



Activity Dictionary - v1

Extract File Name	Source Table (Ignite)	Field	Data Definition
Marketing Event (ME) Record			
xxx_EXTRACT_EVENT_yyy	Marketing_Event	ID	<p>PK for marketing event (ME) records</p> <p>A marketing event (ME) record is created for each marketing event that is logged in the Ignite Growth Platform.</p>
xxx_EXTRACT_EVENT_yyy	Marketing_Event	campaign_ID	<p>The campaign ID associated with this marketing event.</p> <p>"Trackable" marketing events have a campaign ID that allows them to be associated to a specific marketing initiative. Organic ("Non-Trackable") marketing events are not associated to a campaign ID.</p> <p>By default, Ignite only includes marketing events associated to a campaign ID (i.e. "trackable" events). To configure the extract to include all events regardless of if they are associated to a campaign, work with your WebMD Ignite representative to complete the Ignite Extended Intelligence Marketing Activity Extract Implementation Workbook.</p>
xxx_EXTRACT_EVENT_yyy	Marketing_Event	event_type	<p>Type of the marketing event.</p> <p>Possible values:</p> <ul style="list-style-type: none"> directmail_send email_subscribe email_click web_page_view email_open email_unsubscribe email_send form_submit custom_activity audience_inclusion web_visit call hra_submit email_bounce
xxx_EXTRACT_EVENT_yyy	Marketing_Event	person_ID	<p>Identifies the (fully mastered) person associated to this marketing event</p> <p>FK to table Person_Current</p>
xxx_EXTRACT_EVENT_yyy	Marketing_Event	UMP_ID	<p>When the marketing event is from an unmastered person (UMP), identifies the unmastered person associated to this marketing event</p> <p>FK to table UMP</p>
xxx_EXTRACT_EVENT_yyy	Marketing_Event	create_date	Creation date of this marketing event
xxx_EXTRACT_EVENT_yyy	Marketing_Event	update_date	Last update date of this marketing event
xxx_EXTRACT_EVENT_yyy	Marketing_Event	is_new_patient	Identifies whether the marketing event is associated to a new patient

Activity Dictionary - v1

Extract File Name	Source Table (Ignite)	Field	Data Definition
xxx_EXTRACT_EVENT_yyy	Marketing_Event	campaign_channel_code	<p>Channel code associated with this marketing event, at the time the marketing event was created. Configured by the end user when creating the Tracking Set record</p> <p>Possible values:</p> <ul style="list-style-type: none"> direct_mail display email mass_media one2one organic_social outbound_call outdoor paid_search paid_social sms_text video <p>See also tracking_set.campaignChannelID metadata for current channel code configured in the application.</p>
xxx_EXTRACT_EVENT_yyy	Marketing_Event	dependent_person_IDs	When using push channels to target the head of household, this is populated with the dependent's ID
xxx_EXTRACT_EVENT_yyy	Marketing_Event	call_awareness	When event type = 'call', may be populated with client-submitted call center data (see https://apphelp.webmdignite.com/data-submission-guides -> call center activity data for more details)
xxx_EXTRACT_EVENT_yyy	Marketing_Event	call_disposition	When event type = 'call', may be populated with client-submitted call center data (see https://apphelp.webmdignite.com/data-submission-guides -> call center activity data for more details)
xxx_EXTRACT_EVENT_yyy	Marketing_Event	call_duration	When event type = 'call', may be populated with client-submitted call center data (see https://apphelp.webmdignite.com/data-submission-guides -> call center activity data for more details)
xxx_EXTRACT_EVENT_yyy	Marketing_Event	call_end_time	When event type = 'call', may be populated with client-submitted call center data (see https://apphelp.webmdignite.com/data-submission-guides -> call center activity data for more details)
xxx_EXTRACT_EVENT_yyy	Marketing_Event	call_facility_code	When event type = 'call', may be populated with client-submitted call center data (see https://apphelp.webmdignite.com/data-submission-guides -> call center activity data for more details)
xxx_EXTRACT_EVENT_yyy	Marketing_Event	call_facility_desc	When event type = 'call', may be populated with client-submitted call center data (see https://apphelp.webmdignite.com/data-submission-guides -> call center activity data for more details)
xxx_EXTRACT_EVENT_yyy	Marketing_Event	call_handled_by	When event type = 'call', may be populated with client-submitted call center data (see https://apphelp.webmdignite.com/data-submission-guides -> call center activity data for more details)



Activity Dictionary - v1

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xxx_EXTRACT_EVENT_yyy	Marketing_Event	call_start_time	When event type = 'call', may be populated with client-submitted call center data (see https://apphelp.webmdignite.com/data-submission-guides -> call center activity data for more details)
xxx_EXTRACT_EVENT_yyy	Marketing_Event	call_status_code	When event type = 'call', may be populated with client-submitted call center data (see https://apphelp.webmdignite.com/data-submission-guides -> call center activity data for more details)
xxx_EXTRACT_EVENT_yyy	Marketing_Event	call_status_desc	When event type = 'call', may be populated with client-submitted call center data (see https://apphelp.webmdignite.com/data-submission-guides -> call center activity data for more details)
xxx_EXTRACT_EVENT_yyy	Marketing_Event	call_subtype	When event type = 'call', may be populated with client-submitted call center data (see https://apphelp.webmdignite.com/data-submission-guides -> call center activity data for more details)
xxx_EXTRACT_EVENT_yyy	Marketing_Event	call_type_code	When event type = 'call', may be populated with client-submitted call center data (see https://apphelp.webmdignite.com/data-submission-guides -> call center activity data for more details)
xxx_EXTRACT_EVENT_yyy	Marketing_Event	call_type_desc	When event type = 'call', may be populated with client-submitted call center data (see https://apphelp.webmdignite.com/data-submission-guides -> call center activity data for more details)
xxx_EXTRACT_EVENT_yyy	Marketing_Event	caller_phone_number	When event type = 'call', may be populated with client-submitted call center data (see https://apphelp.webmdignite.com/data-submission-guides -> call center activity data for more details)
xxx_EXTRACT_EVENT_yyy	Marketing_Event	campaign_attribution_link_entity_type	The attribution link entity type for this marketing event
xxx_EXTRACT_EVENT_yyy	Marketing_Event	campaign_campaign_id	Redundant payload attribute, see also marketing_event.campaign_id
xxx_EXTRACT_EVENT_yyy	Marketing_Event	campaign_campaign_name	The campaign name associated with this marketing event, at the time the marketing event was created See also campaign.name metadata
xxx_EXTRACT_EVENT_yyy	Marketing_Event	campaign_channel_code	Redundant payload attribute, see also marketing_event.campaign_channel_code.
xxx_EXTRACT_EVENT_yyy	Marketing_Event	campaign_channel_name	The channel name associated with this marketing event, at the time the marketing event was created
xxx_EXTRACT_EVENT_yyy	Marketing_Event	campaign_contact_date	When the marketing event is associated with a campaign (a 'trackable' marketing event), represents the actual contact date of the marketing event and/or campaign to the consumer. Primary reporting attribute when segmenting by date range; Campaign_Contact_Date is the preferred reporting attribute. If Campaign_Contact_Date is not populated, see Campaign_Event_Date. If Campaign_Contact_Date and Campaign_Event_Date are not populated, the marketing event is not trackable. See Marketing_Event.Create_Date and/or Marketing_Event.Update_Date for tertiary reporting attributes.

