



Activity Dictionary - v2

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: directmail_send email_subscribe email_click web_page_view email_open email_unsubscribe email_send form_submit custom_activity web_visit call hra_submit email_bounce</p>
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 record. Values are UTC timestamps.
xxx_EXTRACT_EVENT_yyy	Marketing_Event	update_date	Last update date of this marketing event

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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: direct_mail display email mass_media one2one organic_social outbound_call outdoor paid_search paid_social sms_text video</p> <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	audience_groups	JSON string containing details of audience groups
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)

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xxx_EXTRACT_EVENT_yyy	Marketing_Event	call_list_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_list_id	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_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_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_name	The channel name associated with this marketing event, at the time the marketing event was created
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)



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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
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	established_ump_id	Identifies an unmastered person that was previously supplied. Links to UMP_ID in UMP file. Note that this is secondary to ump_id for complete linkage to the UMP file.
xxx_EXTRACT_EVENT_yyy	Marketing_Event	event_date	Timestamp in UTC that indicates the associated event date. For forms, this is the actual date/time of form submission.
xxx_EXTRACT_EVENT_yyy	Marketing_Event	event_registration_code	Data affiliated with event registration event_type records.
xxx_EXTRACT_EVENT_yyy	Marketing_Event	event_registration_date	Data affiliated with event registration event_type records.
xxx_EXTRACT_EVENT_yyy	Marketing_Event	event_registration_desc	Data affiliated with event registration event_type records.
xxx_EXTRACT_EVENT_yyy	Marketing_Event	event_registration_group_code	Data affiliated with event registration event_type records.
xxx_EXTRACT_EVENT_yyy	Marketing_Event	event_registration_group_desc	Data affiliated with event registration event_type records.
xxx_EXTRACT_EVENT_yyy	Marketing_Event	event_registration_outcome_code	Data affiliated with event registration event_type records.
xxx_EXTRACT_EVENT_yyy	Marketing_Event	event_registration_outcome_desc	Data affiliated with event registration event_type records.
xxx_EXTRACT_EVENT_yyy	Marketing_Event	event_registration_subtype_code	Data affiliated with event registration event_type records.
xxx_EXTRACT_EVENT_yyy	Marketing_Event	event_registration_subtype_desc	Data affiliated with event registration event_type records.



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xxx_EXTRACT_EVENT_yyy	Marketing_Event	event_registration_type_code	Data affiliated with event registration event_type records.
xxx_EXTRACT_EVENT_yyy	Marketing_Event	event_registration_type_desc	Data affiliated with event registration event_type records.
xxx_EXTRACT_EVENT_yyy	Marketing_Event	event_type_unique_key	Data affiliated with event registration event_type records.
xxx_EXTRACT_EVENT_yyy	Marketing_Event	asset_name	Asset name. Can be used with event_type to identify specific items. As an example, with the event_type 'form_submit', the asset_name would essentially be the form name.
xxx_EXTRACT_EVENT_yyy	Marketing_Event	form_data	<p>Unparsed JSON that contains all client-defined custom form fields, all Ignite-defined hidden form fields, and any other fields that were present in the payload.</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 attribute, 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_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
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)

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Extract File Name	Source Table (Ignite)	Field	Data Definition
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)
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)



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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
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.



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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	visitor_external_id	
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)
xxx_EXTRACT_EVENT_yyy	Marketing_Event	web_page_view	JSON string containing details about web activities across a visitor's session (e.g., pages visited, referrer url, etc.)
xxx_EXTRACT_EVENT_yyy	Marketing_Event	web_visit	JSON string containing summarized interactions between visitors and website, including initial landing page, time spent, # of pages viewed, etc.
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	last_name	Last name 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
xxx_UMP_yyy	UMP	postal_code	Post Code 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

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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)
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)



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Extract File Name	Source Table (Ignite)	Field	Data Definition
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	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)
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	Modeled payor category code.
xxx_ENCOUNTER_yyy	Encounter_Current	payor_category_desc	Payor category description.



