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Preface

Contacting Unica technical support

If you encounter a problem that you cannot resolve by consulting the documentation, your company’s designated support contact can log a call with Unica technical support. Use the information in this section to ensure that your problem is resolved efficiently and successfully.

If you are not a designated support contact at your company, contact your Unica administrator for information.

Information you should gather

Before you contact Unica technical support, you should gather the following information:

- A brief description of the nature of your issue.
- Detailed error messages you see when the issue occurs.
- Detailed steps to reproduce the issue.
- Related log files, session files, configuration files, and data files.
- Information about your product and system environment, which you can obtain as described in "System Information" below.

System information

When you call Unica technical support, you might be asked to provide information about your environment.

If your problem does not prevent you from logging in, much of this information is available on the About page, which provides information about your installed Unica applications.
You can access the About page by selecting Help > About Unica. If the About page is not accessible, you can obtain the version number of any Unica application by viewing the version.txt file located under each application’s installation directory.

Contact information for Unica technical support

For ways to contact Unica technical support, see the Unica Product Technical Support website: (http://www.unica.com/about/product-technical-support.htm).
1 Administration in Unica Campaign

- About administration in Unica Campaign
- Campaign-related administrative tasks in Unica Marketing Platform

About administration in Unica Campaign

You can access most administrative functions in Unica Campaign from the Campaign Settings page, available from the Settings > Campaign Settings link. This page provides access to two main categories of administration tasks:

- **Templates and customization.** Provides access to pages for creating and managing the following types of objects:
  - Custom attributes for campaigns, offers and cells
  - Templates for creating offers

- **Data source operations.** Provides access to pages for performing the following tasks:
  - Table mappings — manage user and system table mappings
  - Datasource access — manage and view details of your data sources
  - Dimension hierarchies — create and manage dimension hierarchies required in your business operation
  - Audience levels — create and manage audience levels required in your business operation
  - System log — view the Listener (aclsnr) log for the current session
Campaign-related administrative tasks in Unica Marketing Platform

Administrative tasks for Unica Campaign that involve features or functions implemented across Unica Marketing are performed in Unica Marketing Platform. These include the following tasks:

• Managing users, groups, role assignments, security policies, and permissions
• Administering Windows impersonation
• Configuring proxy server authentication
• Managing configuration properties
• Configuring reporting
• Scheduling flowcharts with the Unica Scheduler

For information on performing these tasks, see the Unica Marketing Platform Administrator’s Guide.
2 Managing Security in Unica Campaign

- About security in Unica Campaign
- About security policies
- Security scenarios
- Implementing security policies
- About administrative permissions in Unica Campaign
- Windows impersonation administration
- About support of Proxy Server Authentication

About security in Unica Campaign

Unica Campaign uses the security functions of Unica Marketing Platform to control user access to objects and features in Campaign. Administrators use the Unica Marketing Platform security interface to configure the user accounts, group memberships, roles, and permissions required for users to access Unica Campaign.

User access to the objects and features in Unica Campaign is implemented using security policies.

About security policies

Security policies are the "rule books" that govern security in Unica Campaign; they are consulted each time a user performs an action in the application. Security policies are created per partition (there is no sharing of security policies across partitions). A partition in Unica Campaign can have multiple security policies.
A security policy consists of multiple roles that you define, and each role contains a set of permissions that determine the actions users can perform and the objects that they can access. You can assign users to a role directly, or assign groups to a role (users in those groups would be assigned the role).

When you create an object such as a campaign or offer in the top-level folder, you apply a security policy to the object. In addition, when you create a top-level folder, you apply a security policy to the folder, and any objects or subfolders you create within that folder will inherit the security policy that you applied to the folder.

Applying security policies to objects or folders allows you to separate the objects in Campaign for use by different groups of users. For example, you could configure your security policies so that users belonging to one policy cannot access or even view objects that are associated with other policies.

You can create your own security policies or use the default global security policy included with Unica Campaign.

The global security policy

Unica Campaign includes a default global security policy that you can use as is or modify to suit your organization's needs. If you choose not to create your own security policies, the global security policy is applied by default to the objects that you create in Unica Campaign.

You can use the global policy in addition to your own policies, or use your own policies exclusively. You cannot delete the global policy, even if it is not in use.

Any security policies that you create exist under the global security policy. Under the global policy, you could create a separate security policy for employees of each division in your organization.

The global security policy contains six pre-defined roles; you can add roles to the global policy if needed. You cannot delete the pre-defined roles, but their permissions can be modified.

The pre-defined roles are:

- **Folder Owner** — All permissions enabled
- **Object Owner** — All permissions enabled
- **Admin** — All permissions enabled. The default user `asm_admin` is assigned this role.
- **Execute** — All permissions enabled
- **Design** — Read and write permissions on most objects. Cannot schedule flowcharts or sessions.
- **Review** — Read-only permissions

The global security policy applies to all users through the Owner and Folder Owner roles, including users who have not been assigned to any other specific role in the global policy. Because the global policy always applies, it can be used, for example, to globally deny permissions to a role.
How Unica Campaign evaluates permissions

When a user performs a task or tries to access an object, Unica Campaign performs the following steps:

1. Identifies all groups and roles to which this user belongs within the global security policy. A user can belong to one, many, or no roles. A user belongs to the Owner role if they own an object; they belong to the Folder Owner role if they own the folder in which an object resides. A user belongs to other roles only if they have been specifically assigned to that role (either directly or because they belong in a group assigned to that role).

2. Identifies whether the object being accessed has been assigned to a custom-defined policy, if any exist. If so, the system then identifies all groups and roles to which the user belongs within this custom policy.

3. Aggregates the permissions for all roles to which the user belongs, based on results from steps 1 and 2. Using this composite role, the system evaluates the permissions for the action as follows:
   a. If any roles have Denied permission for this action, then the user is not allowed to perform it.
   b. If no roles have Denied permission for this action, then it checks to determine whether any roles have Granted permission for this action. If so, the user is allowed to perform the action.
   c. If neither a nor b is true, the user is denied the permission.

Using the Owner and Folder Owner roles

By default, each security policy contains an Owner and a Folder Owner role with all permissions granted. These roles are created by default when you create a security policy. You can remove these roles from any custom-designed security policy, modify the permissions, or use the default permissions. You can modify the permissions for these roles in the global security policy, but you cannot delete them.

The Owner and Folder Owner roles apply to all users; you do not need to assign users to them. The Owner role applies to single objects that a user created. The Folder Owner role applies to all objects in a folder that a user owns.

These roles are useful for restricting users' access to objects that they do not own. For example, you could create a Read-Only role that grants only read permissions on all objects within the security policy. Assign all users to the Read-Only role. As long as no other role explicitly denies permissions (for example, edit or delete), each user will be allowed to edit or delete their own objects (under the Owner role) and objects in their own folders (under the Folder Owner role), but only view objects and folders owned by others (under the Read-Only role).
Guidelines for designing security policies

Follow these guidelines when designing security policies:

• **Keep the design simple.** Unica Campaign allows you to create multiple security policies and roles, but Unica recommends that you keep the security design as simple as possible, and use as few policies and roles as possible to achieve your security needs. At the most minimal level, for example, you can use the default global security policy as is, without creating new roles or policies.

• **Avoid potential conflicts among security policies.** If your organization implements more than one security policy, keep potential conflicts in mind when designing the policies. For example, users with Move and Copy permissions in more than one security policy are able to move or copy objects and folders to locations across the policies in which they have these permissions. In doing so, because the moved objects or folders take on the security policy of their destination (if under another folder), they might cause situations where the rightful users in one division are no longer able to access the moved objects because they have no roles in the destination security policy, or where users with roles in the destination security policy who were not intended to access the objects, find that they now can.

• **Assign view permissions to allow users to modify objects.** To modify many of the objects in Unica Campaign, users must be granted both view and modify permissions for the object. This requirement applies to the following objects:
  - campaigns
  - flowcharts
  - offers
  - offer lists
  - offer templates
  - sessions
  - strategic segments

Security scenarios

This section provides security model examples and explains how they are implemented in Unica Campaign using security policies.

• **Scenario 1: Company with a single division**
• **Scenario 2: Company with multiple separate divisions**
• **Scenario 3: Restricted access within a division**
Scenario 1: Company with a single division

All of your company’s employees work with the same set of objects (campaigns, offers, templates, and so on). Sharing and re-use of objects are encouraged; there is no need to make sure that groups of employees cannot access each other’s objects. You need to create sets of permissions that will determine employees’ ability to access, modify, or use these objects, based on their roles within the organization.

Solution

Only a single security policy is required, as objects do not have to be separated by group or division. In the existing global security policy, define roles corresponding to the employee jobs, and for each role, define the appropriate permissions for each object or function. The table below displays a sample subset of object permissions for three roles: Manager, Designer, and Reviewer. For example, a Manager has full access and editing ability for campaigns and offers; a Reviewer can access campaigns and offers, but cannot add, edit, delete, or run them.

Optionally, you can also create user groups in Unica Marketing that match these roles, and then assign user permissions simply by adding users to these groups.

The following table shows a sample subset of the object permissions for this scenario.

<table>
<thead>
<tr>
<th>Functions/Role</th>
<th>Manager</th>
<th>Designer</th>
<th>Reviewer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campaigns</td>
<td>![Check]</td>
<td>![X]</td>
<td>![X]</td>
</tr>
<tr>
<td>• Add Campaigns</td>
<td>![Check]</td>
<td>![Check]</td>
<td>![X]</td>
</tr>
<tr>
<td>• Edit Campaigns</td>
<td>![Check]</td>
<td>![Check]</td>
<td>![X]</td>
</tr>
<tr>
<td>• Delete Campaigns</td>
<td>![Check]</td>
<td>![Check]</td>
<td>![X]</td>
</tr>
<tr>
<td>• Run Campaigns</td>
<td>![Check]</td>
<td>![X]</td>
<td>![X]</td>
</tr>
<tr>
<td>• View Campaign Summary</td>
<td>![Check]</td>
<td>![Check]</td>
<td>![Check]</td>
</tr>
<tr>
<td>Offers</td>
<td>![Check]</td>
<td>![X]</td>
<td>![X]</td>
</tr>
<tr>
<td>• Add Offers</td>
<td>![Check]</td>
<td>![Check]</td>
<td>![X]</td>
</tr>
<tr>
<td>• Edit Offers</td>
<td>![Check]</td>
<td>![Check]</td>
<td>![X]</td>
</tr>
<tr>
<td>• Delete Offers</td>
<td>![Check]</td>
<td>![X]</td>
<td>![X]</td>
</tr>
<tr>
<td>• Retire Offers</td>
<td>![Check]</td>
<td>![X]</td>
<td>![X]</td>
</tr>
</tbody>
</table>
Scenario 2: Company with multiple separate divisions

Your company has two business divisions, Eastern and Western, that do not share data between them. Within each division, people performing different functions need to access the same objects (campaigns, offers, templates), but with differing permissions to act on these objects, depending on their role.

