Salesforce Marketing Cloud: Data Extensions

Contents

Overview

The SessionM Salesforce Marketing Cloud integration liberates SessionM customer data into Marketing Cloud so that events generated by our platform can be used for marketing purposes. A default set of data extensions is created in Marketing Cloud when the SessionM application is installed and configured. The application enables custom development as needed in addition to default data extensions. Additionally, we support bulk export of data into Marketing Cloud via SFTP from our Audience Export feature.

The primary use case for the SFMC integration is making SessionM customer data actionable in Marketing Cloud. We do this via a set of data extensions that are created at linkage time. The sections below detail the tables associated with each data extension.

SessionM_Customers

The SessionM_Customers table contains all customer records from the SessionM customer module. The table includes all the standard profile attributes (out of the box) and custom attributes (defined by the client).

This table is used to target new users in a welcome journey, personalize message content (email, SMS, push), or build segmentation based on attributes (all records in a zip code and female).

It is recommended that this table be linked up to the SFMC "All Subscribers" standard table or linked into your contact model.

Field	Data Type	Standard or Custom Profile	Description	FK Relationship
User_ID (primary key)	Text	Standard profile	SessionM Internal ID used to identify a unique record.	Relationship to other data extensions for linking to customer profile.
External_ID	Text	Standard profile	External ID set in SessionM by client. The ID a client has chosen to be unique for among customers. For SFMC, this would be linked to the SFMC "All Subscribers" table.	

Email	Email	Standard profile		
First_Name	Text	Standard profile		
Last_Name	Text	Standard profile		
Gender	Text	Standard profile		
DOB	Text	Standard profile		
Account_Status	Text	Standard profile		
Postal_Code	Text	Standard profile		
Country	Text	Standard profile		
Points_Balance	Text	Standard profile	Points Balance field applies only to legacy SessionM loyalty product.	
Identifiers	Text	Standard profile		
Phone_Numbers	Text	Standard profile		
Custom_Attributes _JSON	Text	Custom profile		
Created_Date	Date	Standard profile		
Updated_Date	Date	Standard profile		
A custom profile can be defined by the customer (examples provided below).				
email_opt _in	Text	Custom profile		
language	Text	Custom profile		
maritial_status	Text	Custom profile		
sms_opt_in	Text	Custom profile		

SessionM_Tags

The SessionM_Tags table contains all tags that have been appended to a customer record in SessionM. Tags are key-value pair metadata that are applied as the result of a customer exhibiting certain behaviors.

SessionM supports 2 types of tags: Persistent, which are never deleted, or time-to-live (TTL), which are purged from the system after the TTL expiration date.

This table is used to target users in a journey, personalize message content (email, SMS, push), or build segmentation based on a tag.

SessionM recommends that you purge this table based on a business rule defined using the Creation_Date field (for example, delete any row where the Creation_Date > 30 days).

Field	Data Type	Description	FK Relationship
ID (primary key)	Text	ID of the TAG event in SessionM.	
User_ID	Text	SessionM Internal ID used to identify a unique record.	Relationship to other data extensions for linking to the customer profile.
External_ID	Text	External ID set in SessionM.	Relationship to Customer DE for linking to customer profile.
Tag	Text	Text label for the tag.	
Created_Date	Date	Date the tag was appended to the profile.	

SessionM_Offer

The SessionM_Offers table contains all offers that have been issued to a customer via the SessionM Offer Module.

This table is used to send offers to customers via email or other channels.

SessionM recommends that you purge this table when the offer is expired by keying off the Redemption_End_Date.

Field	Data Type	Description	FK Relationship
Offer_Order_ID	Text	SessionM internal offer ID order number (created at time of offer issuance).	
User_Offer_ID (primary key)	Text	Unique ID for Offer. This can be turned into a bar code.	
User_ID (foreign key)	Text	SessionM Internal ID used to identify a unique record.	Relationship to Customer DE for linking to customer profile.
External_ID (foreign key)	Text	External ID set in SessionM.	Relationship to Customer DE for linking to customer profile.
Email	Text	*Note that this is not currently in the data extension but it will be added in a near-term release.*	
Offer_ID	Text	Internal ID of the Offer Object in SessionM.	
Offer_Name	Text	Name of the offer in SessionM system set up by the client.	
Offer_Description	Text	Description of the offer in SessionM system set up by client.	
Offer_Type	Text	Type of the offer in SessionM system set up by client.	
Offer_Status	Text	State of the offer in SessionM system. Possible values include Issued, Redeemed, Revoked, Expired.	
Status_Date	Date	Date the offer_status was updated due to a redemption (only applies to closed loop).	
Acquire_Date	Date	Date offer was added to a user's wallet.	

Redemption_Start _Date	Date	Start date that offer is eligible to be redeemed.	
Redemption_End_ Date	Date	End date that offer is eligible to be redeemed.	
Culture	Text	Culture of the offer.	
Offer Image URL	Text	Link to offer image (can be SessionM hosted or externally hosted).	
Weight	Integer	Priority of offer position in user's offer wallet.	
POS_Discount_ID	Text	External Offer ID that a client can set in SessionM.	
Terms and Conditions	Text	Offer terms and conditions as entered into the offer management tool in SessionM.	
Created_Date	Date	Date that the record was added to the table. Automatically set by SFMC.	
Updated_Date	Date	Date that the record was updated	

SessionM_Tier Progress

The SessionM_Tier_Progress table contains the current state of a user's progress against all loyalty rules.

This table contains a record for each user's progress against a loyalty rule. There is a record per user for every rule that is set up in the system.