Activity Dictionary - v1

Extract File Name	Source Table (Ignite)	Field	Data Definition
xxx_EXTRACT_EVENT_yyy	Marketing_Event	campaign_event_date	<p>When the marketing event is associated with a campaign (a 'trackable' marketing event), represents the date the marketing event was associated to that campaign (i.e. the date that the marketing event became 'trackable').</p> <p>Secondary reporting attribute when segmenting by date range; Campaign_Contact_Date is the preferred reporting attribute. If Campaign_Contact_Date is not populated, Campaign_Event_Date is the secondary preferred reporting attribute.</p> <p>If Campaign_Contact_Date and Campaign_Event_Date are not populated, marketing event is not trackable. See Marketing_Event.Create_Date and/or Marketing_Event.Update_Date</p>
xxx_EXTRACT_EVENT_yyy	Marketing_Event	content_code	When event type = 'call', may be populated with client-submitted call center data (see https://apphelp.webmdignite.com/data-submission-guides -> call center activity data for more details)
xxx_EXTRACT_EVENT_yyy	Marketing_Event	content_desc	When event type = 'call', may be populated with client-submitted call center data (see https://apphelp.webmdignite.com/data-submission-guides -> call center activity data for more details)
xxx_EXTRACT_EVENT_yyy	Marketing_Event	content_type_code	When event type = 'call', may be populated with client-submitted call center data (see https://apphelp.webmdignite.com/data-submission-guides -> call center activity data for more details)
xxx_EXTRACT_EVENT_yyy	Marketing_Event	content_type_desc	When event type = 'call', may be populated with client-submitted call center data (see https://apphelp.webmdignite.com/data-submission-guides -> call center activity data for more details)
xxx_EXTRACT_EVENT_yyy	Marketing_Event	custom_activity_activity_name	When event_type = 'custom_activity', is populated with the client-submitted activity name (see https://apphelp.webmdignite.com/data-submission-guides -> custom activity data for more details)
xxx_EXTRACT_EVENT_yyy	Marketing_Event	custom_activity_property_1	When event_type = 'custom_activity', may be populated with a client-submitted custom property value from this activity (see https://apphelp.webmdignite.com/data-submission-guides -> custom activity data for more details)
xxx_EXTRACT_EVENT_yyy	Marketing_Event	custom_activity_property_2	When event_type = 'custom_activity', may be populated with a client-submitted custom property value from this activity (see https://apphelp.webmdignite.com/data-submission-guides -> custom activity data for more details)
xxx_EXTRACT_EVENT_yyy	Marketing_Event	custom_activity_property_3	When event_type = 'custom_activity', may be populated with a client-submitted custom property value from this activity (see https://apphelp.webmdignite.com/data-submission-guides -> custom activity data for more details)
xxx_EXTRACT_EVENT_yyy	Marketing_Event	custom_activity_property_4	When event_type = 'custom_activity', may be populated with a client-submitted custom property value from this activity (see https://apphelp.webmdignite.com/data-submission-guides -> custom activity data for more details)
xxx_EXTRACT_EVENT_yyy	Marketing_Event	custom_activity_property_5	When event_type = 'custom_activity', may be populated with a client-submitted custom property value from this activity (see https://apphelp.webmdignite.com/data-submission-guides -> custom activity data for more details)
xxx_EXTRACT_EVENT_yyy	Marketing_Event	data_source_code	Data source code that created this marketing event
xxx_EXTRACT_EVENT_yyy	Marketing_Event	datasource_activity_id	Data source activity ID that created this marketing event

Activity Dictionary - v1

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xxx_EXTRACT_EVENT_yyy	Marketing_Event	datasource_name	Data source name that created this marketing event
xxx_EXTRACT_EVENT_yyy	Marketing_Event	destination_phone_number	When event type = 'call', may be populated with client-submitted call center data (see https://apphelp.webmdignite.com/data-submission-guides -> call center activity data for more details)
xxx_EXTRACT_EVENT_yyy	Marketing_Event	email_clicked_through_url	When event type = 'email_click'...
xxx_EXTRACT_EVENT_yyy	Marketing_Event	event_type	Redundant payload attribute, see also marketing_event.event_type
xxx_EXTRACT_EVENT_yyy	Marketing_Event	form_name	When event_type = 'form_submit', contains the name of the form asset. Aka the 'asset_name'
xxx_EXTRACT_EVENT_yyy	Marketing_Event	form_payload	<p>When event_type = 'form_submit', contains the raw (JSON) payload for the form submission.</p> <p>unparsed JSON contains all client-defined custom form fields, all Ignite-defined hidden form fields, and any other form fields that were present in the form submission.</p> <p>To maintain a static export layout and ensure future form attribute additions are included, WebMD Ignite will not parse this JSON to individual fields.</p> <p>In order to read the Form Data Payload record, clients must be able to store and/or dynamically parse raw JSON.</p>
xxx_EXTRACT_EVENT_yyy	Marketing_Event	hra_primary_result	When event_type = 'hra_submit'
xxx_EXTRACT_EVENT_yyy	Marketing_Event	is_contact_event	Indicates whether the marketing event is a contact event
xxx_EXTRACT_EVENT_yyy	Marketing_Event	is_control	<p>Indicates when a marketing event record is for a control group member's inclusion in that audience. Applies to direct channel incremental lift methodology for audiences created in IGP.</p> <p>When event_type = 'audience_inclusion', set to 'True' to indicate the presence of a control group member in that audience. Set to 'False' for all other event types. Non control group members do not receive audience_inclusion events.</p>
xxx_EXTRACT_EVENT_yyy	Marketing_Event	is_first_time_caller	When event type = 'call', may be populated with client-submitted call center data (see https://apphelp.webmdignite.com/data-submission-guides -> call center activity data for more details)
xxx_EXTRACT_EVENT_yyy	Marketing_Event	is_identified	True if the marketing event is associated with a mastered person
xxx_EXTRACT_EVENT_yyy	Marketing_Event	is_primary_target	True if the marketing event is associated with the primary target
xxx_EXTRACT_EVENT_yyy	Marketing_Event	is_virtual_event	True if the marketing event is associated with a virtual event
xxx_EXTRACT_EVENT_yyy	Marketing_Event	landing_page_url	If the marketing event came from a trackable url, includes the landing page URL
xxx_EXTRACT_EVENT_yyy	Marketing_Event	location_code	When event_type = "hra_submit", may be populated with the location code associated with this HRA submit
xxx_EXTRACT_EVENT_yyy	Marketing_Event	location_desc	When event_type = "hra_submit", may be populated with the location description associated with this HRA submit
xxx_EXTRACT_EVENT_yyy	Marketing_Event	promoted_facility	Trackable web parameters, configured by end-user when creating the Campaign; could be populated for a marketing event if that event was generated using a trackable URL created in IGP