Solution

Define two separate security policies, each with the appropriate roles and permissions. The roles in each security policy can be the same or different, depending on the needs of each division. Except for individuals who need to work across both divisions (for example, the controller, cross-divisional managers, or the CEO), assign each user to a role within only one policy. Do not assign any role to the users in the global policy. For users that work across both divisions, assign them a role in the global policy and grant them the desired permissions.

Create top-level folders that belong to each policy, to hold campaigns, offers, and so on. These folders are specific to each division. Users with roles in one policy cannot see the objects belonging to the other policy.

The following tables show only a sample subset of the possible object permissions in Unica Campaign.

### Eastern Division Security Policy

<table>
<thead>
<tr>
<th>Functions/Role</th>
<th>Folder Owner</th>
<th>Object Owner</th>
<th>Manager</th>
<th>Designer</th>
<th>Reviewer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campaigns</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>×</td>
<td>×</td>
</tr>
<tr>
<td>• Add Campaigns</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>×</td>
</tr>
<tr>
<td>• Edit Campaigns</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>×</td>
</tr>
<tr>
<td>• Delete Campaigns</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>×</td>
</tr>
<tr>
<td>• View Campaign Summary</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Offers</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>×</td>
<td>×</td>
</tr>
</tbody>
</table>
### Security scenarios

<table>
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<th>Functions/Role</th>
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<th>Object Owner</th>
<th>Manager</th>
<th>Designer</th>
<th>Reviewer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Add Offers</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>❌</td>
</tr>
<tr>
<td>Edit Offers</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>❌</td>
</tr>
<tr>
<td>Delete Offers</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>❌</td>
<td>❌</td>
</tr>
<tr>
<td>View Offer Summary</td>
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<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
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#### Western Division Security Policy

<table>
<thead>
<tr>
<th>Functions/Role</th>
<th>Folder Owner</th>
<th>Object Owner</th>
<th>Manager</th>
<th>Designer</th>
<th>Reviewer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campaigns</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>❌</td>
<td>❌</td>
</tr>
<tr>
<td>Add Campaigns</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>❌</td>
</tr>
<tr>
<td>Edit Campaigns</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>❌</td>
</tr>
<tr>
<td>Delete Campaigns</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>❌</td>
</tr>
<tr>
<td>View Campaign Summary</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Offers</td>
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<td>❌</td>
</tr>
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<td>Add Offers</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>❌</td>
</tr>
<tr>
<td>Edit Offers</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>❌</td>
</tr>
<tr>
<td>Delete Offers</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>❌</td>
<td>❌</td>
</tr>
<tr>
<td>Add Campaigns</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
</tbody>
</table>
Scenario 3: Restricted access within a division

Employees within a division of your company require read access to the same set of objects (campaigns, offers, templates, and so on), but they are allowed to edit and delete only their own objects and objects in folders that they own.

Solution

Define a Read-Only role that grants only read permissions on objects. Assign all users within the division to this role. Keep the default permissions as defined for the Owner and Folder Owner roles.

🌟 If your company requires only a single security policy, you can use the global policy and assign all users to the Review role.

Each user will be allowed to edit or delete their own objects (under the Owner role) and objects in their own folders (under the Folder Owner role), but only view objects and folders owned by others (under the Read-Only role).

The following table shows a sample subset of the object permissions for this scenario.

<table>
<thead>
<tr>
<th>Functions/Role</th>
<th>Folder Owner</th>
<th>Object Owner</th>
<th>Reviewer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campaigns</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Add Campaigns</td>
<td>✓</td>
<td>✓</td>
<td>X</td>
</tr>
<tr>
<td>• Edit Campaigns</td>
<td>✓</td>
<td>✓</td>
<td>X</td>
</tr>
<tr>
<td>• Delete Campaigns</td>
<td>✓</td>
<td>✓</td>
<td>X</td>
</tr>
<tr>
<td>• View Campaign Summary</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Offers</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Add Offers</td>
<td>✓</td>
<td>✓</td>
<td>X</td>
</tr>
<tr>
<td>• Edit Offers</td>
<td>✓</td>
<td>✓</td>
<td>X</td>
</tr>
<tr>
<td>• Delete Offers</td>
<td>✓</td>
<td>✓</td>
<td>X</td>
</tr>
<tr>
<td>• View Offer Summary</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>
Implementing security policies

This section describes how to create and delete security policies in Unica Campaign and apply security policies to Unica Campaign folders and objects.

You must be assigned permission to administer the User Roles & Permissions page in Unica Marketing Platform to work with Unica Campaign security policies. In a multi-partition environment, only the platform_admin user, or another account with the PlatformAdminRole role, can work with security policies in all partitions.

To create a security policy

1. Click Settings > User Roles & Permissions. The User Roles & Permissions page displays.
2. Under the Campaign node, select the partition where you want to add a security policy.
3. Click Global Policy.
4. On the right of the page, click Add Policy.
5. Enter a policy name and description, if desired.
6. Click Save Changes.

The new policy is listed under the Global Policy on the User Roles & Permissions page. By default, the policy contains a Folder Owner role and an Object Owner role.

To delete a security policy

Use this procedure to delete any user-created security policies in Unica Campaign that are not in use. You cannot delete the Global Policy.

Do not delete any security policies that have been applied to objects in Unica Campaign. If you need to delete a security policy that is in use, first set the security object of every object/folder using that security policy to a different policy (for example, the global policy). Otherwise, those objects may become inaccessible.

1. Click Settings > User Roles & Permissions.
   The User Roles & Permissions page displays.
2. Under the Campaign node, select the partition where you want to delete a security policy.
3. Click the plus sign next to Global Policy.
4. Click on the policy that you want to delete.
5. Click Delete Policy.

A confirmation dialog displays.
Assigning security policies to folders or objects

When you create a top-level folder or object in Unica Campaign, you must select a security policy for it. Only policies in which you have been assigned a role are available for you to associate with top-level objects or folders.

By default, all objects in Unica Campaign are associated with the global policy, but you can assign an optional custom-defined policy if desired.

Keep in mind the following rules when associating a folder or object with a security policy:

• **You cannot assign a security policy to objects within folders.** Objects automatically inherit the security policy of the folder in which they reside.

• **The top-level folder determines the security policy.** Objects within a folder, including subfolders, inherit the security policy of the parent folder. In other words, the security policy of the top-level folder determines the security policy of objects and subfolders within it. Therefore, you cannot manually assign a security policy to objects within folders. To change the security policy of an object, you must move the object into a folder with the desired security policy or into the top-level root folder.

• **Security policy changes when objects are moved or copied.** Objects and folders can be moved or copied across security policies, but the user performing the move or copy must have permissions to do so, in both the source and destination policies. After an object or folder is moved or copied to a folder or location belonging to a different security policy than its source, the security policy of the lower-level objects or subfolders is automatically changed to the new folder’s or location’s security policy.

About administrative permissions in Unica Campaign

Administrative permissions in Unica Campaign are assigned for each partition. These administrative functions are different from the object-related functional permissions in security policies, including the global security policy. Users with these permissions can perform the allowed actions on any objects within the partition.

Each partition includes these four pre-defined roles:

• **Admin** — All permissions enabled. The default user `asm_admin` is assigned this role.

• **Execute** — Most permissions enabled, with the exception of administrative functions such as performing cleanup operations, changing object/folder ownership, and managing global suppressions.

• **Design** — Same permissions as the Execute role.
• **Review** — Read-only access to all objects. For flowcharts, these users are allowed to access the "edit" mode of a flowchart, but "save" is not allowed.

You can add other administrative roles for each partition as needed.

The procedures for managing administrative roles and permissions in Unica Campaign is the same as the procedures for managing roles and permissions in Unica Marketing Platform.

### To configure report folder permissions

In addition to controlling access to the **Analytics** menu item and the **Analysis** tabs for object types (campaigns and offers, for example), you can configure permissions for groups of reports based on the folder structure in which they are physically stored on the IBM Cognos system.

1. Log in as a Campaign administrator who has the **ReportSystem** role.
2. Select **Settings > Sync Report Folder Permissions**.
   
   The system retrieves the names the folders located on the IBM Cognos system, for all partitions. (This means that if you decide to configure folder permissions for any partition, you must configure it for all of them.)

3. Select **Settings > User Permissions > Campaign**.
4. Under the **Campaign** node, select the first partition.
5. Select **Add Roles and Assign Permissions**.
6. Select **Save and Edit Permissions**.
7. On the **Permissions** form, expand **Reports**. Note that Reports entry does not exist until after you run the **Sync Report Folder Permissions** option for the first time.
8. Configure the access settings for the report folders appropriately and then save your changes.
9. Repeat steps 4 through 8 for each partition.

### Reference: Administrative permissions in Unica Campaign

Unica Campaign includes administrative permissions in the following categories:

- Administration
- Audience Levels
- Data Sources
- Dimension Hierarchies
- History
- Logging
- Reports
- System Tables
- User Tables
- User Variables

You can set the permissions for all functions within a category by setting the permissions of the category heading.

