      | Yes      | Date this promotion was last run.                                                                                                                                                                                                                       |
| Status                       | nvarchar(20)  | Yes      | Status of this promotion; should be one of Allocated, Closed, Deleted, Output or Planning, but this is not enforced on the table.                                                                                                                       |
| Notes                        | nvarchar(255) | Yes      | Stores any notes that have been entered against this promotion.                                                                                                                                                                                         |
| PromotionDate                | nvarchar(20)  | Yes      | The date at which records allocated to this promotion will be deemed to have been delivered. This will change the display status of the promotion from 'Output' to 'Active'. The internal Status column will still be set to 'Output' in this instance. |
| PromotionCode                | nvarchar(8)   | Yes      | Can be used to store a code to be associated with this promotion. Will be populated by default with a right justified, zero padded 8 character version of the PromotionID.                                                                              |
| PromotionDescription         | nvarchar(80)  | Yes      | Long description of the Promotion, as entered by the end user through the Application Interface.                                                                                                                                                        |
| CodedOutputFileEnabled       | bit           | Yes      | Boolean flag indicating whether the CodedOutputFilePath is enabled for this promotion.                                                                                                                                                                  |
| CodedOutputFilePathname      | nvarchar(255) | Yes      | Contains the CodedOutputFilePath (campaignID\promotionID\cascade.cas) e.g. 00000001\00000001\cascade.cas.                                                                                                                                               |
| UrnOutputFileEnabled         | bit           | Yes      | Boolean flag indicating whether to output a URN file as well as a data file has been set.                                                                                                                                                               |
| UrnOutputFilePathname        | nvarchar(255) | Yes      | Contains the CodedOutputFilePath to the URN file (if UrnOutputFileEnabled is set to 1).                                                                                                                                                                 |
| CellOutputFileEnabled        | bit           | Yes      | Deprecated; will always be set to 0.                                                                                                                                                                                                                    |
| CellOutputFilePathname       | nvarchar(255) | Yes      | Deprecated; will always be blank.                                                                                                                                                                                                                       |
| CommsOutputFileEnabled       | bit           | Yes      | Boolean field indicating whether to output a Cascade.txt file (used to update the Communications table).                                                                                                                                                |
| CommsOutputFilePathname      | nvarchar(255) | Yes      | Contains the coded output path to the Cascade.txt file used to update the Communications table.                                                                                                                                                         |
| ConcatCodesEnabled           | bit           | Yes      | Deprecated; will always be populated with 0.                                                                                                                                                                                                            |
| ExcludeCellCode              | bit           | Yes      | Deprecated; will always be blank.                                                                                                                                                                                                                       |
| TopLevelProcessingEnabled    | bit           | Yes      | Boolean field indicating whether Top level processing has been enabled in this promotion.                                                                                                                                                               |
| PromotionRunDone             | bit           | Yes      | Boolean flag indicating whether this promotion has been run.                                                                                                                                                                                            |
| BasePromotionNthEnabled      | bit           | Yes      | Boolean field indicating whether this promotion has Nths enabled.                                                                                                                                                                                       |
| BasePromotionNthSkip         | int           | Yes      | Integer storing how many records to skip if Promotion Nths are enabled.                                                                                                                                                                                 |
| BasePromotionNthNumerator    | int           | Yes      | Integer storing the Numerator value (if set) for Promotion Level Nths.                                                                                                                                                                                  |
| BasePromotionNthDenominator  | int           | Yes      | Stores the denominator value (if set) for Promotion level Nths.                                                                                                                                                                                         |
| BasePromotionNthLimitEnabled | bit           | Yes      | Boolean field indicating whether to use limits on Promotion Level Nths.                                                                                                                                                                                 |
| BasePromotionNthLimit        | int           | Yes      | Stores the Limit (if set) for Promotion Level Nths.                                                                                                                                                                                                     |
| TopPromotionNthEnabled       | bit           | Yes      | Boolean field indicating whether Top Level Nths have been                                                                                                                                                                                               |