Activity Dictionary - v1

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xxx_EXTRACT_EVENT_yyy	Marketing_Event	promoted_serviceline	Trackable web parameters, configured by end-user when creating the Campaign; could be populated for a marketing event if that event was generated using a trackable URL created in IGP
xxx_EXTRACT_EVENT_yyy	Marketing_Event	provider_referral_appointment_date	When event type = 'call', may be populated with client-submitted call center data (see https://apphelp.webmdignite.com/data-submission-guides -> call center activity data for more details)
xxx_EXTRACT_EVENT_yyy	Marketing_Event	provider_referral_call_disposition	When event type = 'call', may be populated with client-submitted call center data (see https://apphelp.webmdignite.com/data-submission-guides -> call center activity data for more details)
xxx_EXTRACT_EVENT_yyy	Marketing_Event	provider_referral_facility_code	When event type = 'call', may be populated with client-submitted call center data (see https://apphelp.webmdignite.com/data-submission-guides -> call center activity data for more details)
xxx_EXTRACT_EVENT_yyy	Marketing_Event	provider_referral_facility_desc	When event type = 'call', may be populated with client-submitted call center data (see https://apphelp.webmdignite.com/data-submission-guides -> call center activity data for more details)
xxx_EXTRACT_EVENT_yyy	Marketing_Event	provider_referral_outcome_code	When event type = 'call', may be populated with client-submitted call center data (see https://apphelp.webmdignite.com/data-submission-guides -> call center activity data for more details)
xxx_EXTRACT_EVENT_yyy	Marketing_Event	provider_referral_outcome_desc	When event type = 'call', may be populated with client-submitted call center data (see https://apphelp.webmdignite.com/data-submission-guides -> call center activity data for more details)
xxx_EXTRACT_EVENT_yyy	Marketing_Event	provider_referral_provider_code	When event type = 'call', may be populated with client-submitted call center data (see https://apphelp.webmdignite.com/data-submission-guides -> call center activity data for more details)
xxx_EXTRACT_EVENT_yyy	Marketing_Event	provider_referral_provider_name	When event type = 'call', may be populated with client-submitted call center data (see https://apphelp.webmdignite.com/data-submission-guides -> call center activity data for more details)
xxx_EXTRACT_EVENT_yyy	Marketing_Event	provider_referral_provider_npi	When event type = 'call', may be populated with client-submitted call center data (see https://apphelp.webmdignite.com/data-submission-guides -> call center activity data for more details)
xxx_EXTRACT_EVENT_yyy	Marketing_Event	provider_referral_specialty_code	When event type = 'call', may be populated with client-submitted call center data (see https://apphelp.webmdignite.com/data-submission-guides -> call center activity data for more details)
xxx_EXTRACT_EVENT_yyy	Marketing_Event	provider_referral_specialty_desc	When event type = 'call', may be populated with client-submitted call center data (see https://apphelp.webmdignite.com/data-submission-guides -> call center activity data for more details)
xxx_EXTRACT_EVENT_yyy	Marketing_Event	provider_referral_transfer_flag	When event type = 'call', may be populated with client-submitted call center data (see https://apphelp.webmdignite.com/data-submission-guides -> call center activity data for more details)
xxx_EXTRACT_EVENT_yyy	Marketing_Event	provider_referral_warm_transfer_flag	When event type = 'call', may be populated with client-submitted call center data (see https://apphelp.webmdignite.com/data-submission-guides -> call center activity data for more details)



Activity Dictionary - v1

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xxx_EXTRACT_EVENT_yyy	Marketing_Event	service_referral_call_disposition	When event type = 'call', may be populated with client-submitted call center data (see https://apphelp.webmdignite.com/data-submission-guides -> call center activity data for more details)
xxx_EXTRACT_EVENT_yyy	Marketing_Event	service_referral_outcome_code	When event type = 'call', may be populated with client-submitted call center data (see https://apphelp.webmdignite.com/data-submission-guides -> call center activity data for more details)
xxx_EXTRACT_EVENT_yyy	Marketing_Event	service_referral_outcome_desc	When event type = 'call', may be populated with client-submitted call center data (see https://apphelp.webmdignite.com/data-submission-guides -> call center activity data for more details)
xxx_EXTRACT_EVENT_yyy	Marketing_Event	service_referral_service_code	When event type = 'call', may be populated with client-submitted call center data (see https://apphelp.webmdignite.com/data-submission-guides -> call center activity data for more details)
xxx_EXTRACT_EVENT_yyy	Marketing_Event	service_referral_service_desc	When event type = 'call', may be populated with client-submitted call center data (see https://apphelp.webmdignite.com/data-submission-guides -> call center activity data for more details)
xxx_EXTRACT_EVENT_yyy	Marketing_Event	service_referral_service_group_code	When event type = 'call', may be populated with client-submitted call center data (see https://apphelp.webmdignite.com/data-submission-guides -> call center activity data for more details)
xxx_EXTRACT_EVENT_yyy	Marketing_Event	service_referral_service_group_desc	When event type = 'call', may be populated with client-submitted call center data (see https://apphelp.webmdignite.com/data-submission-guides -> call center activity data for more details)
xxx_EXTRACT_EVENT_yyy	Marketing_Event	service_referral_service_specialty_code	When event type = 'call', may be populated with client-submitted call center data (see https://apphelp.webmdignite.com/data-submission-guides -> call center activity data for more details)
xxx_EXTRACT_EVENT_yyy	Marketing_Event	service_referral_service_specialty_desc	When event type = 'call', may be populated with client-submitted call center data (see https://apphelp.webmdignite.com/data-submission-guides -> call center activity data for more details)
xxx_EXTRACT_EVENT_yyy	Marketing_Event	service_referral_transfer_flag	When event type = 'call', may be populated with client-submitted call center data (see https://apphelp.webmdignite.com/data-submission-guides -> call center activity data for more details)
xxx_EXTRACT_EVENT_yyy	Marketing_Event	service_referral_warm_transfer_flag	When event type = 'call', may be populated with client-submitted call center data (see https://apphelp.webmdignite.com/data-submission-guides -> call center activity data for more details)
xxx_EXTRACT_EVENT_yyy	Marketing_Event	source_person_id	Person ID assigned by the data source that created this marketing event.
xxx_EXTRACT_EVENT_yyy	Marketing_Event	source_provider_id	When source_person_id is assigned by another source (e.g. "sfmc"), populated with that source's name
xxx_EXTRACT_EVENT_yyy	Marketing_Event	tactic_id	Tactic ID associated with this marketing event. Configured by the end user during application workflow. FK to Tactic metadata table

Activity Dictionary - v1

Extract File Name	Source Table (Ignite)	Field	Data Definition
xxx_EXTRACT_EVENT_yyy	Marketing_Event	tactic_name	Tactic name associated with this marketing event, at the time the marketing event was created. Specified by the end user when configuring the tactic. See also tactic.name metadata for the current tactic name configured in the application.
xxx_EXTRACT_EVENT_yyy	Marketing_Event	target_phone_number	When event_type = 'call', Target phone number associated with this marketing event
xxx_EXTRACT_EVENT_yyy	Marketing_Event	tracking_keyword	Tracking keyword associated with this marketing event
xxx_EXTRACT_EVENT_yyy	Marketing_Event	tracking_phone_number	When event type = 'call', may be populated with client-submitted call center data (see https://apphelp.webmdignite.com/data-submission-guides -> call center activity data for more details)
xxx_EXTRACT_EVENT_yyy	Marketing_Event	tracking_set_id	Tracking set ID associated with this marketing event. Configured by the end user during application workflow. FK to Tracking Set metadata table
xxx_EXTRACT_EVENT_yyy	Marketing_Event	tracking_source	Tracking source associated with this marketing event / tracking set, at the time the marketing event was created. Specified by the end user when configuring the tracking set. See also tracking_set.sourceProviderID metadata
xxx_EXTRACT_EVENT_yyy	Marketing_Event	transfer_flag	When event type = 'call', may be populated with client-submitted call center data (see https://apphelp.webmdignite.com/data-submission-guides -> call center activity data for more details)
xxx_EXTRACT_EVENT_yyy	Marketing_Event	warm_transfer_flag	When event type = 'call', may be populated with client-submitted call center data (see https://apphelp.webmdignite.com/data-submission-guides -> call center activity data for more details)
Unmastered Person (UMP) Record			
xxx_UMP_yyy	UMP	UMP_ID	PK for an unmastered person (UMP) record . UMP records are created for leads that can not master to clinically 'known' people due to missing required fields.
xxx_UMP_yyy	UMP	first_name	First name for this UMP record
xxx_UMP_yyy	UMP	middle_name	Middle name for this UMP record
xxx_UMP_yyy	UMP	last_name	Last name for this UMP record
xxx_UMP_yyy	UMP	prefix	Prefix for this UMP record
xxx_UMP_yyy	UMP	suffix	Suffix for this UMP record
xxx_UMP_yyy	UMP	birth_date	Birth date for this UMP record
xxx_UMP_yyy	UMP	gender_code	Gender code for this UMP record
xxx_UMP_yyy	UMP	gender_desc	Gender description for this UMP record
xxx_UMP_yyy	UMP	home_phone	Home phone for this UMP record
xxx_UMP_yyy	UMP	mobile_phone	Mobile phone for this UMP record
xxx_UMP_yyy	UMP	email_address	Email address for this UMP record
xxx_UMP_yyy	UMP	event_type	Indicates what type of event created this UMP record