## Administration

<table>
<thead>
<tr>
<th>Permission</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access Monitoring Area</td>
<td>Allows access to the Campaign Monitoring area.</td>
</tr>
<tr>
<td>Perform Monitoring Tasks</td>
<td>Allows performing of monitoring tasks in the Campaign Monitoring area.</td>
</tr>
<tr>
<td>Access Analysis Area</td>
<td>Allows access to reports in the Campaign Analytics area.</td>
</tr>
<tr>
<td>Access Optimizations Link</td>
<td>If Unica Optimize is installed, allows access to that application.</td>
</tr>
<tr>
<td>Run <code>svradm</code> Command Line Tool</td>
<td>Allows performing of administrative functions using the Unica Campaign Server Manager (<code>unica_svradm</code>).</td>
</tr>
<tr>
<td>Run <code>genrpt</code> Command Line Tool</td>
<td>Allows running of the Unica Campaign report generation utility (<code>unica_acgenrpt</code>).</td>
</tr>
<tr>
<td>Takeover Flowcharts in Edit Mode</td>
<td>Allows taking over control of flowcharts in <strong>Edit</strong> or <strong>Run</strong> mode from other users.</td>
</tr>
<tr>
<td>Connect to Running Flowcharts</td>
<td>Allows attaching to running flowcharts through Unica Campaign Server Manager (<code>unica_svradm</code>) or the Unica Campaign user interface.</td>
</tr>
<tr>
<td>Terminate Server Processes</td>
<td>Allows terminating the Unica Campaign Server (<code>unica_acsvr</code>) using the Unica Campaign Server Manager (<code>unica_svradm</code>).</td>
</tr>
<tr>
<td>Terminate Campaign Listener</td>
<td>Allows terminating the Unica Campaign Listener (<code>unica_aclsnr</code>) using the Unica Campaign Server Manager (<code>unica_svradm</code>) or using the <code>unica_svrstop</code> utility.</td>
</tr>
</tbody>
</table>
### About administrative permissions in Unica Campaign

<table>
<thead>
<tr>
<th>Permission</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Run sesutil Command Line Tool</td>
<td>Allows running of the Unica Campaign session utility (unica_acsesutil).</td>
</tr>
<tr>
<td>Override Virtual Memory Settings</td>
<td>Allows overriding the Virtual Memory setting in flowchart Advanced Settings.</td>
</tr>
<tr>
<td>Access Custom Attributes</td>
<td>Allows access to and managing of custom attribute definitions from the Campaign Settings page.</td>
</tr>
<tr>
<td>Cell Report Access</td>
<td>Allows access to cell reports from the Reports icon on a flowchart Edit page. Excludes access to the Cell Content Report unless this is also explicitly granted.</td>
</tr>
<tr>
<td>Cell Report Export</td>
<td>If cell report access is granted, allows printing and exporting of cell reports.</td>
</tr>
<tr>
<td>Cell Content Report Access</td>
<td>Allows access to the Cell Content report from the Reports icon on a flowchart Edit page.</td>
</tr>
<tr>
<td>Cell Content Report Export</td>
<td>If Cell Content Report Export is granted, allows printing and exporting of the Cell Content report.</td>
</tr>
<tr>
<td>Perform Cleanup Operations</td>
<td>Allows performing cleanup operations using the unica_acclean or a custom tool.</td>
</tr>
<tr>
<td>Change Object/Folder Ownership</td>
<td>Allows changing ownership of an object or folder.</td>
</tr>
</tbody>
</table>

### Audience levels

<table>
<thead>
<tr>
<th>Permission</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Add Audience Levels</td>
<td>Allows creation of new audience levels under Manage Audience Levels on the Campaign Settings page.</td>
</tr>
<tr>
<td>Delete Audience Levels</td>
<td>Allows deleting of existing audience levels under Manage Audience Levels on the Campaign Settings page.</td>
</tr>
<tr>
<td>Manage Global Suppressions</td>
<td>Allows creation and configuration of global suppression segments in Unica Campaign.</td>
</tr>
<tr>
<td>Disable Suppression in Flowchart</td>
<td>Allows clearing or selecting the Disable Global Suppressions for This Flowchart checkbox on the flowchart Advanced Settings dialog.</td>
</tr>
</tbody>
</table>
### Data sources

<table>
<thead>
<tr>
<th>Permission</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manage Datasource Access</td>
<td>Allows managing data source logins from the Administration area and within flowcharts.</td>
</tr>
<tr>
<td>Set Save with DB Authentication</td>
<td>Allow enabling the Save with Database Authentication Information flag in table catalogs and flowchart templates.</td>
</tr>
</tbody>
</table>

### Dimension Hierarchies

<table>
<thead>
<tr>
<th>Permission</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Add Dimension Hierarchies</td>
<td>Allows creation of new dimension hierarchies.</td>
</tr>
<tr>
<td>Edit Dimension Hierarchies</td>
<td>Allows editing of existing dimension hierarchies.</td>
</tr>
<tr>
<td>Delete Dimension Hierarchies</td>
<td>Allows deletion of existing dimension hierarchies.</td>
</tr>
<tr>
<td>Refresh Dimension Hierarchies</td>
<td>Allows refresh of existing dimension hierarchies.</td>
</tr>
</tbody>
</table>

### History

<table>
<thead>
<tr>
<th>Permission</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Log to Contact History Tables</td>
<td>Allows enabling or disabling logging to contact history tables when configuring contact processes.</td>
</tr>
<tr>
<td>Clear Contact History</td>
<td>Allows clearing entries from the contact history tables.</td>
</tr>
<tr>
<td>Log to Response History Tables</td>
<td>Allows enabling or disabling logging to response history tables when configuring the Response process.</td>
</tr>
<tr>
<td>Clear Response History</td>
<td>Allows clearing entries from the response history tables.</td>
</tr>
</tbody>
</table>

### Logging

<table>
<thead>
<tr>
<th>Permission</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>View System and Flowchart Logs</td>
<td>Allows viewing of flowchart logs and the system log</td>
</tr>
<tr>
<td>Clear Flowchart Logs</td>
<td>Allows clearing of flowchart logs.</td>
</tr>
<tr>
<td>Override Flowchart Log Options</td>
<td>Allows override of default flowchart logging options.</td>
</tr>
</tbody>
</table>
Windows impersonation administration

**Reports (folder permissions)**

The Reports node appears on the partition permissions page after running the **Sync Report Folder Permissions** option from the **Settings** menu for the first time. The synchronize process determines the folder structure of the reports physically located on the IBM Cognos 8 BI system and then lists the names of those folders under this node.

The settings under this node grant or deny access to the reports in the folders that appear in the list.

**System Tables**

<table>
<thead>
<tr>
<th>Permission</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Map System Tables</td>
<td>Allows mapping system tables.</td>
</tr>
<tr>
<td>Remap System Tables</td>
<td>Allows remapping system tables.</td>
</tr>
<tr>
<td>Unmap System Tables</td>
<td>Allows unmapping system tables.</td>
</tr>
<tr>
<td>Delete System Table Records</td>
<td>Allows deletion of records from system tables.</td>
</tr>
</tbody>
</table>

**User Tables**

<table>
<thead>
<tr>
<th>Permission</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Map Base Tables</td>
<td>Allows mapping base tables.</td>
</tr>
<tr>
<td>Map Dimension Tables</td>
<td>Allows mapping dimension tables.</td>
</tr>
<tr>
<td>Map General Tables</td>
<td>Allows mapping general tables.</td>
</tr>
<tr>
<td>Map Delimited Files</td>
<td>Allows mapping user tables to delimited files.</td>
</tr>
<tr>
<td>Map Fixed-Width Flat Files</td>
<td>Allows mapping user tables to fixed-width flat files.</td>
</tr>
<tr>
<td>Map Database Tables</td>
<td>Allows mapping user tables to database tables.</td>
</tr>
<tr>
<td>Remap User Tables</td>
<td>Allows remapping of user tables.</td>
</tr>
<tr>
<td>Unmap User Tables</td>
<td>Allows unmapping of user tables.</td>
</tr>
<tr>
<td>Recompute Counts and Values</td>
<td>Allows using <strong>Compute</strong> button in table mapping to recompute table counts and values.</td>
</tr>
<tr>
<td>Use Raw SQL</td>
<td>Allows the use of raw SQL in Select process queries, custom macros, and dimension hierarchies.</td>
</tr>
</tbody>
</table>
### User Variables

<table>
<thead>
<tr>
<th>Permission</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manage User Variables</td>
<td>Allows creating, deleting and setting default values for user variables in flowcharts.</td>
</tr>
<tr>
<td>Use User Variables</td>
<td>Allows use of user variables in output files or tables.</td>
</tr>
</tbody>
</table>

### Windows impersonation administration

This section contains the following information:

- What is Windows impersonation?
- Why use Windows impersonation?
- How do Unica Campaign users and Windows users relate?
- How do Windows impersonation users relate to a group?
- Windows impersonation and logging into Unica Campaign

#### What is Windows impersonation?

Windows impersonation is a mechanism that allows Unica Campaign administrators to associate Unica Campaign users with Windows users, so that Unica Campaign processes invoked by a Unica Campaign user run under the corresponding Windows user’s credentials.

For example, if Windows impersonation is enabled, when the Unica Campaign user `jsmith` edits a flowchart, a `unica_acsvr` process starts under the Windows user ID associated with the Unica Marketing Platform login name, `jsmith`.

#### Why use Windows impersonation?

By using Windows impersonation, you are able to leverage the Windows-level security permissions for file access. If your system is set up to use NTFS, you can then control access to files and directories for users and groups.

Windows impersonation also allows you to use Windows system monitoring tools to see which users are running which `unica_acsvr` processes on the server.
What is the relationship between Unica Campaign users and Windows users?

To use Windows impersonation, you must establish a one-to-one relationship between Unica Campaign users and Windows users. That is, each Unica Campaign user must correspond to a Windows user with the exact same user name.

Typically, administration begins with a set of existing Windows users who will use Unica Campaign. You must create Unica Campaign users in Unica Marketing Platform with the exact same names as the associated Windows users.

The Windows impersonation group

Each Windows user for whom you have set up a Unica Campaign user must be placed in a special Windows impersonation group. You must then assign the group to specific policies.