|                               |               |     |                                                                                                                                                                                               |
|-------------------------------|---------------|-----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                               |               |     | enabled for this Promotion.                                                                                                                                                                   |
| TopPromotionNthSkip           | int           | Yes | Stores the number of Top level records to skip for Top Level Promotion Nths (if set).                                                                                                         |
| TopPromotionNthNumerator      | int           | Yes | Stores the Top level Nth Numerator for this Promotion (if set).                                                                                                                               |
| TopPromotionNthDenominator    | int           | Yes | Stores the Top level Nth Denominator for this Promotion (if set).                                                                                                                             |
| TopPromotionNthLimitEnabled   | bit           | Yes | Boolean field indicating whether a Top Level Limit is enabled for this Promotion                                                                                                              |
| TopPromotionNthLimit          | int           | Yes | Stores the limit (if set) for the Top Level Nth for this Promotion.                                                                                                                           |
| PromotionMaxBasePerTopEnabled | bit           | Yes | Boolean field indicating whether an 'Nper' limit processing has been enabled for this Promotion.                                                                                              |
| PromotionMaxBasePerTop        | int           | Yes | Stores the value of the 'Nper' limit (if set).                                                                                                                                                |
| PromotionFixedCost            | int           | Yes | Stores the value of any fixed cost that has been entered by the user for this Promotion.                                                                                                      |
| PromotionBasicCostK           | int           | Yes | Stores the value of any Basic cost (per thousand records) that has been entered by the user for this Promotion.                                                                               |
| PromotionPostageCostK         | int           | Yes | Stores the value of any postage cost (per thousand records) that has been entered by the user for this Promotion.                                                                             |
| PromotionFulfillmentCostK     | int           | Yes | Stores the value of any fulfillment cost (per thousand records) that has been entered by the user for this Promotion.                                                                         |
| PromotionCostLimitEnabled     | bit           | Yes | Boolean field indicating whether a Promotion level cost limit has been applied for this Promotion.                                                                                            |
| PromotionCostLimit            | int           | Yes | Stores the value of the Promotion Cost limit (if applied).                                                                                                                                    |
| PromotionGrossBaseTotal       | int           | Yes | Stores the number of Gross Base records in the promotion, populated after a retrieve process.                                                                                                 |
| PromotionGrossTopTotal        | int           | Yes | Stores the number of Gross Top records in the promotion, populated after a retrieve process.                                                                                                  |
| PromotionNettBaseTotal        | int           | Yes | Stores the Nett No. of Base records in the promotion; populated after a calculate process has been run.                                                                                       |
| PromotionNettTopTotal         | int           | Yes | Stores the Nett No. of Top records in the promotion; populated after a calculate process has been run.                                                                                        |
| PromotionTotalCost            | int           | Yes | Stores the total cost of the promotion, populated or updated after a calculate process has been run.                                                                                          |
| ConfigurationId               | int           | Yes | Stores the ID of the configuration that this promotion is based upon. Foreign key to the configurations table.                                                                                |
| CreatedBy                     | varchar(50)   | Yes | Username of the user that created this promotion. Should correspond to one of the Users from the related Web Service database.                                                                |
| UpdatedBy                     | varchar(50)   | Yes | Username of the last user to update this promotion. Should correspond to one of the Users from the related Web Service database.                                                              |
| EditLock                      | bit           | Yes | Boolean field indicating whether this promotion has been locked for editing.                                                                                                                  |
| ScheduledPromotion            | bit           | Yes | Boolean field indicating whether this promotion has been set to run on a schedule.                                                                                                            |
| ScheduleStartDate             | datetime      | Yes | Start date of the configured schedule (if set).                                                                                                                                               |
| ScheduleEndDate               | datetime      | Yes | End date of the configured schedule (if set).                                                                                                                                                 |
| ScheduleRecurrenceFrequency   | int           | Yes | Frequency of recurrence for the configured schedule (if set).                                                                                                                                 |
| ScheduleRecurrenceUnits       | char(1)       | Yes | Recurrence units for the configured schedule (if set).                                                                                                                                        |
| ScheduleOutputFiles           | bit           | No  | Boolean field indicating whether to produce output files for the scheduled promotion.                                                                                                         |
| ScheduleStoreVariable         | bit           | No  | Boolean field indicating whether to produce a Virtual variable for this scheduled promotion.                                                                                                  |
| ScheduleStatus                | nvarchar(20)  | Yes | Stores the Status of this Scheduled Promotion.                                                                                                                                                |
| DefaultPackTemplateName       | nvarchar(50)  | Yes | Stores the name of the default pack template that has been associated with this promotion.                                                                                                    |
| OutputControlPacks            | bit           | No  | Boolean field indicating whether to produce output files for any packs within this promotion that have been defined as 'control' packs.                                                       |
| ReadOnly                      | bit           | Yes | Boolean field indicating whether this promotion has been set to 'read only'                                                                                                                   |
| DigitalResponseKeyVarName     | nvarchar(8)   | Yes | Stores the FS Variable reference of the variable that has been set to be the key variable of any configured response definition for this promotion for Digital responses.                     |
| PromoResponseUseConfig        | bit           | No  | Boolean field controlling whether this promotion should use the response settings that may have been defined within the Cascade configuration referenced by the ConfigurationId for this row. |
| PromoResponseClauseType       | nvarchar(20)  | No  | Contains the ClauseType of any defined Pack Responses. Will be one of None, ResponseSource or ResponseVariable.                                                                               |
| PromoResponseVariableName     | nvarchar(8)   | Yes | Stores the FS Variable reference of the variable that has been set to be the Response variable for this promotion.                                                                            |
| PromoResponseSourceXml        | nvarchar(max) | Yes | Stores the XML definition of the response source for this promotion.                                                                                                                          |