Activity Dictionary - v1

Extract File Name	Source Table (Ignite)	Field	Data Definition
xxx_UMP_yyy	UMP	address_line_1	Address (line 1) for this UMP record
xxx_UMP_yyy	UMP	address_line_2	Address (line 2) for this UMP record
xxx_UMP_yyy	UMP	city	City for this UMP record
xxx_UMP_yyy	UMP	state_province	State for this UMP record
xxx_UMP_yyy	UMP	postal_code	Post Code for this UMP record
xxx_UMP_yyy	UMP	marital_status_code	Marital status code for this UMP record
xxx_UMP_yyy	UMP	marital_status_desc	Marital status description for this UMP record
xxx_UMP_yyy	UMP	race_code	Race code for this UMP record
xxx_UMP_yyy	UMP	race_desc	Race description for this UMP record
Person Record			
xxx_PERSON_yyy	Person_Current	person_ID	PK for a (fully mastered) Person record Fully mastered person records are linked to leads and activities that possess all the required fields for mastering. Demographic data in a fully mastered person record is sourced from both the client-supplied encounter data, and the Ignite-supplied consumer data.
xxx_PERSON_yyy	Person_Current	household_ID	ID for the household
xxx_PERSON_yyy	Person_Current	first_name	First name for this person record
xxx_PERSON_yyy	Person_Current	middle_name	Middle name for this person record
xxx_PERSON_yyy	Person_Current	last_name	Last name for this person record
xxx_PERSON_yyy	Person_Current	prefix	Prefix for this person record
xxx_PERSON_yyy	Person_Current	suffix	Suffix for this person record
xxx_PERSON_yyy	Person_Current	birth_date	Birth Date for this person record
xxx_PERSON_yyy	Person_Current	gender_code	Gender code for this person record
xxx_PERSON_yyy	Person_Current	gender_desc	Gender description for this person record
xxx_PERSON_yyy	Person_Current	home_phone	Home phone for this person record
xxx_PERSON_yyy	Person_Current	mobile_phone	Mobile phone for this person record
xxx_PERSON_yyy	Person_Current	email_address	Email address for this person record
xxx_PERSON_yyy	Person_Current	address_line_1	Address (line 1) for this person record
xxx_PERSON_yyy	Person_Current	address_line_2	Address (line 2) for this person record
xxx_PERSON_yyy	Person_Current	city	City for this person record
xxx_PERSON_yyy	Person_Current	state_province	State for this person record
xxx_PERSON_yyy	Person_Current	postal_code	Postal code for this person record
xxx_PERSON_yyy	Person_Current	marital_status_code	Marital status code for this person record
xxx_PERSON_yyy	Person_Current	marital_status_desc	Marital status desc for this person record
xxx_PERSON_yyy	Person_Current	race_code	Race code for this person record
xxx_PERSON_yyy	Person_Current	race_desc	Race description for this person record
xxx_PERSON_yyy	Person_Current	is_head_of_household	Y if person is head of household (Ignite-calculated field)

Extract File Name	Source Table (Ignite)	Field	Data Definition
Encounter Record			
xxx_ENCOUNTER_yyy	Encounter_Current	encounter_ID	An Encounter record contains client-provided information about a medical encounter submitted from a source system such as an EMR PK for Encounter Record
xxx_ENCOUNTER_yyy	Encounter_Current	person_ID	Indicates the person associated with this encounter record FK to Person table
xxx_ENCOUNTER_yyy	Encounter_Current	data_source_code	The data source code that created this encounter record (e.g. an EMR)
xxx_ENCOUNTER_yyy	Encounter_Current	actual_contribution_margin	Ignite-calculated field indicating the actual contribution margin for this encounter
xxx_ENCOUNTER_yyy	Encounter_Current	admit_date	May be populated with client-submitted encounter data (see https://apphelp.webmdignite.com/data-submission-guides -> encounter data for more details)
xxx_ENCOUNTER_yyy	Encounter_Current	admit_source_code	May be populated with client-submitted encounter data (see https://apphelp.webmdignite.com/data-submission-guides -> encounter data for more details)
xxx_ENCOUNTER_yyy	Encounter_Current	admit_source_desc	May be populated with client-submitted encounter data (see https://apphelp.webmdignite.com/data-submission-guides -> encounter data for more details)
xxx_ENCOUNTER_yyy	Encounter_Current	admit_type_code	May be populated with client-submitted encounter data (see https://apphelp.webmdignite.com/data-submission-guides -> encounter data for more details)
xxx_ENCOUNTER_yyy	Encounter_Current	admit_type_desc	May be populated with client-submitted encounter data (see https://apphelp.webmdignite.com/data-submission-guides -> encounter data for more details)
xxx_ENCOUNTER_yyy	Encounter_Current	data_source_desc	The data source description that created this encounter record (e.g. an EMR)
xxx_ENCOUNTER_yyy	Encounter_Current	direct_costs	May be populated with client-submitted encounter data (see https://apphelp.webmdignite.com/data-submission-guides -> encounter data for more details)
xxx_ENCOUNTER_yyy	Encounter_Current	discharge_date	May be populated with client-submitted encounter data (see https://apphelp.webmdignite.com/data-submission-guides -> encounter data for more details)
xxx_ENCOUNTER_yyy	Encounter_Current	discharge_disposition_code	May be populated with client-submitted encounter data (see https://apphelp.webmdignite.com/data-submission-guides -> encounter data for more details)
xxx_ENCOUNTER_yyy	Encounter_Current	discharge_disposition_desc	May be populated with client-submitted encounter data (see https://apphelp.webmdignite.com/data-submission-guides -> encounter data for more details)
xxx_ENCOUNTER_yyy	Encounter_Current	encounter_type_code	May be populated with client-submitted encounter data (see https://apphelp.webmdignite.com/data-submission-guides -> encounter data for more details)
xxx_ENCOUNTER_yyy	Encounter_Current	encounter_type_desc	May be populated with client-submitted encounter data (see https://apphelp.webmdignite.com/data-submission-guides -> encounter data for more details)
xxx_ENCOUNTER_yyy	Encounter_Current	expected_contribution_margin	Ignite-calculated field indicating the expected contribution margin for this encounter
xxx_ENCOUNTER_yyy	Encounter_Current	expected_reimbursement	May be populated with client-submitted encounter data (see https://apphelp.webmdignite.com/data-submission-guides -> encounter data for more details)
xxx_ENCOUNTER_yyy	Encounter_Current	facility_code	May be populated with client-submitted encounter data (see https://apphelp.webmdignite.com/data-submission-guides -> encounter data for more details)
xxx_ENCOUNTER_yyy	Encounter_Current	facility_name	May be populated with client-submitted encounter data (see https://apphelp.webmdignite.com/data-submission-guides -> encounter data for more details)