To ease administrative tasks, you can then grant read/write/execute privileges to the Unica Campaign partition directory for the group.

Windows impersonation and logging into Unica Marketing

When Windows impersonation is set up, once users have logged into Windows, Unica Campaign users are automatically logged into Unica Marketing using a single sign-on. When they open a browser and go to the Unica Marketing URL, they do not need to log in again, and immediately see the Unica Marketing start page.

Working with Windows impersonation

Setting up Windows impersonation involves the following tasks, described in this section:

- Set the Windows impersonation property
- Create Unica Campaign users
- Create the Windows impersonation group
- Assign the Windows impersonation group to policies
- Assign rights to the Windows impersonation group

LDAP and Active Directory are required to run Windows impersonation. For details about setting up LDAP and Active Directory, see the Unica Marketing Platform Administrator's Guide.
Set the Windows impersonation property

On the Configuration page, set the value of the `enableWindowsImpersonation` property in the `Campaign > unicaACListener` category to TRUE.

There might be additional property requirements based on your Windows Domain Controller setup. For more information, see the single sign-on section of the *Unica Marketing Platform Administrator's Guide*.

Create Unica Campaign users

You can use Unica Marketing Platform to create Unica Campaign internal or external users.

Create external users by configuring Active Directory users and group synchronization. Each user you create must have the same login name as the user's Windows user name.

Create the Windows impersonation group

You must have administration privileges on the Windows server to complete this task.

Create a Windows group specifically for Unica Campaign users. Then add the Windows users that correspond to Unica Campaign users to this group.

For more information about creating groups, see your Microsoft Windows documentation.

Assign the Windows impersonation group to policies

You must have administration privileges on the Windows server to complete this task.

After you create a Windows group to store users that correspond to Unica Campaign users, you must add the group to the following policies:

- Adjust memory quotas for a process
- Create Token object
- Replace a process level token

For more information about assigning groups to policies, see your Microsoft Windows documentation.

Assign rights to the Windows impersonation group

Using Windows Explorer, grant "read/write/execute" access to the partitions/partition_name folder under your Unica Campaign installation to the Windows impersonation group.
About support of Proxy Server Authentication

Proxy Server Authentication support is available for customers who want to configure and run Unica Campaign so that all internet traffic is required to pass through a proxy server. This feature enables the Active-X component for Unica Campaign to connect through a proxy server that requires authentication, and automatically pass (per-user) stored credentials. You can configure access through a proxy using the following authentication mechanisms:

- Basic
- Digest
- NTLM (NT LAN Manager)
- Negotiate (may resolve to either Kerberos or NTLM)

* The actual version of the mechanisms supported is determined by the Internet Explorer browser.

About support for local area network settings in the browser

The Active-X component supports the Internet Explorer (IE) options for Local Area Network (LAN) settings for:

- Automatic configuration, including those to automatically detect settings and to use a Proxy Auto Configuration (PAC) script as an automatic configuration script.
- Proxy server, including those to use a proxy server for your LAN, to bypass proxy server for local addresses, and advanced settings for the HTTP proxy address and port as well as exceptions.

* The Active-X component requires the PAC file address, if provided, to use either the http or https scheme (for example, http://machine:port/proxy.pac). Although IE recognizes the file scheme (for example, file://C:/windows/proxy.pac), the Active-X component will fail to locate the PAC file if the file scheme is used. The Active-X component may also be unable to locate the PAC file if authentication is required, for example if the PAC file is served by a web server that requires authentication.
To set authentication credentials for a virtual data source named proxy

For each Unica Campaign user, in the Unica Marketing Platform you must set authentication credentials (user name and password) for a virtual data source named "proxy". These credentials are used to connect to the proxy server.

1. On the Settings > Users page, add a data source named proxy for each Unica Campaign user.

2. Set the user name and password for the proxy data source to the proxy server's user name and password.

The data is automatically encrypted when stored in the Unica Marketing Platform; however, the data is only encoded (not encrypted) when passed from the Web server to the Active-X implementation. If additional security is required for this communication, you must configure Unica Campaign to use SSL.

If the user name or password for the proxy server change, the user must update these authentication values to match by editing the values for the "proxy" data source for each user.
3 Database Table Administration

- About table administration
- Table administration concepts
- Initial table administration tasks
- Working with system tables
- Working with user tables
- Working with data dictionaries
- Working with table catalogs

About table administration

As a Unica Campaign administrator, you must:

- Map Unica Campaign system tables, if this is not done during Unica Campaign installation.
- Map user tables so that customer data can be used by Unica Campaign flowcharts.

In addition, as an administrator, you work with:

- Data dictionaries, which define the structure of user tables based on fixed-width flat files
- Table catalogs, which enable the efficient management of mapped user tables

Table administration concepts

This section describes the following table administration concepts:

- What are system tables?
• What are user tables?
• About mapping tables
• What is a data dictionary?
• What is a table catalog?

**What are system tables?**

System tables are database tables containing Unica Campaign application data. Specifically, system tables store meta data on campaign objects, such as campaigns, sessions, flowcharts, offers, templates, custom macros, stored derived fields, triggers. Contact and response history information is also stored in system tables.

The Unica Campaign installation and configuration process includes setting up the Unica Campaign system tables. For more information, see the installation documentation.

**What are user tables?**

User tables are tables containing data that you use in processes within a flowchart. You can map user tables to tables in a relational database or to ASCII flat files.

*Before mapping a user table in Unica Campaign, ensure that the table uses only data types that Unica Campaign supports. For a list of supported data types for each database, see Supported data types for user tables.*

Typically, a user table contains data about your company’s customers, prospects, or products. For example, a user table might contain columns for customer account data such as Account ID, Account Type, and Balance. You might want to use this data in a campaign that targets customers with certain account types and balances.

You work with three types of user tables, described below:

• Base tables
• Dimension tables
• General tables

**What is a base record table?**

A base record table is a table that contains data about potential contacts of campaigns, such as individual customers, businesses, accounts, or households.

Each base record table can be mapped to either a database table or an ASCII flat file (fixed-width or delimited) and must contain an identifier for that contact; that is, there must be one or more columns, which together store a unique identifier for the audience entity. These columns cannot be null for any record in the table.

You map the identifier in the base record table to one or more audience levels.
Processes in a flowchart select these audience level identifiers from base record tables when campaigns run.

**What is a dimension table?**

A dimension table is a database table that augments the data in a base record table mapped to a database table.

Dimension tables cannot be mapped to flat files and they cannot be joined to base tables mapped to flat files. Dimension tables and their corresponding base tables must be mapped to database tables in the same physical database (that is, the same data source).

For example, a dimension table might contain demographic information based on zip code, accounts belonging to a customer, or the customer’s transactions, product information, or purchase transaction details.

When you define a dimension table, you specify the key fields for joining the dimension table to the base record table.

**What is a general table?**

A general table is a free-format table to which you can export data from Unica Campaign. It is the simplest table type that can be created and is used only to export data from Unica Campaign for use by other applications (general tables cannot be subsequently accessed in Unica Campaign, unless you map them as base tables).

You can define a general table in a relational database, as a delimited flat file, or as a flat file with a data dictionary. General tables do not have keys or audience levels.

You use general tables in the **Snapshot** process to capture campaign data for use by other applications. For example, you can define the **Snapshot** process to store historical data or mailing lists in the exported general table.

You use general tables only to export data; you cannot query or manipulate data in general tables in Unica Campaign.

**About mapping tables**

Mapping tables is the process of making external customer or system tables accessible in Unica Campaign.

A table mapping is the metadata used to define a base, dimension, or general table. It contains information on the data source, the table name and location, the table fields, audience levels, and data. Table mappings can be stored for re-use in table catalogs.

**What is a data dictionary?**

A data dictionary is a file that defines the format of data in a fixed-width ASCII flat file used in Unica Campaign either as a base table or as a general table.
A data dictionary is required to interpret the structure and format of a fixed-width ASCII text file. It defines the field names, their order, their data type (string or numeric) and the byte positions they occupy in the file. Data dictionaries are automatically created for fixed-width flat files created by Unica Campaign and these typically do not need to be manually created or edited.

You use data dictionaries in output processes such as Snapshot, Mail List, and Call List to ensure that the flat file tables you create adhere to a specific structure.

A data dictionary defines the table fields, data types, and sizes. You can develop data dictionaries for vendor or channel-specific output and re-use them to create output of a pre-determined format.

If you are using a fixed-width flat file created by a non-Unica third-party application, you may need to manually or programmatically create an associated data dictionary. Or you may want to copy an existing data dictionary and edit it to create a new file. You also can edit a data dictionary to change field names. You must be sure that you are not corrupting data if you choose to edit any of the other fields in the data dictionary.

**What is a table catalog?**

A table catalog is a collection of mapped user tables.

Table catalogs store all the user table mapping meta data information for re-use across flowcharts. Table catalogs are stored by default in a proprietary binary format using a .cat extension. For more details, see “Stored table catalogs overview” in the Unica Campaign User’s Guide.

You can also store (and subsequently load) a table catalog in XML format by providing a table catalog name ending with a .XML extension. Saving a table catalog as XML makes it possible to view and interpret the values. XML format is especially useful for editing purposes. A common use of the XML format is to globally search and replace all references to a production data source name with a test data source name. This makes it easy to make table catalogs portable between data sources.

You use table catalogs to:

- Easily save, load, and update your commonly used user tables.
- Create alternative data mappings (for example, to switch between running against a sample database and the production database).

You can save mapped user tables to a table catalog, then use the same table catalog in other flowcharts. This means you can:

- Make changes to the table catalog in one flowchart, then propagate these changes to other flowcharts by importing the updated table catalog into each flowchart.
- Retain the internal catalog you first loaded for that flowchart, although you copy it to other flowcharts and make changes there.
- Make different changes to the internal catalogs of a number of different flowcharts, starting from one “template” table catalog.
You should delete table catalogs only using the Unica Campaign interface. If you remove tables or otherwise change table catalogs directly in the file system, Unica Campaign cannot guarantee data integrity in your system.