|                              |               |     |                                                                                                                                      |
|------------------------------|---------------|-----|--------------------------------------------------------------------------------------------------------------------------------------|
| PromoResponseSourceDesc      | nvarchar(255) | Yes | Stores a long description of the response source for this promotion.                                                                 |
| PromoResponseSourceType      | nvarchar(20)  | Yes | Contains the ClauseType of any defined Promotion Responses. Will be one of None, ResponseSource or ResponseVariable.                 |
| PromoResponseUseDateClause   | bit           | No  | Boolean field indicating whether any date restriction has been applied to the Pack level response definition.                        |
| PromoResponseDateCriteriaXml | nvarchar(max) | Yes | Contains the XML definition of any Date restriction that has been applied to the Pack level response definition.                     |
| PromoResponseUseMailedClause | bit           | No  | Boolean field indicating whether a 'has been mailed' restriction has been applied to the Pack level response definition.             |
| PromoResponseValueVarName    | nvarchar(8)   | Yes | Stores the FS Variable reference of the variable that has been chosen as the value variable of this promotion's response definition. |
| ProgrammId                   | Int           | Yes | Stores the internal ID of the Programme this Promotion is associated with. Foreign key to the Programmes table.                      |
| DefaultCellTemplateName      | nvarchar(50)  | Yes | Stores the name of the Cell template to be used when creating cells within this Promotion.                                           |
| PromotionUniverseXML         | nvarchar(max) | Yes | Stores the XML definition of the Promotion Universe to be used for this Promotion.                                                   |

## 5.25. PromotionTemplate

This table stores the details of each Promotion Template configured by the Administrator of the system, one row per template.

| Attribute                     | Type          | Null OK? | Description                                                                                                                        |
|-------------------------------|---------------|----------|------------------------------------------------------------------------------------------------------------------------------------|
| PromotionTemplateId           | int           | No       | Internal ID of the PromotionTemplate. Forms the primary key of this table.                                                         |
| PromotionDescription          | nvarchar(255) | Yes      | Long description of this Promotion Template                                                                                        |
| ConfigurationId               | int           | Yes      | Defines which configuration to use in this Promotion Template. Foreign key to the Configurations table.                            |
| DefaultCellTemplateName       | nvarchar(50)  | Yes      | Stores the name of the Default Cell Template that is to be used for Promotions created using this template.                        |
| DefaultPackTemplateName       | nvarchar(50)  | Yes      | Stores the name of the Default Pack Template that is to be used for Promotions created using this template.                        |
| PromotionCode                 | nvarchar(8)   | Yes      | Stores the promotion code that is to be used by promotions created based upon this template.                                       |
| PromotionDate                 | nvarchar(20)  | Yes      | Stores the Promotion Date that is to be used in Promotions based on this template.                                                 |
| TopLevelProcessingEnabled     | bit           | Yes      | Boolean flag indicating whether top level processing will be used in Promotions based on this template.                            |
| OutputControlPacks            | bit           | Yes      | Boolean flag indicating whether control packs will be output in Promotions based on this template.                                 |
| BasePromotionNthEnabled       | bit           | Yes      | Boolean field indicating whether Nths are enabled in Promotions based on this template.                                            |
| BasePromotionNthSkip          | int           | Yes      | Integer storing how many records to skip if Promotion Nths are enabled, for Promotions based on this template.                     |
| BasePromotionNthNumerator     | int           | Yes      | Integer storing the Numerator value (if set) for Promotion Level Nths, for Promotions based on this template.                      |
| BasePromotionNthDenominator   | int           | Yes      | Integer storing the Denominator value (if set) for Promotion Level Nths, for Promotions based on this template.                    |
| BasePromotionNthLimitEnabled  | bit           | Yes      | Boolean field indicating whether to use limits on Promotion Level Nths, for Promotions based on this promotion.                    |
| BasePromotionNthLimit         | int           | Yes      | Stores the limit (if set) for Promotion Level Nths, for Promotions based on this template.                                         |
| TopPromotionNthEnabled        | bit           | Yes      | Boolean field indicating whether Top Level Nths is enabled, for Promotions based on this template.                                 |
| TopPromotionNthSkip           | int           | Yes      | Integer field storing the number of Top level records to skip for Top Level Promotion Nths, for Promotions based on this template. |
| TopPromotionNthNumerator      | int           | Yes      | Integer field storing the Top Level Nth Numerator value (if set) for Promotions based on this template.                            |
| TopPromotionNthDenominator    | int           | Yes      | Integer field storing the Top Level Nth Denominator value (if set) for Promotions based on this template.                          |
| TopPromotionNthLimitEnabled   | bit           | Yes      | Boolean field indicating whether Top Promotion Level Limits have been set, for Promotions based on this template.                  |
| TopPromotionNthLimit          | int           | Yes      | Integer field storing the Top Promotion Nth limit (if applied), for Promotions based on this template.                             |
| PromotionMaxBasePerTopEnabled | bit           | Yes      | Boolean field indicating whether 'Nper' limit processing has been enabled for this Promotion.                                      |
| PromotionMaxBasePerTop        | int           | Yes      | Integer field storing the value of the 'Nper' limit (if set), for Promotions based on this template.                               |
| PromotionFixedCost            | int           | Yes      | Integer field storing the value of any fixed cost that has been entered by the Administrator in this Promotion Template.           |