Activity Dictionary - v1

Extract File Name	Source Table (Ignite)	Field	Data Definition
xxx_ENCOUNTER_yyy	Encounter_Current	financial_class_code	May be populated with client-submitted encounter data (see https://apphelp.webmdignite.com/data-submission-guides -> encounter data for more details)
xxx_ENCOUNTER_yyy	Encounter_Current	financial_class_desc	May be populated with client-submitted encounter data (see https://apphelp.webmdignite.com/data-submission-guides -> encounter data for more details)
xxx_ENCOUNTER_yyy	Encounter_Current	guarantor_first_name	May be populated with client-submitted encounter data (see https://apphelp.webmdignite.com/data-submission-guides -> encounter data for more details)
xxx_ENCOUNTER_yyy	Encounter_Current	guarantor_last_name	May be populated with client-submitted encounter data (see https://apphelp.webmdignite.com/data-submission-guides -> encounter data for more details)
xxx_ENCOUNTER_yyy	Encounter_Current	guarantor_relationship_code	May be populated with client-submitted encounter data (see https://apphelp.webmdignite.com/data-submission-guides -> encounter data for more details)
xxx_ENCOUNTER_yyy	Encounter_Current	guarantor_relationship_desc	May be populated with client-submitted encounter data (see https://apphelp.webmdignite.com/data-submission-guides -> encounter data for more details)
xxx_ENCOUNTER_yyy	Encounter_Current	height	Height of patient (in inches) collected on this encounter record Numeric (float)
xxx_ENCOUNTER_yyy	Encounter_Current	is_readmit	Y if encounter record is flagged as a readmission after discharge (see https://apphelp.webmdignite.com/data-submission-guides -> encounter data for more details)
xxx_ENCOUNTER_yyy	Encounter_Current	length_of_stay	Ignite-calculated field indicating the length of stay for this encounter
xxx_ENCOUNTER_yyy	Encounter_Current	msdrg_code	May be populated with client-submitted encounter data (see https://apphelp.webmdignite.com/data-submission-guides -> encounter data for more details)
xxx_ENCOUNTER_yyy	Encounter_Current	msdrg_desc	May be populated with client-submitted encounter data (see https://apphelp.webmdignite.com/data-submission-guides -> encounter data for more details)
xxx_ENCOUNTER_yyy	Encounter_Current	patient_class_code	May be populated with client-submitted encounter data (see https://apphelp.webmdignite.com/data-submission-guides -> encounter data for more details)
xxx_ENCOUNTER_yyy	Encounter_Current	patient_class_desc	May be populated with client-submitted encounter data (see https://apphelp.webmdignite.com/data-submission-guides -> encounter data for more details)
xxx_ENCOUNTER_yyy	Encounter_Current	payor_category_code	May be populated with client-submitted encounter data (see https://apphelp.webmdignite.com/data-submission-guides -> encounter data for more details)
xxx_ENCOUNTER_yyy	Encounter_Current	payor_category_desc	May be populated with client-submitted encounter data (see https://apphelp.webmdignite.com/data-submission-guides -> encounter data for more details)
xxx_ENCOUNTER_yyy	Encounter_Current	place_of_service_code	May be populated with client-submitted encounter data (see https://apphelp.webmdignite.com/data-submission-guides -> encounter data for more details)
xxx_ENCOUNTER_yyy	Encounter_Current	place_of_service_desc	May be populated with client-submitted encounter data (see https://apphelp.webmdignite.com/data-submission-guides -> encounter data for more details)
xxx_ENCOUNTER_yyy	Encounter_Current	service_date	May be populated with client-submitted encounter data (see https://apphelp.webmdignite.com/data-submission-guides -> encounter data for more details)
xxx_ENCOUNTER_yyy	Encounter_Current	service_line_code	Client-submitted service line code for this encounter (see https://apphelp.webmdignite.com/data-submission-guides -> encounter data for more details)



Activity Dictionary - v1

Extract File Name	Source Table (Ignite)	Field	Data Definition
xxx_ENCOUNTER_yyy	Encounter_Current	service_line_desc	Client-submitted service line description for this encounter (see https://apphelp.webmdignite.com/data-submission-guides -> encounter data for more details)
xxx_ENCOUNTER_yyy	Encounter_Current	source_encounter_id	Client-assigned encounter ID for this encounter (e.g. Visit ID, Account ID, HAR)
xxx_ENCOUNTER_yyy	Encounter_Current	source_person_id	Client-assigned person ID for this encounter (e.g. MRN)
xxx_ENCOUNTER_yyy	Encounter_Current	sub_facility_code	May be populated with client-submitted encounter data (see https://apphelp.webmdignite.com/data-submission-guides -> encounter data for more details)
xxx_ENCOUNTER_yyy	Encounter_Current	sub_facility_desc	May be populated with client-submitted encounter data (see https://apphelp.webmdignite.com/data-submission-guides -> encounter data for more details)
xxx_ENCOUNTER_yyy	Encounter_Current	sub_service_line_code	Client-submitted sub-service line code for this encounter (see https://apphelp.webmdignite.com/data-submission-guides -> encounter data for more details)
xxx_ENCOUNTER_yyy	Encounter_Current	sub_service_line_desc	Client-submitted sub-service line description for this encounter (see https://apphelp.webmdignite.com/data-submission-guides -> encounter data for more details)
xxx_ENCOUNTER_yyy	Encounter_Current	total_amount_received	aka total_payments (see https://apphelp.webmdignite.com/data-submission-guides -> encounter data for more details)
xxx_ENCOUNTER_yyy	Encounter_Current	total_charges	May be populated with client-submitted encounter data (see https://apphelp.webmdignite.com/data-submission-guides -> encounter data for more details)
xxx_ENCOUNTER_yyy	Encounter_Current	weight	Weight of patient (in lbs) collected on this encounter record Numeric (float)
xxx_ENCOUNTER_yyy	Encounter_Current	admit_age	Ignite-calculated field
xxx_ENCOUNTER_yyy	Encounter_Current	service_category.code	Ignite-calculated service line
xxx_ENCOUNTER_yyy	Encounter_Current	service_category.desc	Ignite-calculated service line
xxx_ENCOUNTER_yyy	Encounter_Current	service_category.sub_code	Ignite-calculated sub-service line
xxx_ENCOUNTER_yyy	Encounter_Current	service_category.sub_desc	Ignite-calculated sub-service line
xxx_ENCOUNTER_yyy	Encounter_Current	create_date	Creation date of this encounter record
xxx_ENCOUNTER_yyy	Encounter_Current	update_date	Last update date of this encounter record