Initial table administration tasks

This section describes the following initial table administration tasks to be performed after installation of Unica Campaign:

- Prerequisites: expected state following installation
- Testing system table access
- Testing user table access
- Mapping Customer audience level system tables

Prerequisites: expected state following installation

The initial administration tasks described in this section assume that the Unica Campaign installation is complete, including:

- Setup and configuration of the Unica Campaign system database
- Configuration of Unica Campaign to access any databases containing user tables (that is, the data sources are defined)

For more information about these tasks, see the installation documentation.

In addition, you should define necessary audience levels before beginning to work with user tables, as you need to specify audience levels related to your base tables.

For instructions on confirming that the Unica Campaign system is ready for you to begin the table administration tasks, see:

- To test system table access
- Testing user table access
- Mapping Customer audience level system tables

To test system table access

You should confirm that the Unica Campaign system tables are mapped and that database connections are working properly.

1. Select Settings > Campaign Settings. The Campaign Settings page opens, presenting links for various administration tasks.

2. In the Data Source Operations section, click Manage Table Mappings. The Table Mappings window opens, with Show System Tables selected.
The Unica Campaign system tables are mapped automatically when you set up the Unica Campaign database, provided you use UA_SYSTEM_TABLES as the ODBC name. For more information, see the installation documentation.

Each Unica system table entry should have a populated database table name in the right column, though it is possible that your implementation does not use particular features, which may leave some system tables unmapped.

If you cannot confirm that the system tables are mapped, contact the person who performed the Unica Campaign installation and configuration.

**To test user table access**

You should confirm that Unica Campaign is configured properly to access the necessary user tables.

1. Select **Settings > Campaign Settings**. The Campaign Settings page opens, presenting links for various administration tasks.
2. In the **Data Source Operations** section, click **Manage Table Mappings**. The Table Mappings window opens, with **Show System Tables** selected.
3. Select **Show User Tables**. Initially, there are no mapped user tables and the list is empty.
4. Click **New Table**. The New Table Definition window opens.
5. Click **Next**.

You are prompted to specify whether to map to a file or database.

When **Map to Existing Table in Selected Database** is selected, you should see one or more databases in the **Select Data Source** list. If no entries appear in the Select Data Source box, you must define the data sources. For more information, see the installation documentation.

6. If Unica Campaign is using one or more flat files for user data:
   a. Select **Map to Existing File**, then click **Next**. The New Table Definition window now contains fields for the flat file and data dictionary location.
   b. Click **Browse** to locate the necessary files, or enter the relative path and file name directly into the text box. Files must be located under the partition root of Unica Campaign to be accessible.

You can now map the user data into Unica Campaign, as described in **Working with user tables**.

You can also view the customer databases that Unica Campaign is set up to access when editing a flowchart. Click the **Admin** icon and select **Database Sources**. The **Database Sources** window opens, listing the system table database, and all configured customer databases. From this window, you can log into and log out of customer databases.
Working with system tables

Mapping Customer audience level system tables

Unica Campaign is delivered with the Customer audience level. The system database tables to support the Customer audience level are created when you run the provided system table creation script, as described in the installation documentation.

However, the Customer audience level tables are not mapped following installation. You must map these tables as follows:

<table>
<thead>
<tr>
<th>Unica system table</th>
<th>Database Table to Map to</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer Contact History</td>
<td>UA&gt;ContactHistory</td>
</tr>
<tr>
<td>Detailed Customer Contact History</td>
<td>UA_DtlContactHistory</td>
</tr>
<tr>
<td>Customer Response History</td>
<td>UA_ResponseHistory</td>
</tr>
<tr>
<td>Customer Segment Membership</td>
<td>UA_SegMembership</td>
</tr>
</tbody>
</table>

About mapping segment membership tables

The segment membership table is one of the audience level system tables that Unica Campaign creates when you define a new audience. If you use strategic segments in Unica Campaign flowcharts or Optimize sessions within Unica Optimize, you must map the segment membership table to a database table that defines segment members.

For example, if you plan to use the default Customer audience in conjunction with strategic segments, you must map the Customer Segment Membership system table to the UA_SegMembership segment membership database table. For other audiences used with strategic segments, you would map the system table <audience name> Segment Membership to the database table that defines the segment members. You can use UA_SegMembership as a template for the database table.

Running the Create Seg process populates a database table if you have mapped it to a segment membership system table. If you run the Create Seg process when the database table is not mapped to the segment membership system table, you must re-run the Create Seg process to populate the table if you map it later. Otherwise, Optimize sessions in Unica Optimize that use strategic segments may provide inaccurate results.

If you are not using strategic segments in flowcharts or Optimize sessions

Using strategic segments in Unica Campaign flowcharts and Unica Optimize sessions is optional. If you are not using strategic segments, Unica recommends that you do not map the segment membership table. Mapping an audience’s segment membership system table causes Unica Campaign or Unica Optimize to refresh the table each time you run the flowchart or Optimize session that includes the audience. This is unnecessary processing overhead if you are not using strategic segments.
Working with system tables

This section contains the following information:

• To map or re-map a system table
• To unmap a system table
• To view system table contents

To map or re-map a system table

Most system tables are mapped automatically during initial installation and configuration if you use the recommended system table data source name, `UA_SYSTEM_TABLES`. For more information, see the installation documentation. If you need to map system tables, continue with these instructions.

You should only map or remap system tables when no users are using Unica Campaign.

1. Select **Settings > Campaign Settings**. The Campaign Settings page opens, presenting links for various administration tasks.

2. In the **Data Source Operations** section, click **Manage Table Mappings**. The Table Mappings window opens.

3. Select **Show System Tables**.

4. Select the table to map from the Unica system table list and double-click it or click **Map Table** or **Re-Map Table**.

   The Select source database and match required fields window opens.

5. If the table is not automatically selected in the **Source Table** drop-down list, select it (entries are alphabetically listed by owner.table names). Source table fields in the Unica Campaign database are automatically mapped to required fields. For system tables, you do not need to add or remove any field mappings; all field entries should be matched automatically.

   When mapping a system table, do not select a different table from the Source Table list; you will not be able to complete the mapping. If you do this accidentally, click **Cancel** and select the correct table in the Table Mappings window.

6. Click **Finish**.

To unmap a system table

Unmapping a system table without re-mapping it can cause significant application problems. Unmapping a system table can cause features and existing campaigns to stop working.
You should only unmap system tables when no users are using Unica Campaign.

1. Select **Settings > Campaign Settings**. The Campaign Settings page opens, presenting links for various administration tasks.

2. In the **Data Source Operations** section, click **Manage Table Mappings**. The Table Mappings window opens.

3. Select **Show System Tables**.

4. Select the table to unmap in the **Unica system table** list, then click **Unmap Table**. You are prompted to confirm the unmapping.

You should immediately remap the system table or be sure that it does not need to be mapped in your environment.

**To unmap the segment membership table**

When you unmap the segment membership table you must also clear existing cache files and restart the Unica Campaign and Unica Optimize listeners.

*If you are using Unica Optimize, do not change the mapping of the segment membership table for an audience while an Optimize session that uses the audience is running.*

1. In Unica Campaign, unmap the segment membership table for the audience.

2. Delete `unica_tbmgr.cache` from the `conf` directory of your Unica Campaign installation.

   By default, this file is located at `Campaign\partitions\<partition[n]\>\conf`.

3. Delete `unica_tbmgr.cache` from the `conf` directory of your Unica Optimize installation.

   By default, this file is located at `Optimize\partitions\<partition[n]\>\conf`.

4. Restart the Unica Campaign listener (`unica_aclsnr`).

5. Restart the Unica Optimize listener (`unica_aolsnr`).

**To view system table contents**

You can view the contents of mapped system tables.

For convenience, you can view the contents of most system tables from within Unica Campaign's table manager. You cannot edit the system table data.

You can only view the first 1000 rows of data in a table. Therefore, this function is of limited use for very large tables such as contact and response history tables.

1. Select **Settings > Campaign Settings**. The Campaign Settings page opens, presenting links for various administration tasks.
2. In the **Data Source Operations** section, click **Manage Table Mappings**. The Table Mappings window opens.

3. Select **Show System Tables**.

4. Select the system table whose contents you want to view.

5. Click **Browse**.
   
   A window opens showing the table data.
   
   You can sort by any column in ascending order by clicking on it. Clicking on the column again will toggle the sort order.

To close the window, click the X in the upper-right corner.

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**Working with user tables**

This section contains the following information:

- About working with user tables
- To access data sources from within a flowchart
- Working with user tables while editing a flowchart
- Working with user tables from the Campaign Settings page
- To map a base record table to an existing database table
- Mapping a base record table to an existing file
- To map a dimension table
- To map a general table to a database table
- To map a general table to a file
- Re-mapping user tables
- Profiling values and counts
- To unmap a user table
- To create a new user table through an output process

💡 You should define necessary audience levels before beginning to work with user tables, as you need to specify audience levels related to your base tables.

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**About working with user tables**

Typically, most of the marketing data you will access from a flowchart will reside in a DB, but it may be convenient to access data directly from a flat file. Unica Campaign supports the ability to work with data stored in either delimited ASCII flat files or fixed-width ASCII flat files with a data dictionary. You can map flat files as base tables and access them from within a flowchart; you cannot map flat files as dimension tables.
Direct access to flat files removes the need to first upload data into a database to use with Unica Campaign. This is useful for data exported from third-party applications (such as Excel or SAS) and for transient, one-time use data (such as a campaign-specific seed list, last-minute suppressions, predictive model scores, and other uses).

**Guidelines for mapping user tables**

Follow these guidelines for mapped table and field names:

- Do not include spaces in the name.
- Begin the name with an alphabetic character.
- Do not use any unsupported characters. For more information about unsupported characters and naming restrictions for Unica Campaign objects, see About special characters.
- Do not use function names or keywords from the Unica Macro Language for column headings on tables mapped from a database or a flat file. These reserved words can cause errors if used in column headings on mapped tables. For details about these reserved words, see the Unica Macros for Unica Marketing User’s Guide.
- Field names are not case-sensitive. If a field has been mapped, you can change the case in the field name without affecting the mapping.