|                           |               |     |                                                                                                                                                   |
|---------------------------|---------------|-----|---------------------------------------------------------------------------------------------------------------------------------------------------|
| PromotionBasicCostK       | int           | Yes | Integer field storing the value of any Basic cost (per thousand records) that has been entered by the Administrator in this Promotion Template.   |
| PromotionPostageCostK     | int           | Yes | Integer field storing the value of any postage cost (per thousand records) than has been entered by the Administrator in this Promotion Template. |
| PromotionFulfillmentCostK | int           | Yes | Integer field the value of any fulfilment cost (per thousand records) that has been entered by the Administrator in this Promotion Template.      |
| PromotionCostLimitEnabled | bit           | Yes | Boolean field indicating whether a Promotion Cost Limit has been applied by the Administrator in this Promotion Template.                         |
| PromotionCostLimit        | int           | Yes | Integer field storing the value of any Promotion Cost Limit that has been entered by the Administrator for this Promotion Template.               |
| PromotionUniverseXml      | nvarchar(max) | Yes | XML definition of the Promotion Universe to be used in Promotions that are based upon this Promotion Template.                                    |

## 5.26. PromotionTemplateAttributes

This table stores the details of all user captured attribute data from the Promotion level associated with each Promotion Template, one row per captured attribute.

| Attribute           | Type         | Null OK? | Description                                                                                                                                                 |
|---------------------|--------------|----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|
| PromotionTemplateId | int          | No       | Internal ID of the Promotion Template. Primary key of this table in conjunction with the AttributeName column. Foreign key to the PromotionTemplates table. |
| AttributeName       | nvarchar(80) | Yes      | Name of the Attribute defined by the Administrator.                                                                                                         |
| AttributeValue      | nvarchar(80) | Yes      | Field storing the value of the Attribute defined by the Administrator.                                                                                      |

## 5.27. SeedSet

This table stores the name and descriptions of all configured SeedGroups, one row per seedgroup.

| Attribute   | Type          | Null OK? | Description                                                  |
|-------------|---------------|----------|--------------------------------------------------------------|
| Name        | nvarchar(50)  | No       | Stores the name of the SeedGroup. Primary key of this table. |
| Description | nvarchar(255) | Yes      | Stores the long description of this SeedGroup.               |

## 5.28. SeedSetUrns

This table stores the URNs that have been configured for particular seed groups; one row per URN, Seedgroup combination.

| Attribute   | Type         | Null OK? | Description                                                                                                          |
|-------------|--------------|----------|----------------------------------------------------------------------------------------------------------------------|
| SeedSetName | nvarchar(50) | No       | Stores the name of the SeedGroup. Forms the Primary key of this table in conjunction with the URN.                   |
| Urn         | Nvarchar(50) | No       | Stores the URN allocated to this Seedgroup. Forms the Primary key of this table in conjunction with the SeedSetName. |

## 5.29. SeedUrn

This table stores the URN together with some detail that can be used to identify the Seed record by the administrator of the system; one row per URN.