Extract File Name	Source Table (Ignite)	Field	Data Definition
Campaign Record			
xxx_Campaign_yyy	Campaign	campaignId	A Campaign record is a user-generated metadata record of a specific marketing initiative that defines attributes about that initiative at the highest level. Always contains the most up to date information about that marketing initiative. PK for Campaign record
xxx_Campaign_yyy	Campaign	name	User-entered metadata, free text (limit 75 characters), required
xxx_Campaign_yyy	Campaign	campaignType	The campaign type. User-entered metadata, required
xxx_Campaign_yyy	Campaign	campaignSource	Deprecated field, not in use. Use CampaignToExternal table instead
xxx_Campaign_yyy	Campaign	campaignStatus	User-entered metadata, required
xxx_Campaign_yyy	Campaign	campaignLead	Individual responsible for this campaign User-entered metadata, free-text, optional
xxx_Campaign_yyy	Campaign	objective	Description of the campaign's objective or purpose User-entered metadata, free-text, required
xxx_Campaign_yyy	Campaign	budget	User-entered metadata, free-text
xxx_Campaign_yyy	Campaign	variableCost	User-entered metadata, free-text
xxx_Campaign_yyy	Campaign	fixedCost	User-entered metadata, free-text
xxx_Campaign_yyy	Campaign	facilityJson	User-entered metadata, JSON payload
xxx_Campaign_yyy	Campaign	marketArea	User-entered metadata, JSON payload
xxx_Campaign_yyy	Campaign	trackResponsesMonths	Defines the response tracking time window for this campaign. User-entered metadata, optional
xxx_Campaign_yyy	Campaign	includeResponsesFrom	Defines the response tracking level (individual or household) configured by the end user for this campaign. User-entered metadata, optional
xxx_Campaign_yyy	Campaign	startDate	Only applicable for push channels. Defines the communication activity tracking time window for this campaign. If not populated, campaign will include communication activity (marketin_event) activity from any date when attributing an activity to a response.
xxx_Campaign_yyy	Campaign	endDate	Only applicable for push channels. Defines the communication activity tracking time window for this campaign. If not populated, campaign will include communication activity (marketin_event) activity from any date when attributing an activity to a response.
xxx_Campaign_yyy	Campaign	isDeleted	workflow-generated metadata
xxx_Campaign_yyy	Campaign	isDeletedDate	workflow-generated metadata



Metadata Dictionary - v1

Extract File Name	Source Table (Ignite)	Field	Data Definition
xxx_Campaign_yyy	Campaign	createdBy	User that created this Campaign record
xxx_Campaign_yyy	Campaign	lastUpdatedBy	User that last updated this Campaign record
xxx_Campaign_yyy	Campaign	createDate	Creation date for this campaign record
xxx_Campaign_yyy	Campaign	lastUpdate	Last update date for this campaign record
Campaign-to-External Record			
xxx_CampaignToExternal_yy	CampaignToExternal	externalID	A Campaign-to-External record maps a campaign ID to an external source. Only relevant when campaigns are created by an external source. External source ID that created the campaign
xxx_CampaignToExternal_yy	CampaignToExternal	campaignID	The Campaign ID that was created by an external source FK to Campaign table
xxx_CampaignToExternal_yy	ExternalSource	externalSourceName	Name of the source that created this campaign, if the campaign was created by an external source (e.g. SFMC). Note: extract joins this field from Ignite Source Table ExternalSource
xxx_CampaignToExternal_yy	CampaignToExternal	isDeleted	1 if the campaign has been (externally) deleted, otherwise 0
xxx_CampaignToExternal_yy	CampaignToExternal	createdBy	If available, the (external) user / role that created the campaign
xxx_CampaignToExternal_yy	CampaignToExternal	lastUpdatedBy	If available, the (external) user / role that last updated the campaign
xxx_CampaignToExternal_yy	CampaignToExternal	createDate	The (external) creation date of this campaign
xxx_CampaignToExternal_yy	CampaignToExternal	lastUpdate	The (external) last update date of this campaign
Campaign Service Category (CSC) Record			
xxx_CampaignServiceCateg	CampaignServiceCateg	campaignID	A Campaign Service Category (CSC) record links a campaign ID to a service category in order to <i>refine that campaign's objective</i> . Service categories are optionally defined by end users when a campaign record is created. A campaign may be linked to more than one CSC record. FK to Campaign table
xxx_CampaignServiceCateg	CampaignServiceCateg	serviceCategoryCode	Service Category Code for this CSC record (the code that has been selected by the end user during campaign creation)
xxx_CampaignServiceCateg	CampaignServiceCateg	isCustom	True if the service category is custom (client supplied) (See encounter_current.service_line_code)
xxx_CampaignServiceCateg	CampaignServiceCateg	createDate	Creation date for this CSC record
xxx_CampaignServiceCateg	CampaignServiceCateg	createdBy	User that created this CSC record
Campaign Sub-Service Category (CSSC) Record			



Metadata Dictionary - v1

Extract File Name	Source Table (Ignite)	Field	Data Definition
xxx_CampaignSubServiceCa	CampaignSubServiceCat	campaignID	A campaign sub-service category (CSSC) record links a campaign ID to a sub-service category in order to refine that campaign's objective. Sub-service categories are optionally defined by end users when a campaign record is created. A campaign may be linked to more than one CSSC record. FK to Campaign table
xxx_CampaignSubServiceCa	CampaignSubServiceCat	subServiceCategoryCode	Sub-Service Category Code for this CSSC record (the code that has been selected by the end user during campaign creation)
xxx_CampaignSubServiceCa	CampaignSubServiceCat	isCustom	True if the sub-service category is custom (client supplied) (See encounter_current.sub_service_line_code)
xxx_CampaignSubServiceCa	CampaignSubServiceCat	createDate	Creation date for this CSSC record
xxx_CampaignSubServiceCa	CampaignSubServiceCat	createdBy	User that created this CSSC record
Campaign MSDRG Record			
xxx_CampaignMSDRG_YYYY	CampaignMSDRG	campaignID	A CampaignMSDRG record links a campaign ID to a MSDRG code in order to <i>refine that campaign's objective</i> . A campaign's MSDRG codes are optionally defined by end users when a campaign record is created. A campaign may be linked to more than one CampaignMSDRG record. FK to Campaign table
xxx_CampaignMSDRG_YYYY	CampaignMSDRG	msdrgCode	MSDRG code for this CampaignMSDRG record (the code that has been selected by the end user during campaign creation)
xxx_CampaignMSDRG_YYYY	CampaignMSDRG	createDate	Creation date for this campaignMSDRG record
xxx_CampaignMSDRG_YYYY	CampaignMSDRG	createdBy	User that created this campaignMSDRG record
Campaign Visit Type Record			
xxx_CampaignVisitType_YYYY	CampaignVisitType	campaignID	A campaignVisitType record links a campaign ID to a visit type code in order to <i>refine that campaign's objective</i> . A campaign's visit types are optionally defined by end users when a campaign record is created. A campaign may be linked to more than one campaignVisitType record. FK to Campaign table
xxx_CampaignVisitType_YYYY	CampaignVisitType	visitTypeCode	Visit type code for this campaignVisitType record (the code that has been selected by the end user during campaign creation)
xxx_CampaignVisitType_YYYY	CampaignVisitType	createDate	Creation date for this campaignVisitType record
xxx_CampaignVisitType_YYYY	CampaignVisitType	createdBy	User that created this campaignVisitType record
Campaign Procedure Record			