**To access data sources from within a flowchart**

To access the customer or prospect database tables from within a flowchart, you must ensure that you are logged in to the referenced databases.

1. While editing a flowchart, click the Admin icon and select Database Sources.
   
   The Database Sources window opens. The database containing system tables is listed, as well as all databases for which Unica Campaign is configured to access.

2. To log into a database, select it and click Login.

3. Click Close.

You now have access to tables in that database. To query a table in that database, you must map that table, as described in the next section.

**Working with user tables while editing a flowchart**

You can work with user tables while editing a flowchart by:

- Using the Admin menu
- Mapping a new user table through the Select process
- Exporting data to a base or general table through Snapshot, Call List, and Mail List processes
Working with user tables by using the Admin menu
Click the Admin icon and select Tables. The Table Mappings window opens, showing a list of mapped user tables.

The following are the tasks you can then perform:
• Mapping a base record table to an existing database table
• Mapping a base record table to an existing file
• Mapping a dimension table
• Mapping a general table to a database table
• Mapping a general table to a file
• Re-mapping a user table
• Unmapping a user table

Working with user tables from the Select process
In the Source tab of a Select process, in the Input drop-down list, select New Table. The New Table definition window opens.

The following are the tasks you can then perform:
• Mapping a base record table to an existing database table
• Mapping a base record table to an existing file

Working with user tables from exported data
You can create new user tables from output processes.

Working with user tables from exported data
You can create new user tables from output processes.

Working with user tables from the Campaign Settings page
Select Settings > Campaign Settings. The Campaign Settings page opens.
Then click Manage Table Mappings. The Table Mappings window opens.

You can then perform the following tasks:
• Mapping a base record table to an existing database table
• Mapping a base record table to an existing file
• Mapping a dimension table
Working with user tables

- Mapping a general table to a database table
- Mapping a general table to a file
- Re-mapping a user table
- Unmapping a user table

🌟 Before mapping a user table in Unica Campaign, ensure that the table uses only data types that Unica Campaign supports. For a list of supported data types for each database, see Supported data types for user tables.

To map a base record table to an existing database table

You can map a new base record table to an existing database table:

- When editing a flowchart, either through the Admin menu, or a Select process, as described in Working with user tables while editing a flowchart.
- Through the Campaign Settings page, as described in Working with user tables from the Campaign Settings page.

You map a new base record table to make data accessible to processes in flowcharts.

1. Begin from the New Table Definition - Select the table type window.
   - The Dimension Table and General Table options are not be listed when you access the table mapping wizard from a Select process.

2. If necessary, select Base Record Table, then click Next.

3. Select Map to Existing Table in Selected Database, select the data source name, then click Next.

4. Select the table you want to map from the Source Table list.
   - The tables are listed in alphabetical order by <owner>.<table_name>. If you do not see a table you expect, check whether the data source is configured to filter specific table entries.
   - The source fields in the table you select are mapped automatically to new table fields in the base record table you are creating. To change the automatic mappings, select fields from the Source Table Fields list or the New Table Fields List, and use the Add, Remove, Up 1, an Down 1 buttons, until the table is mapped as required.
   - You can click on the Field Name column in the New Table Fields section to automatically sort column names alphabetically in ascending (or descending) order.

5. Click Next.

6. Optionally, you can change the name which Unica Campaign will use for the base record table and its fields to a more user-friendly value.
   - To change the table name, edit the name in the Unica Table Name field.
b. To change a field name, select the field name in the **New Table Fields** list, and edit the text in the **Unica Field Name** field.

7. Click **Next**.

8. Select an Audience Level from the drop-down list. The **Audience Fields** list is automatically populated with the fields required to define the selected audience level. You must match one or more fields in the new base table that correspond to each required key.

9. If the selected audience level is normalized (that is, each unique audience ID appears at most once in the current base table), check **This audience level is normalized in this table**.

   Setting this option correctly is important for correct configuration of options in an **Audience** process. If you don't know the correct setting, leave this option unchecked.

10. Click **Next**.

11. Optionally, in the Specify Additional audience levels screen, you can specify one or more additional audience levels contained in the base record table. Adding additional audience levels allows users to use this table as a “switching table” to translate from one audience level to another using the **Audience** process in a flowchart.

   a. Click **Add**. The Audience Level and ID Fields window opens.

   b. Select an **Audience Level Name**.

   c. For each **Audience Field**, match appropriate field(s) from the base table to the corresponding key(s) in the audience level.

   d. If the selected audience level is normalized (that is, each unique audience ID appears at most once in the current base table), check **This audience level is normalized in this table**.

   e. Click **OK**.

   f. Repeat steps a through f for each audience level you want to add for the base table, then click **Next**.

12. If dimension tables exist in the current table catalog, the Specify Relationship to Dimension Tables window opens:

   a. Check the box to the left of any dimension table that is related to the base record table you are creating.

   b. For each related dimension table, in the **New Table’s Key Fields(s) To Use** list, select a field from the base table to match each listed key in the **Dimension Table's Key Field(s)** list, then click **Next**.

13. You can choose to pre-compute the distinct values and frequency counts for specific fields, or allow users to perform real-time profiling of data in the base record table.

14. Click **Finish**.
You have created the base record table based on an existing database table. The new base table is part of the current table catalog, which you can managed through the table manager.

**Mapping a base record table to an existing file**

You can map a new base record table to an existing file on the Unica Campaign server within your partition (that is, the file must be located under your partition root):

- When editing a flowchart, either through the Admin menu, or a Select process, as described in Working with user tables while editing a flowchart.
- Through the Campaign Settings page, as described in Working with user tables from the Campaign Settings page.

You map a new base record table to make data accessible to processes in flowcharts.

**To map a base record table to a file**

1. Begin from the **New Table Definition - Select the table type** window.
2. If necessary, select **Base Record Table**, then click **Next**.
3. Select **Map to Existing File**, then click **Next**.
4. Specify the type of file and mapping settings.

**To map a base record table to an existing fixed-width flat file**

You can map a new base record table to an existing file on the Unica Campaign server within your partition (that is, the file must be located under your partition root):

- When editing a flowchart, either through the Admin menu, or a Select process.
- Through the Campaign Settings page.

You map a new base record table to make data accessible to processes in flowcharts.

1. Begin from the **New Table Definition - Select the table type** window.
2. If necessary, select **Base Record Table**, then click **Next**.
3. Select **Map to Existing File**, then click **Next**.
4. Keep the default **File Type** selection of **Fixed-Width Flat File**.
   
   The Settings section of the window appears.
5. In the Settings section of the window, click **Browse** to select the **Source File** from within your campaign partition root directory. Unica Campaign automatically populates the **Dictionary File** field with the same path and file name, except with the .dct extension. You can override this entry if necessary.
To map a base record table to an existing delimited file

You can map a new base record table to an existing file on the Unica Campaign server within your partition (that is, the file must be located under your partition root) when editing a flowchart or through the Campaign Settings page.

You map a new base record table to make data accessible to processes in flowcharts.

1. Begin from the **New Table Definition - Select the table type** window.
2. If necessary, select **Base Record Table**, then click **Next**.
3. Select **Map to Existing File**, then click **Next**.
4. Select **Delimited File** for the **File Type**.
5. In the Settings section of the window, check **First Row of Data Contains Field Names** if this is the case. This automatically uses the first row of data to define the fields of the base table. You can override these values later.
6. Select the **Field Delimiter** (this is the character used to separate each field in a row of data): **TAB**, **COMMA**, or **SPACE**.
7. Select the **Qualifier** used to indicate how strings are delimited in the file: **None**, **Single Quote**, or **Double Quote**.

This is important if you have a space-delimited file with spaces as part of a field entry. In this case, the field must be enclosed in quotation marks so the embedded spaces are not interpreted as field delimiters. For example, if you had a row of data such as: “John Smith” “100 Main St.”, with the delimiter as **SPACE** and **Qualifier** set to **NONE**, Unica Campaign would parse this as five different fields (“John” as the value of the first field, “Smith” as the second, “100” as the third, and so forth). If the qualifier is set to **Double Quote**, then this record is correctly parsed as two fields (name and street address).

Unica Campaign does not support the use of the double quote character (") in field entries of delimited files. If any of your field entries contain double quotes, change them to another character before mapping a table to the file.

8. Click **Browse** to select the **Source File** from within your partition directory.
9. Specify the fields to use in the new table. By default, all fields in the file are listed.

If you are mapping a delimited file, you can override the field type that is automatically detected by Unica Campaign (Numeric or Text) or the width, which samples the first 100 lines of the file.

- If you set the field width to a value that is too small, data will be truncated.

You use the **Add**, **Remove**, **Up 1** and **Down 1** buttons to specify the **Source Table Fields** that are included in the new table and their order. Click on the **Field Name** column in the **New Table Fields** section to automatically sort column names alphabetically in ascending (or descending) order.

10. When finished, click **Next**. The Specify table name and field information screen opens.
11. Accept the defaults, or edit the **Unica Table Name** field to change the name of the table as it will appear in Unica Campaign. You can also change the Unica Field Name mapped to each source field name by selecting the field name and editing the text in the **Unica Field Name** text box in the **Edit Selected Field Information** section.

12. When your changes are complete, click **Next**. The Specify the selected table’s audience level and assign ID field(s) to it screen opens.

13. Select an **Audience Level** from the drop-down list. The **Audience Fields** list is automatically populated. You must select a field in the new base table that is the corresponding key for each listed entry.

14. Click **Next**. The Specify Additional Audience Levels screen opens.

15. Optionally, in the Specify Additional audience levels screen, you can specify one or more additional audience levels contained in the base record table. Adding additional audience levels allows users to use this table as a “switching table” to translate from one audience level to another using the **Audience** process in a flowchart.

   a. Click **Add**. The Audience Level and ID Fields window opens.

   b. Select an **Audience Level Name**.

   c. For each **Audience Field**, match appropriate field(s) from the base table to the corresponding key(s) in the audience level.

   d. If the selected audience level is normalized (that is, each unique audience ID appears at most once in the current base table), check **This audience level is normalized in this table**.

   e. Click **OK**.

   f. Repeat steps a through f for each audience level you want to add for the base table, then click **Next**.