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Extract File Name	Source Table (Ignite)	Field	Data Definition
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)
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	campaign_id	<p>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.</p> <p>PK for Campaign record</p>
xxx_Campaign_yyy	Campaign	name	User-entered metadata, free text (limit 75 characters), required
xxx_Campaign_yyy	Campaign	campaign_type	<p>The campaign type.</p> <p>User-entered metadata, required</p>
xxx_Campaign_yyy	Campaign	execution_status	User-entered metadata, required
xxx_Campaign_yyy	Campaign	campaign_lead	<p>Individual responsible for this campaign</p> <p>User-entered metadata, free-text, optional</p>
xxx_Campaign_yyy	Campaign	objective	<p>Description of the campaign's objective or purpose</p> <p>User-entered metadata, free-text, required</p>
xxx_Campaign_yyy	Campaign	budget	User-entered metadata, free-text
xxx_Campaign_yyy	Campaign	facility_json	User-entered metadata, JSON payload
xxx_Campaign_yyy	Campaign	track_responses_months	<p>Defines the response tracking time window for this campaign.</p> <p>User-entered metadata, optional</p>
xxx_Campaign_yyy	Campaign	include_responses_from	<p>Defines the response tracking level (individual or household) configured by the end user for this campaign.</p> <p>User-entered metadata, optional</p>
xxx_Campaign_yyy	Campaign	communication_start_date	<p>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.</p>
xxx_Campaign_yyy	Campaign	communication_end_date	<p>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.</p>
xxx_Campaign_yyy	Campaign	is_deleted	workflow-generated metadata
xxx_Campaign_yyy	Campaign	is_deleted_date	workflow-generated metadata
xxx_Campaign_yyy	Campaign	created_by	User that created this Campaign record
xxx_Campaign_yyy	Campaign	last_updated_by	User that last updated this Campaign record
xxx_Campaign_yyy	Campaign	create_date	Creation date for this campaign record
xxx_Campaign_yyy	Campaign	last_update	Last update date for this campaign record

Extract File Name	Source Table (Ignite)	Field	Data Definition
Campaign-to-External Record			
xxx_CampaignToExternal_	Campaign_to_External	external_id	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_	Campaign_to_External	campaign_id	The Campaign ID that was created by an external source FK to Campaign table
xxx_CampaignToExternal_	External_Source	external_source_name	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_	Campaign_to_External	is_deleted	1 if the campaign has been (externally) deleted, otherwise 0
xxx_CampaignToExternal_	Campaign_to_External	create_date	The (external) creation date of this campaign
xxx_CampaignToExternal_	Campaign_to_External	last_update	The (external) last update date of this campaign
Campaign Service Category (CSC) Record			
xxx_CampaignServiceCate	Campaign_Service_Cate	campaign_id	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_CampaignServiceCate	Campaign_Service_Cate	service_category_code	Service Category Code for this CSC record (the code that has been selected by the end user during campaign creation)
xxx_CampaignServiceCate	Campaign_Service_Cate	is_custom	True if the service category is custom (client supplied) (See encounter_current.service_line_code)
xxx_CampaignServiceCate	Campaign_Service_Cate	create_date	Creation date for this CSC record
Campaign Sub-Service Category (CSSC) Record			
xxx_CampaignSubServiceC	Campaign_Sub_Service	campaign_id	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_CampaignSubServiceC	Campaign_Sub_Service	sub_service_category_code	Sub-Service Category Code for this CSSC record (the code that has been selected by the end user during campaign creation)
xxx_CampaignSubServiceC	Campaign_Sub_Service	is_custom	True if the sub-service category is custom (client supplied) (See encounter_current.sub_service_line_code)
xxx_CampaignSubServiceC	Campaign_Sub_Service	create_date	Creation date for this CSSC record

Extract File Name	Source Table (Ignite)	Field	Data Definition
Campaign MSDRG Record			
xxx_CampaignMSDRG_yy	Campaign_MSDRG	campaign_id	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_yy	Campaign_MSDRG	msdrg_code	MSDRG code for this CampaignMSDRG record (the code that has been selected by the end user during campaign creation)
xxx_CampaignMSDRG_yy	Campaign_MSDRG	create_date	Creation date for this campaignMSDRG record
Campaign Visit Type Record			
xxx_CampaignVisitType_y	Campaign_Visit_Type	campaign_id	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_y	Campaign_Visit_Type	visit_type_code	Visit type code for this campaignVisitType record (the code that has been selected by the end user during campaign creation)
xxx_CampaignVisitType_y	Campaign_Visit_Type	create_date	Creation date for this campaignVisitType record
Campaign Procedure Record			
xxx_CampaignProcedure_	Campaign_Procedure	campaign_id	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. FK to Campaign table
xxx_CampaignProcedure_	Campaign_Procedure	px_code	Procedure code for this campaignProcedure record (the code that has been selected by the end user during campaign creation)
xxx_CampaignProcedure_	Campaign_Procedure	create_date	Creation date for this campaignProcedure record
Campaign Diagnosis Record			
xxx_CampaignDiagnosis_y	Campaign_Diagnosis	campaign_id	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. FK to Campaign table
xxx_CampaignDiagnosis_y	Campaign_Diagnosis	dx_code	Diagnosis code for this campaignDiagnosis record (the code that has been selected by the end user during campaign creation)
xxx_CampaignDiagnosis_y	Campaign_Diagnosis	create_date	Creation date for this campaignDiagnosis record
Campaign Cost Schedule (CCS) Record			