Extract File Name	Source Table (Ignite)	Field	Data Definition
xxx_CampaignProcedure_yy	CampaignProcedure	campaignID	<p>A campaignProcedure record links a campaign ID to a procedure code in order to <i>refine that campaign's objective</i>. A campaign's procedure codes are optionally defined by end users when a campaign record is created. A campaign may be linked to more than one campaignProcedure record.</p> <p>FK to Campaign table</p>
xxx_CampaignProcedure_yy	CampaignProcedure	pxCode	Procedure code for this campaignProcedure record (the code that has been selected by the end user during campaign creation)
xxx_CampaignProcedure_yy	CampaignProcedure	createDate	Creation date for this campaignProcedure record
xxx_CampaignProcedure_yy	CampaignProcedure	createdBy	User that created this campaignProcedure record
Campaign Diagnosis Record			
xxx_CampaignDiagnosis_yy	CampaignDiagnosis	campaignID	<p>A campaignDiagnosis record links a campaign ID to a diagnosis code in order to <i>refine that campaign's objective</i>. A campaign's diagnosis codes are optionally defined by end users when a campaign record is created. A campaign may be linked to more than one campaignDiagnosis record.</p> <p>FK to Campaign table</p>
xxx_CampaignDiagnosis_yy	CampaignDiagnosis	dxCode	Diagnosis code for this campaignDiagnosis record (the code that has been selected by the end user during campaign creation)
xxx_CampaignDiagnosis_yy	CampaignDiagnosis	createDate	Creation date for this campaignDiagnosis record
xxx_CampaignDiagnosis_yy	CampaignDiagnosis	createdBy	User that created this campaignDiagnosis record
Campaign Cost Schedule (CCS) Record			
xxx_CampaignCostSchedule	CostSchedule	costScheduleID	<p>A Campaign Cost Schedule record defines the financial metrics for a campaign's incremental cost, <i>in order to enable ROI reporting over a specified timeframe</i>. A campaign's cost schedule is defined by end users when a campaign record is configured.</p> <p>PK for Campaign Cost Schedule record</p>
xxx_CampaignCostSchedule	CostSchedule	campaignID	<p>The campaign ID associated to this cost schedule. Campaigns can only be linked to one cost schedule.</p> <p>FK to Campaign table</p>
xxx_CampaignCostSchedule	CostSchedule	costUnitID	<p>Defines the unit of time (or other measurement) over which this incremental cost value should be applied when calculating ROI.</p> <p>Possible values: per_mail fixed_one_time per_call fixed_quarterly</p>
xxx_CampaignCostSchedule	CostSchedule	description	The description of this Campaign Cost Schedule record (user-entered, free text)
xxx_CampaignCostSchedule	CostSchedule	value	The incremental cost value for this Campaign Cost Schedule record

Extract File Name	Source Table (Ignite)	Field	Data Definition
xxx_CampaignCostSchedule	CostSchedule	startDate	The Start Date of the Campaign Cost Schedule record. Indicates when the incremental cost value should be applied.
xxx_CampaignCostSchedule	CostSchedule	endDate	The Start Date of the Campaign Cost Schedule record. Indicates when the incremental cost value should no longer be applied.
xxx_CampaignCostSchedule	CostSchedule	createDate	Creation date for this Campaign Cost Schedule record
xxx_CampaignCostSchedule	CostSchedule	lastUpdate	Last update date for this Campaign Cost Schedule record
xxx_CampaignCostSchedule	CostSchedule	createdBy	User that created this Campaign Cost Schedule record
xxx_CampaignCostSchedule	CostSchedule	lastUpdatedBy	User that last updated this Campaign Cost Schedule record
xxx_CampaignCostSchedule	CostSchedule	isDeleted	1 if Campaign Cost Schedule is deleted, otherwise 0
xxx_CampaignCostSchedule	CostSchedule	isDeletedDate	Date that this Campaign Cost Schedule record was deleted
xxx_CampaignCostSchedule	CostSchedule	serviceCategory	Deprecated field, not in use
xxx_CampaignCostSchedule	CostSchedule	facility	Deprecated field, not in use
Tactic Record			
xxx_Tactic_yyy	Tactic	tacticID	<p>A Tactic record defines the method that the campaign is using in order to achieve its objective (i.e. the 'call to action' for a campaign). A campaign's tactic is defined by end users when a campaign record is created.</p> <p>A campaign may have more than one Tactic, and all Tactics must be associated to at least one Tracking Set record.</p> <p>PK for Tactic record</p>
xxx_Tactic_yyy	Tactic	campaignID	FK to Campaign table
xxx_Tactic_yyy	Tactic	name	Name of the tactic (user-entered, free text)
xxx_Tactic_yyy	Tactic	description	Description of the tactic (user-entered, free text)
xxx_Tactic_yyy	Tactic	callToActionWebPage	<p>Destination URL for this Tactic / call to action.</p> <p>If a campaign has more than one tracking URL, see Tracking Set and Tracking Set Web Page</p>
xxx_Tactic_yyy	Tactic	callToActionPhoneNumber	Destination phone number for this Tactic / call to action. If a campaign has more than one
xxx_Tactic_yyy	Tactic	createDate	Creation date for this Tactic record
xxx_Tactic_yyy	Tactic	lastUpdate	Last update date for this Tactic record
xxx_Tactic_yyy	Tactic	createdBy	User that created this Tactic record
xxx_Tactic_yyy	Tactic	lastUpdatedBy	User that last updated this Tactic record
xxx_Tactic_yyy	Tactic	isDeleted	1 if tactic is deleted, otherwise 0
xxx_Tactic_yyy	Tactic	isDeletedDate	Date that this Tactic record was deleted
Tracking Set Record			

Extract File Name	Source Table (Ignite)	Field	Data Definition
xxx_TrackingSet_yyy	TrackingSet	trackingSetID	<p>A Tracking Set record defines the response channel(s) a consumer may take in order to engage with a campaign's call to action or Tactic. A campaign's Tracking Set(s) are defined by end users when a campaign record is created.</p> <p>All Tactics will be associated to at least one Tracking Set record. If a Tactic has more than one response channel, users may configure additional Tracking Set records to track the responses on a more granular level.</p> <p>PK for Tracking Set record</p>
xxx_TrackingSet_yyy	TrackingSet	tacticID	FK to Tactic table
xxx_TrackingSet_yyy	TrackingSet	sourceProviderID	<p>Provider responsible for hosting this response channel. Configured by the end user when creating the tracking set record</p> <p>Available values depend on the selected campaignChannelID (e.g., when campaignChannelID = 'Paid Search', possible values for sourceProviderID are 'Bing', 'Google Adwords', 'Yahoo', and 'Other'.</p>
xxx_TrackingSet_yyy	TrackingSet	sourceProviderExternalID	Deprecated field, not in use
xxx_TrackingSet_yyy	TrackingSet	campaignChannelID	<p>Channel code associated with this tracking set; current channel code configured in the application. Configured by the end user when creating the Tracking Set record</p> <p>Possible values:</p> <ul style="list-style-type: none"> direct_mail display email mass_media one2one organic_social outbound_call outdoor paid_search paid_social sms_text video <p>See also marketing_event.campaignChannelID for the channel code at the time the marketing event was created.</p>
xxx_TrackingSet_yyy	TrackingSet	agency	Agency that created this tracking set ('client' or 'mh'); required to be defined by end-users when creating the tracking set
xxx_TrackingSet_yyy	TrackingSet	createDate	Creation date for this Tracking Set record
xxx_TrackingSet_yyy	TrackingSet	lastUpdate	Last update date for this Tracking Set record
xxx_TrackingSet_yyy	TrackingSet	createdBy	User that created this Tracking Set record
xxx_TrackingSet_yyy	TrackingSet	lastUpdatedBy	User that last updated this Tracking Set record
xxx_TrackingSet_yyy	TrackingSet	isDeleted	1 if Tracking Set is deleted, otherwise 0