16. You can choose to pre-compute the distinct values and frequency counts for specific fields, or allow users to perform real-time profiling of data in the base record table.

17. Click **Finish**. You have created the base record table based on an existing file. The new base table is part of the current table catalog, which you can managed through the table manager.

**To map a dimension table**

You can map a new dimension table based on an additional table:

- When editing a flowchart, through the Admin menu, as described in Working with user tables while editing a flowchart.

- Through the Campaign Settings page, as described in Working with user tables from the Campaign Settings page.

You map a new dimension table to make data that augments data in a base table, such as demographics based on postal codes, accessible to processes in flowcharts.
Dimension tables must be mapped to a database table and must be related to one or more base tables that are mapped to tables in the same Unica data source (that is, the same database). In defining the dimension table, you can specify the specific join conditions between the base and dimension tables.

1. Begin from the **New Table Definition - Select the table type** window.

   You cannot map a dimension table from a Select process.

2. Select **Dimension Table**, then click **Next**.

3. Select the table you want to map from the **Source Table** list.

   The source fields in the table you select are mapped automatically to new table fields in the base dimension table you are creating. To change the default selections, select fields from the **Source Table Fields** list or the **New Table Fields** List, and use the **Add**, **Remove**, **Up 1**, and **Down 1** buttons, until the table is mapped as required, then click **Next**.

   You can click on the Field Name column in the New Table Fields section to automatically sort column names alphabetically in ascending (or descending) order.

4. (Optional) Change the name Unica Campaign will use for the dimension table and its fields.

   a. To change the table name, edit the name in the **Unica Table Name** field.

   b. To change a field name, select the mapping in the **New Table Fields** list, and edit the text in the **Unica Field Name** field, then click **Next**.

5. Specify the dimension table’s key(s), and how the table will be joined to base record tables.

6. Select one or more keys in the **Key Field(s)** list.

7. Check **Key Field(s) are Normalized in This Table**, if this is the case.

8. Select the **Table Join Method**, then click **Next**.

   The option Always use inner join will always use an inner join between the base table and this dimension table, returning only audience IDs from the base table that appear in the dimension table. The Always use outer join option will always perform an outer join between the base table and this dimension table (which is recommended if the dimension table is known not to contain at least one row for every audience ID in the base table). The default setting of auto uses an inner join in the Select and Segment processes and an outer join in output processes (Snapshot, Mail List, and Call List). This typically provides the desired behavior where values in the dimension table are required for selection criteria, but NULLs should be output for missing audience IDs for any dimension table fields that are output.
9. If base record tables exist, the Specify Relationship to Base Tables screen opens. Check the box to the left of any base record table that is related to the dimension table you are creating Specify the join fields, then click **Next**.

10. You can choose to pre-compute the distinct values and frequency counts for specific fields, or allow users to perform real-time profiling of data in the base record table.

11. Click **Finish**. You have created the dimension table.

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**To map a general table to a database table**

You can map a new general table to an existing database table:

- When editing a flowchart through the **Admin** menu, as described in Working with user tables while editing a flowchart.

- Through the Campaign Settings page, as described in Working with user tables from the Campaign Settings page.

You map a new general table to export Unica Campaign data for use by other applications.

1. Begin from the **New Table Definition - Select the table type** window.
2. Select **General Table**, then click **Next**.
3. Select **Map to Existing Table in Selected Database**, select the customer database name, then click **Next**.
4. Select the table you want to map from the **Source Table** list.

   The source fields in the table you select are mapped automatically to new table fields in the general table you are creating. To change the automatic mappings, select fields from the **Source Table Fields** list or the **New Table Fields** List, and use the **Add**, **Remove**, **Up 1**, an **Down 1** buttons, until the table is mapped as required, then click **Next**.

5. (Optional) Change the name which Unica Campaign will use for the general table and its fields.

   To change the table name, edit the name in the **Unica Table Name** field.

   To change a field name, select the mapping in the **New Table Fields** list, and edit the text in the **Unica Field Name** field.

6. Click **Finish**

   You have created the general table based on a database table.

---

**To map a general table to a file**

You can map a new base record table to a file:

- When editing a flowchart, through the Admin menu, as described in Working with user tables while editing a flowchart.
• Through the Campaign Settings page, as described in Working with user tables from the Campaign Settings page.

You map a new general table to export Unica Campaign data for use by other applications.

1. Begin from the **New Table Definition - Select the table type** window.
2. Select **General Table**, then click **Next**.
3. Select **Map to Existing File**, then click **Next**.
4. To map a base record table to a fixed-width flat file:
   a. Keep the default **File Type** selection.
   b. Click **Browse** to select the **Source File**. Unica Campaign will automatically populate the **Dictionary File** field with the same path and file name, except with the .dct extension. You can override this entry if necessary.
5. To map a base record table to a delimited file:
   a. Select **Delimited File** for the **File Type**.
   b. Check **First Row of Data Contains Field Names** if this is the case.
   c. Select the **Field Delimiter** used: **TAB**, **COMMA**, or **SPACE**.
   d. Select the **Qualifier** used to indicate how strings are delimited in the file: **None**, **Single Quote**, or **Double Quote**.
   e. Click **Browse** to select the **Source File**, then click **Next**. The Specify the New Table’s Fields window opens.
6. Specify the fields to use in the new table. By default, all fields in the file are listed.
   If you are mapping a delimited file, you can override the field type that is automatically detected by Unica Campaign, which samples the first 100 lines of the file.

   When you export data to a fixed-width flat file on disk, you can override the preset field lengths by editing the data dictionary for that file.

   You use the **Add**, **Remove**, **Up 1** and **Down 1** buttons to specify the **Source Table Fields** that are included in the new table and their order.
7. When finished, click **Next**.
   The **Specify table name and field information** window opens.
8. Accept the defaults, or edit the **Unica Table Name** field to change the name of the table as it will appear in Unica Campaign; and change the **Unica** field names that are mapped to the source field names.
9. Click **Finish**. You have created the general table based on a file.
Working with user tables

**Re-mapping user tables**

You can remap a user table at any time. You may want to do this to:

- Remove unnecessary fields to simplify working with a table.
- Add new fields that need to be available.
- Rename the table or its fields.
- Add an audience level.
- Or change profiling characteristics.

If you remove a field that has been referenced in a flowchart or change the name of the table or referenced fields, you will cause the flowchart to become unconfigured. You must then manually edit each process box where the table is used to correct references.

Remember that remapping a user table changes only the local table mapping for the current flowchart. To save the updated table mapping to the table catalog, you must save the table catalog. Once saved into the table catalog, any flowchart subsequently using (or importing that table catalog) will see the changes.

You can re-map a user table:

- When editing a flowchart, through the Admin menu, as described in Working with user tables while editing a flowchart.
- Through the Campaign Settings page, as described in Working with user tables from the Campaign Settings page.

**To re-map a user table**

1. Begin from the **New Table Definition - Select the table type** window.
2. Select the table to re-map.
3. Click **Re-Map Table**.
4. You then repeat the steps involved in mapping the table:
   - Mapping a base record table to an existing database table
   - Mapping a base record table to an existing file
   - Mapping a dimension table
   - Mapping a general table to a database table
   - Mapping a general table to a file
Profiling values and counts

When mapping a user table, you can choose to pre-compute the distinct values and frequency counts for specific fields, or allow users to perform real-time profiling of data in the base record table. Profiling enables users to see a table’s values when editing a flowchart, without having to view raw data and allows them to easily select from valid values when building a query. Pre-computed profiles provide quick and efficient access to the distinct field values and counts without querying the database. Real-time profiling provides access to the most up-to-date data and may be helpful if your database updates frequently. If you pre-compute profiles, you can control how often profiles are regenerated.

You can choose to both pre-compute profiles and allow users to dynamically profile in real-time, or you can choose to disable real-time profiling and force users to always use the pre-computed profiles. Enabling or disabling the Allow real-time profiling option applies to all table fields, not just the checked ones. If you disable real-time profiling and do not specify an alternate means for pre-generated profiles, users will not be able to view any values or counts for any fields in this table. If you disable real-time profiling and provide pre-computed profiles for one or more fields, users will be able to access the pre-computed profiles, which is for the entire table. Users will not be able to profile only the values for the input cell of a process. To provide the greatest flexibility, you should allow real-time profiling.

To configure profiling

1. Check the fields for which you want Unica Campaign to pre-compute distinct values and frequency counts.

   By default, Unica Campaign stores the pre-computed profiles in the Campaign > partitions > partition[n] > profile category as data source_table name_field name.

2. If you have distinct values and counts stored in a separate database table that Unica Campaign should use, click Configure Data Sources. Select Data pre-defined in a table, select the table name, the field containing the values, and the field containing the counts. Then click OK.

3. Check Allow real-time profiling to have Unica Campaign update its records of values for the selected fields in real-time. This option allows users editing a flowchart to see the current values for these fields. However, it also requires a database query each time a user clicks Profile, which can potentially degrade performance.

To unmap a user table

You can unmap a user table at any time (unmapping a table does not delete the original underlying data or affect any other flowchart).

Unmapping a user table causes any process in the current flowchart referencing that user table to become unconfigured.
You can unmap a user table:

- When editing a flowchart, through the Admin menu, as described in Working with user tables while editing a flowchart.
- Through the Campaign Settings page, as described in Working with user tables from the Campaign Settings page.

1. Begin from the New Table Definition - Select the table type window.
2. Select the table to unmap.
3. Click Unmap Table. You are prompted to confirm.
4. Click OK to unmap the table.

⚠️ You cannot reverse this process. To restore an unmapped table, you must map it as if for the first time, or import a stored table catalog that contains the mapped table definition. If you are uncertain about permanently unmapping a table, you can always save your current table mappings into a table catalog for later restoration if needed.

To create a new user table through an output process

From the output processes (Snapshot, Call List, and Mail List) in the Export drop-down list, you can create new user tables.

You can map the exported data to a base or general table. Typically in this process, you would select to export the data to a new base table in an existing flat file or database.

🌟 If you need to read the exported data back into Unica Campaign, you must export it as a base table.