| Attribute | Type         | Null OK? | Description                                                              |
|-----------|--------------|----------|--------------------------------------------------------------------------|
| Urn       | nvarchar(50) | No       | Stores the URN of each seed record. Forms the primary key of this table. |
| Name      | Nvarchar(50) | Yes      | A name that can be used to identify the seed record.                     |
| Address   | Nvarchar(50) | Yes      | An address that can be used to identify the seed record.                 |
| Postcode  | Nvarchar(50) | Yes      | A Postcode that can be used to identify the seed record.                 |

### 5.30. SQLSources

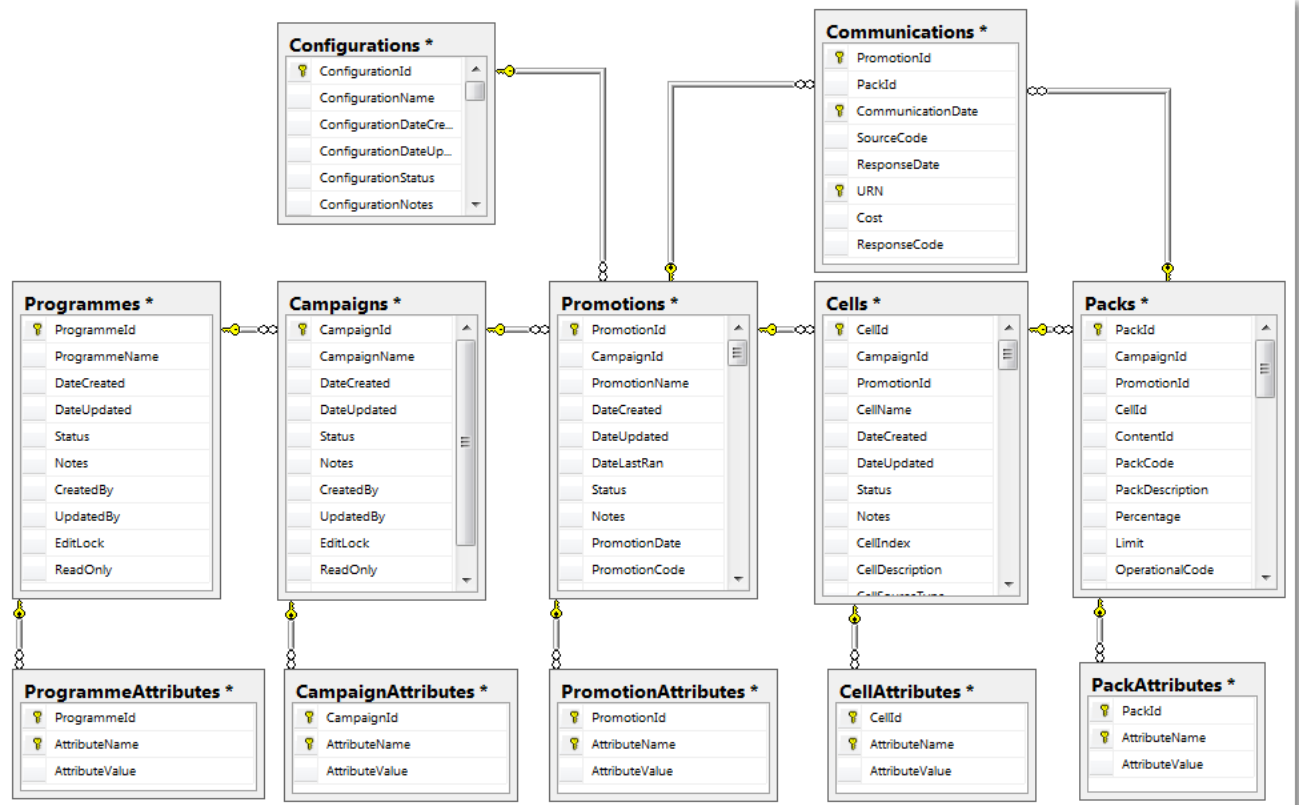
This table stores a descriptive name and actual SQL code of each SQL Source that has been defined within the system, one row per SQL source.

| Attribute     | Type          | Null<br>OK? | Description                                                             |
|---------------|---------------|-------------|-------------------------------------------------------------------------|
| SQLSourceName | nvarchar(50)  | No          | Stores the name of the SQL Source. Forms the primary key of this table. |
| SQLSourceSQL  | nvarchar(max) | Yes         | The actual SQL code that will be run for this SQL source.               |

## 6. Data Schema

### 6.1. Main data

This database diagram treats the Communications table as the most important and shows the relationships from that to the other tables in the database.



## 6.2. Configuration Tables

Relationships between configuration tables have been indicated, but not all tables relate to any other.