Extract File Name	Source Table (Ignite)	Field	Data Definition
xxx_CampaignCostSchedule	Cost_Schedule	cost_schedule_id	<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	Cost_Schedule	campaign_id	<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	Cost_Schedule	cost_unit_id	<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	Cost_Schedule	description	The description of this Campaign Cost Schedule record (user-entered, free text)
xxx_CampaignCostSchedule	Cost_Schedule	value	The incremental cost value for this Campaign Cost Schedule record
xxx_CampaignCostSchedule	Cost_Schedule	create_date	Creation date for this Campaign Cost Schedule record
xxx_CampaignCostSchedule	Cost_Schedule	last_update	Last update date for this Campaign Cost Schedule record
xxx_CampaignCostSchedule	Cost_Schedule	is_deleted	1 if Campaign Cost Schedule is deleted, otherwise 0
xxx_CampaignCostSchedule	Cost_Schedule	is_deleted_date	Date that this Campaign Cost Schedule record was deleted
Tactic Record			
xxx_Tactic_yyy	Tactic	tactic_id	<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	campaign_id	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	call_to_action_web_page	<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>

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Extract File Name	Source Table (Ignite)	Field	Data Definition
xxx_Tactic_yyy	Tactic	call_to_action_phone_number	Destination phone number for this Tactic / call to action. If a campaign has more than one
xxx_Tactic_yyy	Tactic	create_date	Creation date for this Tactic record
xxx_Tactic_yyy	Tactic	last_update	Last update date for this Tactic record
xxx_Tactic_yyy	Tactic	is_deleted	1 if tactic is deleted, otherwise 0
xxx_Tactic_yyy	Tactic	is_deleted_date	Date that this Tactic record was deleted
Tracking Set Record			
xxx_TrackingSet_yyy	Tracking_Set	tracking_set_id	<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	Tracking_Set	tactic_id	FK to Tactic table
xxx_TrackingSet_yyy	Tracking_Set	source_provider_id	<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	Tracking_Set	source_provider_external_id	Deprecated field, not in use
xxx_TrackingSet_yyy	Tracking_Set	campaign_channel_id	<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>

Extract File Name	Source Table (Ignite)	Field	Data Definition
xxx_TrackingSet_yyy	Tracking_Set	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	Tracking_Set	create_date	Creation date for this Tracking Set record
xxx_TrackingSet_yyy	Tracking_Set	last_update	Last update date for this Tracking Set record
xxx_TrackingSet_yyy	Tracking_Set	is_deleted	1 if Tracking Set is deleted, otherwise 0
xxx_TrackingSet_yyy	Tracking_Set	is_deleted_date	Date that this Tracking Set record was deleted
Tracking Set Web Page Record			
xxx_TrackingSetWebPage_	Tracking_Set_Web_Pag	tracking_set_web_page_id	<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), when that call to action involves a trackable URL/web page. 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_	Tracking_Set_Web_Pag	tracking_set_id	<p>The tracking set associated with this record.</p> <p>FK to Tracking Set table</p>
xxx_TrackingSetWebPage_	Tracking_Set_Web_Pag	base_url	Base trackable URL entered by the end-user when configuring the Tracking Set Web Page record
xxx_TrackingSetWebPage_	Tracking_Set_Web_Pag	create_date	Creation date for this Tracking Set Web Page record
xxx_TrackingSetWebPage_	Tracking_Set_Web_Pag	last_updated_by	User that last updated this Tracking Set Web Page record
xxx_TrackingSetWebPage_	Tracking_Set_Web_Pag	is_deleted	1 if Tracking Set Web Page is deleted, otherwise 0
xxx_TrackingSetWebPage_	Tracking_Set_Web_Pag	is_deleted_date	Date that this Tracking Set Web Page record was deleted
Tracking Set Web Page Parameter Record			
xxx_TrackingSetWebPageF	Tracking_Set_Web_Pag	tracking_set_web_page_parameter_id	<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_TrackingSetWebPageF	Tracking_Set_Web_Pag	tracking_set_id	<p>The tracking set associated with this record.</p> <p>FK to Tracking Set table</p>
xxx_TrackingSetWebPageF	Tracking_Set_Web_Pag	key	The tracking parameter name of this Tracking Set Web Page Parameter record
xxx_TrackingSetWebPageF	Tracking_Set_Web_Pag	value	The tracking parameter value of this Tracking Set Web Page Parameter record
xxx_TrackingSetWebPageF	Tracking_Set_Web_Pag	create_date	Creation date for this Tracking Set Web Page Parameter record
xxx_TrackingSetWebPageF	Tracking_Set_Web_Pag	last_update	Last update date for this Tracking Set Web Page Parameter record
xxx_TrackingSetWebPageF	Tracking_Set_Web_Pag	is_deleted	1 if Tracking Set Web Page Parameter is deleted, otherwise 0
xxx_TrackingSetWebPageF	Tracking_Set_Web_Pag	is_deleted_date	Date that this Tracking Set Web Page Parameter record was deleted