The table is updated every time a user's tier progress is evaluated in SessionM. The primary purpose is to enable communication about a user's proximity to the next tier and incentivize a user to engage.

Field	Data Type	Description	FK Relationship
User_ID	Text	SessionM Internal ID used to identify unique record.	Relationship to Customer DE for linking to customer profile.
Tier_System_ID (primary key)	Text	SessionM Internal Tier System ID.	
Discriminator (primary key)	Integer	Numeric value for Rule_Type.	
External_ID (foreign key)	Text	External ID set in SessionM.	
Tier_System_Name	Text	SessionM Internal Tier System Name.	
Current_Tier_ID	Text	SessionM Internal Tier ID of the users current tier.	
Current_Tier_Name	Text	SessionM Internal Tier Name of the users current tier.	
Current_Tier_Join_Date	Date	Date that the user moved into the current tier.	
Next_Tier_ID	Text	SessionM Internal Tier ID of the users next tier.	
Next_Tier_Name	Text	SessionM Internal Tier Name of the users next tier.	
Rule_Type	Text	Type of loyalty rule.	

Rule_Description	Text	Description of the loyalty rule.	
Tier_Earned	Decimal	Total Amount Earned against the loyalty rule.	
Tier_Destination	Decimal	Total Amount that must be earned to achieve the loyalty rule. When a user hits this limit that will move to the next tier.	
Tier_Required	Decimal	Total Difference between Tier_Destination and Tier_Earned. Referred to as "Distance between tiers".	
Tier_Details	Text	User friendly message that describes the state of the users progress against the loyalty rule.	
Updated_Date	Date	Date that the record was added to the table. Automatically set by SMP.	
Created_Date	Date	Date the record was added to the table.	

SessionM_Tier Status

The SessionM_Tier_Status table contains the current state of a user's tier status (what tier a user is in).

This table will contain a single record for each user that has entered a tier.

The table is updated any time a user enters or exits a tier in SessionM. The primary purpose is to enable communication related to a user's tier movement.

Field	Data Type	Description	FK Relationship
User_ID (primary key and foreign key)	Text	SessionM Internal ID used to identify a unique record.	Relationship to Customer DE for linking to customer profile.
Tier_System_ID (primary key)	Text	SessionM Internal Tier System ID.	
External_ID (foreign key)	Text	Numeric ID for the User Offer.	Relationship to Offer Journal for updating the offer status.
Tier_System_Name	Text	SessionM Internal Tier System Name.	
Current_Tier_Name	Text	SessionM Internal Tier Name of the users current tier.	
Current_Tier_Join_Date	Date	Date that the user moved into the current tier.	
Previous_Tier_Name	Text	SessionM Internal Tier ID of the users previous tier.	
Next_Tier_Name	Text	SessionM Internal Tier Name of the users next tier.	
Updated_Date	Date	Date that the record was updated in the table. Automatically set by SMP.	
Created_Date	Date	Date that the record was added to the table. Automatically set by SMP.	

SMP_Journey_Trigger

The SMP_Journey_Trigger is the data extension definition that powers SessionM-triggered journeys. They contain standard attributes of a user.

SessionM recommends that you this table to the SFMC "All Subscribers" standard table or linked into your Contact Model.

Field	Data Type	Standard or Custom profile	Description
ID	Text	standard profile	
External_ID	Text	standard profile	External ID set in SessionM by client. This is the ID a client has chosen to unique for all customers. For SFMC this would be linked to the ALL SUBSCRIBERS table
Email	Email	standard profile	
First_Name	Text	standard profile	
Last_Name	Text	standard profile	
Gender	Text	standard profile	
DOB	Text	standard profile	
Account_Status	Text	standard profile	
Postal_Code	Text	standard profile	
Country	Text	standard profile	
Points_Balance	Text	standard profile	
Identifiers	Text	standard profile	
Phone_Numbers	Text	standard profile	

SessionM_Reward_Store_Purchases_DE

The SessionM_Reward_Store_Purchases_DE contains all reward store transactions that have been processed by the SessionM Transactions Domain. This table is used to target users who have purchased an offer at a reward store.

Field	Data Type	Standard or Custom profile	Description	FK Relationship
User_Offer_D (primary key)	Text	Standard	Unique ID for User/Offer combination.	
User_ID (foreign key)	Text	Standard	SessionM Internal ID used to identify a unique record.	Relationship to Customer DE for linking to customer profile.
External_ID (foreign key)	Text	Standard	External ID set in SessionM.	Relationship to Customer DE for linking to customer profile.
Offer_ID (foreign key)	Text	Standard	Unique ID for Offer.	Relationship to Offers DE for linking to offers
Offer_Name				
Offer_Description				
Offer_Status				
Status_Date				
Acquire_Date	Date	Standard	Date offer was added to user's wallet.	
Redemption_Start_Date	Date	Standard	First day that offer is eligible for redemption.	
Redemption_End_Date	Date	Standard	Last day that offer is eligible for redemption.	
Expiration_Date	Date	Standard	Date that offer expires.	
Points_Spent	Text	Standard	Points user spent to purchase offer.	
Points_Remaining	Text	Standard	Points remaining in the user's account after the offer is purchased.	
Offer_Custom_Data	Text	Custom	Custom data for this offer.	
User_Offer_Custom_Data	Text	Custom	Custom data for this user/offer	

			combination.	
Created_Date	Date	Standard	Created date for this offer.	
Updated_Date	Date	Standard	Update date for this offer.	