Extract File Name	Source Table (Ignite)	Field	Data Definition
xxx_TrackingSet_yyy	TrackingSet	isDeletedDate	Date that this Tracking Set record was deleted
xxx_TrackingSet_yyy	TrackingSet	serviceCategory	Deprecated field, not in use
xxx_TrackingSet_yyy	TrackingSet	facility	Deprecated field, not in use
Tracking Set Web Page Record			
xxx_TrackingSetWebPage_yy	TrackingSetWebPage	trackingSetWebPageID	<p>A Tracking Set Web Page record further defines the response channel(s) a consumer may take in order to engage with a campaign's call to action (or Tactic), <u>when that call to action involves a trackable URL/web page</u>. A campaign's Tracking Set Web Page(s) are defined by end users when a campaign is created.</p> <p>A Tracking Set may be associated to one or more Tracking Set Web Page records.</p> <p>PK for Tracking Set Web Page record</p>
xxx_TrackingSetWebPage_yy	TrackingSetWebPage	trackingSetID	<p>The tracking set associated with this record.</p> <p>FK to Tracking Set table</p>
xxx_TrackingSetWebPage_yy	TrackingSetWebPage	description	Deprecated field, not in use
xxx_TrackingSetWebPage_yy	TrackingSetWebPage	baseURL	Base trackable URL entered by the end-user when configuring the Tracking Set Web Page record
xxx_TrackingSetWebPage_yy	TrackingSetWebPage	createDate	Creation date for this Tracking Set Web Page record
xxx_TrackingSetWebPage_yy	TrackingSetWebPage	lastUpdate	Last update date for this Tracking Set Web Page record
xxx_TrackingSetWebPage_yy	TrackingSetWebPage	createdBy	User that created this Tracking Set Web Page record
xxx_TrackingSetWebPage_yy	TrackingSetWebPage	lastUpdatedBy	User that last updated this Tracking Set Web Page record
xxx_TrackingSetWebPage_yy	TrackingSetWebPage	isDeleted	1 if Tracking Set Web Page is deleted, otherwise 0
xxx_TrackingSetWebPage_yy	TrackingSetWebPage	isDeletedDate	Date that this Tracking Set Web Page record was deleted
Tracking Set Web Page Parameter Record			
xxx_TrackingSetWebPagePar	TrackingSetWebPagePara	trackingSetWebPageParameterID	<p>A Tracking Set Web Page Parameter record further defines the specific parameters used to track traffic to a trackable web page. Automatically generated by the Ignite Growth Platform when a Tracking Set Web Page record is created.</p> <p>PK for TrackingSetWebPageParameter record</p>
xxx_TrackingSetWebPagePar	TrackingSetWebPagePara	trackingSetID	<p>The tracking set associated with this record.</p> <p>FK to Tracking Set table</p>
xxx_TrackingSetWebPagePar	TrackingSetWebPagePara	key	The tracking parameter name of this Tracking Set Web Page Parameter record
xxx_TrackingSetWebPagePar	TrackingSetWebPagePara	value	The tracking parameter value of this Tracking Set Web Page Parameter record
xxx_TrackingSetWebPagePar	TrackingSetWebPagePara	createDate	Creation date for this Tracking Set Web Page Parameter record
xxx_TrackingSetWebPagePar	TrackingSetWebPagePara	lastUpdate	Last update date for this Tracking Set Web Page Parameter record
xxx_TrackingSetWebPagePar	TrackingSetWebPagePara	createdBy	User that created this Tracking Set Web Page Parameter record
xxx_TrackingSetWebPagePar	TrackingSetWebPagePara	lastUpdatedBy	User that last updated this Tracking Set Web Page Parameter record



Metadata Dictionary - v1

Extract File Name	Source Table (Ignite)	Field	Data Definition
xxx_TrackingSetWebPagePar	TrackingSetWebPagePar	isDeleted	1 if Tracking Set Web Page Parameter is deleted, otherwise 0
xxx_TrackingSetWebPagePar	TrackingSetWebPagePar	isDeletedDate	Date that this Tracking Set Web Page Parameter record was deleted
Tracking Set Phone Number Record			
xxx_TrackingSetPhoneNum	TrackingSetPhoneNumbe	trackingSetPhoneNumberID	<p>A Tracking Set Phone Number record further defines the response channel(s) a consumer may take in order to engage with a campaign's call to action (or Tactic), <u>when that call to action involves a trackable phone number</u>. A campaign's Tracking Set Phone Number(s) are defined by end users when a campaign is created.</p> <p>A Tracking Set may be associated to one or more Tracking Set Phone Number records.</p> <p>PK for Tracking Set Phone Number record</p>
xxx_TrackingSetPhoneNum	TrackingSetPhoneNumbe	trackingSetID	<p>The Tracking Set associated with this Tracking Set Phone Number record.</p> <p>FK to Tracking Set table</p>
xxx_TrackingSetPhoneNum	TrackingSetPhoneNumbe	description	Deprecated field, not in use
xxx_TrackingSetPhoneNum	TrackingSetPhoneNumbe	phoneNumber	The trackable phone number for this Tracking Set Phone Number record
xxx_TrackingSetPhoneNum	TrackingSetPhoneNumbe	createDate	Creation date for this Tracking Set Phone Number record
xxx_TrackingSetPhoneNum	TrackingSetPhoneNumbe	lastUpdate	Last update date for this Tracking Set Phone Number record
xxx_TrackingSetPhoneNum	TrackingSetPhoneNumbe	createdBy	User that created this Tracking Set Phone Number record
xxx_TrackingSetPhoneNum	TrackingSetPhoneNumbe	lastUpdatedBy	User that last updated this Tracking Set Phone Number record
xxx_TrackingSetPhoneNum	TrackingSetPhoneNumbe	isDeleted	1 if Tracking Set Phone Number is deleted, otherwise 0
xxx_TrackingSetPhoneNum	TrackingSetPhoneNumbe	isDeletedDate	Date that this Tracking Set Phone Number record was deleted
Audience Record			
xxx_Audience_yyy	Audience	audienceID	<p>An Audience record defines the audience for push channel campaigns. A campaign's Audience is defined by end users when creating push channel campaign records.</p> <p>PK for Audience record</p>
xxx_Audience_yyy	Audience	campaignID	FK to Campaign table
xxx_Audience_yyy	Audience	name	Name for this Audience (user entered, free text)
xxx_Audience_yyy	Audience	description	Description for this Audience (user entered, free text)
xxx_Audience_yyy	Audience	createDate	Creation date for this Audience
xxx_Audience_yyy	Audience	lastUpdate	Last update date for this Audience
xxx_Audience_yyy	Audience	createdBy	User that created this Audience record
xxx_Audience_yyy	Audience	lastUpdatedBy	User that last updated this Audience record
xxx_Audience_yyy	Audience	isDeleted	1 if Audience is deleted, otherwise 0
xxx_Audience_yyy	Audience	isDeletedDate	Date that this Audience was deleted
Audience Group Record			

Metadata Dictionary - v1

Extract File Name	Source Table (Ignite)	Field	Data Definition
xxx_AudienceGroup_yyy	AudienceGroup	audienceGroupID	An Audience Group record defines the audience groups for push channel campaigns. A campaign's Audience Group(s) are defined by end users when creating push channel campaign records. Allows for further segmentation of Audience records for more granular tracking in push channels. PK for Audience Group record
xxx_AudienceGroup_yyy	AudienceGroup	audienceID	FK to Audience table
xxx_AudienceGroup_yyy	AudienceGroup	name	Name for this Audience Group (user entered, free text)
xxx_AudienceGroup_yyy	AudienceGroup	description	Deprecated field, not in use
xxx_AudienceGroup_yyy	AudienceGroup	createDate	Creation date for this Audience Group
xxx_AudienceGroup_yyy	AudienceGroup	lastUpdate	Last update date for this Audience Group
xxx_AudienceGroup_yyy	AudienceGroup	createdBy	User that created this Audience Group record
xxx_AudienceGroup_yyy	AudienceGroup	lastUpdatedBy	User that last updated this Audience Group record
xxx_AudienceGroup_yyy	AudienceGroup	isDeleted	1 if Audience Group is deleted, otherwise 0
xxx_AudienceGroup_yyy	AudienceGroup	isDeletedDate	Date that this Audience Group was deleted