Extract File Name	Source Table (Ignite)	Field	Data Definition
Tracking Set Phone Number Record			
xxx_TrackingSetPhoneNum	Tracking_Set_Phone_Nu	tracking_set_phone_number_id	<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), when that call to action involves a trackable phone number. 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	Tracking_Set_Phone_Nu	tracking_set_id	<p>The Tracking Set associated with this Tracking Set Phone Number record.</p> <p>FK to Tracking Set table</p>
xxx_TrackingSetPhoneNum	Tracking_Set_Phone_Nu	phone_number	The trackable phone number for this Tracking Set Phone Number record
xxx_TrackingSetPhoneNum	Tracking_Set_Phone_Nu	create_date	Creation date for this Tracking Set Phone Number record
xxx_TrackingSetPhoneNum	Tracking_Set_Phone_Nu	last_update	Last update date for this Tracking Set Phone Number record
xxx_TrackingSetPhoneNum	Tracking_Set_Phone_Nu	is_deleted	1 if Tracking Set Phone Number is deleted, otherwise 0
xxx_TrackingSetPhoneNum	Tracking_Set_Phone_Nu	is_deleted_date	Date that this Tracking Set Phone Number record was deleted
Audience Record			
xxx_Audience_yyy	Audience	audience_id	<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	campaign_id	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	remainder_name	(optional) User-input name of the remainder that don't satisfy audience criteria.
xxx_Audience_yyy	Audience	include_remainder	Indicates if remainder was included as a selected audience group.
xxx_Audience_yyy	Audience	include_do_not_solicit	Indicates if do-not-solicit was overridden for this audience.
xxx_Audience_yyy	Audience	include_control_group	Indicates if control group was included in audience.
xxx_Audience_yyy	Audience	channel_precedence_json	(optional) User-input channel precedence.
xxx_Audience_yyy	Audience	type	Audience type
xxx_Audience_yyy	Audience	create_date	Creation date for this Audience
xxx_Audience_yyy	Audience	last_update	Last update date for this Audience
xxx_Audience_yyy	Audience	created_by	User that created this Audience record
xxx_Audience_yyy	Audience	last_updated_by	User that last updated this Audience record
xxx_Audience_yyy	Audience	is_deleted	1 if Audience is deleted, otherwise 0
xxx_Audience_yyy	Audience	is_deleted_date	Date that this Audience was deleted

Extract File Name	Source Table (Ignite)	Field	Data Definition
Audience Group Record			
xxx_AudienceGroup_yyy	Audience_Group	audience_group_id	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	Audience_Group	audience_id	FK to Audience table
xxx_AudienceGroup_yyy	Audience_Group	name	Name for this Audience Group (user entered, free text)
xxx_AudienceGroup_yyy	Audience_Group	order	Audience group order.
xxx_AudienceGroup_yyy	Audience_Group	create_date	Creation date for this Audience Group
xxx_AudienceGroup_yyy	Audience_Group	last_update	Last update date for this Audience Group
xxx_AudienceGroup_yyy	Audience_Group	is_deleted	1 if Audience Group is deleted, otherwise 0
xxx_AudienceGroup_yyy	Audience_Group	is_deleted_date	Date that this Audience Group was deleted