campaign_code	campaign_name	campaign_type_code
Aug05 Trial	August 2005 At-risk Trial	Retention
Nov 05 GBG	November 2005 Get Back in the Game	GBG
Jan06 GBG	January 2006 Get Back in the Game	GBG
Jan06 Upgrade	January 2006 Upgrade Offer	Upgrade
Nov 05 Dallas Ret	November 2005 Dallas Retention	Retention
Jan06 KC Ret	January 2006 Kansas City Retention	Retention
Feb06 FWP	February 2006 Frequent Workout Program	Retention
Feb06 GBG	February 2006 Get Back in the Game	GBG
Mar06 GBG	March 2006 Get Back in the Game	GBG
Feb06 Upgrade/GO test	February 2006 LA Grand Openings Upgrade Test	Upgrade
Mar06 FAO	March 2006 Family Add-On	FAO
Feb06 FM at-risk	February 2006 FM at-risk outreach	Retention

campaign

campaign_identity

campaign_code
campaign_name
campaign_key
campaign_description
campaign_notes
campaign_type_code
campaign_type_key
campaign_group_code
campaign_group_key
campaign_start_date_id
campaign_expire_date_id
campaign_number_sent
campaign_number_control
campaign_per_piece_cost
campaign_fixed_cost

contact_type

contact_type_identity

contact_type
contact_type_description
contact_type_key
contact_sub_type
contact_sub_type_description
contact_sub_type_key
contact_version
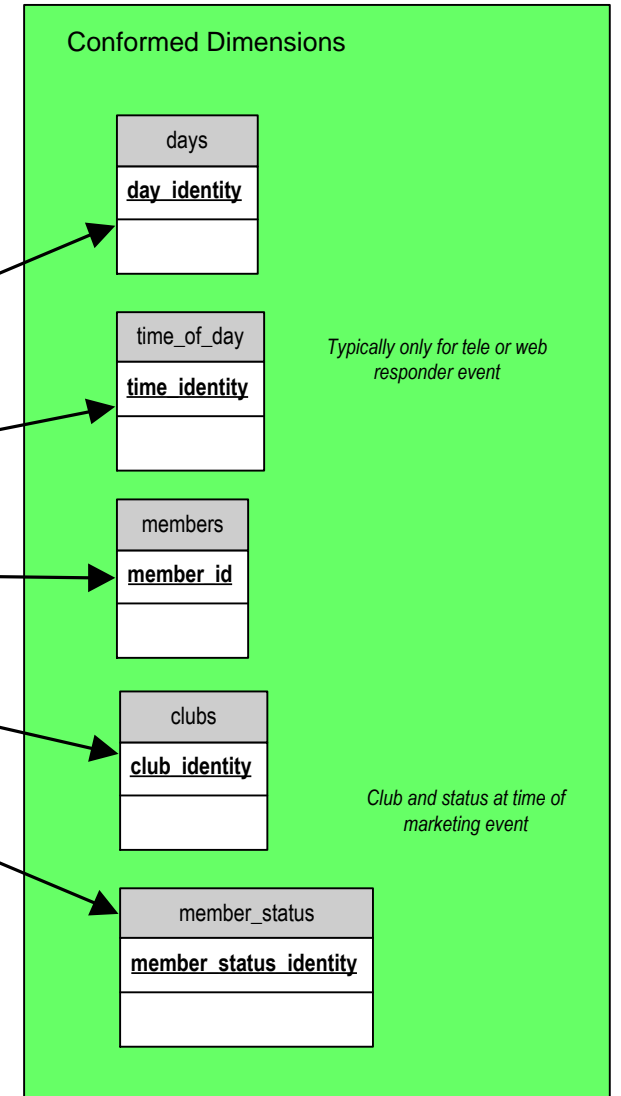contact_version_description
contact_version_key
contact_type_note

contact_type	contact_sub_type	contact_version	contact_type_note
Send	Outbound	Initial	Send initial communication of campaign to member
Redeem	Inbound	Response	Member redeems offer previously sent
RMI	Inbound	Handraise	Prospect handraise in response to mass DR
OfferExpireSS	Snapshot	Status	Member snapshot taken at 30 days
90dSS	Snapshot	Status	Member snapshot taken at 90 days
180dSS	Snapshot	Status	Member snapshot taken at 180 days
365dSS	Snapshot	Status	Member snapshot taken at 365 days
Enrolled	Inbound	Response	Member opted-on or registered for a program
Error	Error	Error	Error displays last in lists by LMI convention
N/A	N/A	N/A	Not Applicable displays next to last in lists by LMI convention

element_code	element_name	element_description
Cmpg Control	Campaign Control	Control group for this campaign
Perm Control	Permanent Control	Permanent group for all campaigns
Retention A	Retention Offer Group A	JumpStart, Family Addon or 90d VIP
JS $49	JS $49	JumpStart for just $49
FAO $15	FAO $15	Family Addon
90d VIP	90d VIP	90 day VIP for just FREE
GBG A	GBG Offer Group A	generic rejoin, rejoin plus choice, rejoin plus fao
GBG B	GBG Offer Group B	rejoin plus choice, rejoin plus fao
GBG v 1	generic rejoin	rejoin at same dues, no E&P
GBG v 2	rejoin plus choice	generic rejoin plus choice of $15 FAO or 10 KC
GBG v 3	rejoin plus kc	generic rejoin plus 10 KC

elements

element_identity

element_code
element_name
element_key
element_description
element_notes
element_type_code
element_type_description
element_type_key
element_group_code
element_group_description
element_group_key
element_cost
element_piece_code

cell

cell_identity

cell_code
cell_description
cell_notes
is_control
is_cell_set_child
cell_set_parent_identity
number_elements
is_mvt
elements
recipie

marketing_contact_facts

marketing_contact_identity

send_id
is_usable
member_score
member_metric
member_value
contact_value
days_from_drop

Marketing Contact Facts logs each &
every marketing event – outbound,
inbound, redemptions & sales

Conformed Dimensions

days

day_identity

time_of_day

time_identity

Typically only for tele or web responder event

members

member_id

clubs

club_identity

member_status

member_status_identity

Club and status at time of marketing event

media_code	media_type_code	media_group_code
Letter 1st	Letter	Mail
Letter Std	Letter	Mail
Postcard 1st	Postcard	Mail
Postcard Std	Postcard	Mail
Dimensional 1st	Dimensional	Mail
Dimensional Std	Dimensional	Mail
E-mail Std	E-mail	Internet
E-mail Cert	E-mail	Internet
Google	Ad	Internet
BannerX	Ad	Internet
BlogX	Viral	Internet
Cold Call	Phone	Telecom
Client Call	Phone	Telecom
Client Request	Phone	Telecom
Outbound TMS	TMS	Telecom

media

media_identity

media_code
media_description
media_key
media_type_code
media_type_description
media_type_key
media_group_code
media_group_description
media_group_key
media_note
contact_type_note

Loyalty Matrix