1. While editing a flowchart, open the output process from which you want to create the new user table.
2. In the Export to drop-down list, select New Table. The New Table Definition window opens.
3. Select Base Record Table or General Table.
4. Click Next >.
5. Select Create New File or Create New Table in Selected Database.
6. If you select to create a new database table:
   a. Select the database in which to create the table.
   b. Click Next >.
   c. Select the Source Table Fields to export to the new table or file. You can select from Unica Campaign Generated Fields, the audience-level identifier, and fields from the input cell. Use the Add, Remove, Up, and Down buttons to define fields in the New Table Fields list.
   d. Click Next >.
e. Specify a Database Table Name and Unica Table Name for the new table.

f. Optionally, select the new table fields and modify the Unica Field Name.

g. Click Next >.

h. Select the Audience Level for the new table and specify the audience level field in the new table.

i. Click Next >.

j. Optionally, select additional audience levels for the new table by clicking Add.

k. Click Next >.

l. Define profiling for the new table. For more information, see Profiling values and counts.

m. Click Finish.

7. If you select to create a new file:

a. Click Next >.

b. Select Fixed-Width Flat File or Delimited File, then specify the Settings fields appropriately.

c. Click Next >.

d. Select the Source Table Fields to export to the new table or file. You can select from Unica Campaign Generated Fields, the audience-level identifier, and fields from the input cell. Use the Add, Remove, Up, and Down buttons to define fields in the New Table Fields list.

e. Click Next >.

f. Select the Audience Level for the new table and specify the audience level field in the new table.

g. Click Next >.

h. Optionally, select additional audience levels for the new table by clicking Add.

i. Click Next >.

j. Define profiling for the new table. For more information, see Profiling values and counts.

k. Click Finish.

---

**Working with data dictionaries**

You can edit the data dictionary for an existing or newly created base or general table, or create a new data dictionary from an existing fixed-width flat file.

The data dictionary must be stored on the Unica Campaign server or be accessible from the server to be used for table mapping.
Working with data dictionaries

To open a data dictionary

Find the data dictionary you want, then open it using Notepad or any other text editor.

The file you see will look similar to the following example:

```
CellID, ASCII string, 32, 0, Unknown,
MBRSHP, ASCII string, 12, 0, Unknown,
MP, ASCII Numeric, 16, 0, Unknown,
GST_PROF, ASCII Numeric, 16, 0, Unknown,
ID, ASCII Numeric, 10, 0, Descriptive/Names,
Response, ASCII Numeric, 10, 0, Flag,
AcctAge, ASCII Numeric, 10, 0, Quantity,
acct_id, ASCII string, 15, 0, Unknown,
sr_extract_dt, ASCII string, 50, 0, Unknown,
extract_typ_cd, ASCII string, 3, 0, Unknown,
```

You can change information as needed in the file, making sure that the data that will be stored in the associated table can use the parameters you are setting.

To apply changes to a data dictionary

You must save, close, and reopen the flowchart.

When to use a data dictionary

You use data dictionaries in Snapshot processes to ensure that any fixed-width output files you create adhere to a specific structure.

Data dictionary syntax

Each line in a data dictionary defines a field in fixed-width flat file, using the following syntax:

```
<Variable_name>, <“ASCII string” or “ASCII Numeric”>,
<Length_in_bytes>, <Decimal_point>, <Format>, <Comment>
```

uje The `<Decimal_point>` value specifies the number of digits following the decimal point and is valid for ASCII Numeric fields only. For ASCII string fields, the value should always be 0.

For example, the line:

```
acct_id, ASCII string, 15, 0, Unknown,
```

means that a record in the file has a field called `acct_id`, which is a 15-byte string with no decimal point (as the field is a string) with an unknown format and empty comment string.

Version 8.1.1
To manually create a new data dictionary

This section describes how to create a new data dictionary manually. It may be easier to create a new data dictionary by starting with an existing data dictionary created by Unica Campaign.

1. Create an empty .dat file (length = 0) and a corresponding .dct file.

2. In the .dct file, define fields in the format:

   <Variable_name>, <“ASCII string” or “ASCII Numeric”>, <Length_in_bytes>, <Decimal_point>, <Format>, <Comment>

   Use Unknown for the format and leave the comment field blank, as in the following:

   acct_id, ASCII string, 15, 0, Unknown,
   hsehld_id, ASCII Numeric, 16, 0, Unknown,
   occptn_cd, ASCII string, 2, 0, Unknown,
   dob, ASCII string, 10, 0, Unknown,
   natural_lang, ASCII string, 2, 0, Unknown,
   commun_lang, ASCII string, 2, 0, Unknown,

3. You can now map a new table to a file using this data dictionary.

Working with table catalogs

This section contains the following information:

• To access table catalogs
• To open a table catalog
• To create a table catalog
• To load a stored table catalog
• Deleting table catalogs
• To update pre-computed profiles for tables in a table catalog
• To define a data folder for a table catalog

To access table catalogs

1. Select Settings > Campaign Settings.
Working with table catalogs

The Campaign Settings page appears.

2. Click **Manage Table Mappings**.
   The Table Mappings window appears.

3. In the Table Mappings window, select **Show User Tables**.

**You can also access table catalogs from the Options menu while editing a flowchart.**

---

**To open a table catalog**

1. Follow the instructions in **To access table catalogs**.
2. Click **Load**. The previously stored catalogs are listed in the Items List.
3. Select the catalog to open and click **Load Catalog**.

**To create a table catalog**

You create a table catalog by saving the user tables that are in the current flowchart’s internal table catalog. Saving table catalogs with commonly defined table mappings makes it easy to share table mappings or restore table mappings.

1. Follow the instructions in **To access table catalogs**. Ensure that the user tables you want to save as a table catalog are mapped in Unica Campaign.
2. In the Table Mappings window, select the user tables you want to save to the table catalog, and click **Save**.
3. In the Save Tables window, select the option to save all table mappings to the table catalog, or the option to save only the selected table mappings to the table catalog, then click **OK**.
   The Save Table Mappings to Catalog File window opens.
4. Enter details for the new table catalog, including the folder under which you want to save it, a name, security policy, notes, and whether you want to save this catalog with database authentication information.
5. Enter a name for the table catalog. If you enter .XML as the extension name, the table catalog will be stored in XML format rather than as a proprietary binary file.

   **The name must be unique within the folder; otherwise you will be prompted to overwrite the existing table catalog with the same name. The name cannot contain any periods, apostrophes, or single quotation marks, must begin with a letter and can only contain the letters A-Z, the numbers 0-9, and the underscore character (_).**

6. (Optional) Add a description for the table catalog in the **Note** field.
7. (Optional) Check **Save with Database Authentication Information**.
• If you leave **Save with Database Authentication Information** unchecked, anyone using this table catalog will need to provide a database login and password for any data sources referenced in the table catalog. These passwords may be already stored in their ASM user profile. If they do not already have a stored valid login and password, the user is prompted to provide them. This is the recommended setting for security purposes.

• If you check **Save with Database Authentication Information**, the current authentication information (the login[s] and password[s] you are currently using to access these data source[s]) are saved with the table catalog and anyone with access permissions to this table catalog will automatically be connected to the data sources using the authentication stored in the table catalog. This means that users of this table catalog will not need to provide a login or password to access these data sources and will have all the privileges of the stored login for reading and writing to the data source. This option is NOT recommended for security reasons.

8. Select a folder in which to save the table catalog using the **Save Under** drop-down list.

You can organize table catalogs in folders. Select an existing folder from the **Items List**, or click the **New Folder** button to create a new folder.

If you do not select a specific folder, or choose **None** in the **Save Under** drop-down list, the current table catalog will be saved at the top level. The selected folder appears after the **Save Under** field.

9. Click **Save**.

The table catalog is saved as a .cat file if no extension was provided with the name and in the location you have selected. If you specified a file name with a .xml extension, the table catalog is saved in XML format.

**To load a stored table catalog**

You can load a table catalog that you previously saved for use in the current flowchart.

🌟 If you choose the Load table mappings from stored table catalog (existing mappings are cleared) option, the mapped tables in that flowchart are lost; that is, they are replaced with the table mappings from the loaded catalog. If you choose Merge table mappings from stored table catalog (old mappings are overwritten), old table mappings not in the new table catalog to be loaded are preserved.

If you define the default.cat table catalog, each time you create a new flowchart it is loaded by default. However, if you set your browser to accept cookies and load a different table catalog, that catalog is loaded by default instead of default.cat. This is also true for stored dimension hierarchies.

1. Follow the instructions in **To access table catalogs**.

2. Click **Load**.

   The Load Tables window opens.
3. Choose the appropriate option to select whether, when the tables are loaded, you want to clear or to overwrite the existing mappings. By default, the option to clear existing mappings is selected.

4. Click OK.

The **Stored Table Catalogs** window opens.

5. Select the name of the table catalog that you want to load.

When you click on the name of a table catalog, its information appears in the **Info** box and the Load Catalog button is enabled.

6. Click **Load Catalog**.

The selected catalog is loaded. You see the details of the table(s) in the new catalog displayed in the Table Mappings window.

### Deleting table catalogs

You delete table catalogs from a flowchart page in **Edit** mode. This task is not available from the **Manage Table Mappings** link on the Campaign Settings page.

⚠️ You should remove table catalogs only using the Unica Campaign interface. If you remove tables or otherwise change table catalogs directly in the file system, Unica Campaign cannot guarantee data integrity in your system.

For details about removing stored table catalogs, see the *Unica Campaign User’s Guide*.

### To update pre-computed profiles for tables in a table catalog

If the underlying marketing data has changed, and you are using Unica Campaign to pre-compute profile information for table fields, you will need to update the table catalog by recomputing the record counts and any pre-computed values you have specified in your tables.

1. Follow the instructions in **To access table catalogs**.

2. To update record counts and values for a subset of user tables, select these tables in the list of tables. You can use Ctrl+click to select multiple tables.
   
   To compute record counts and values for all user tables, you do not need to select any tables.

3. Click **Compute**.
   
   The **Recompute** window opens.

   If you have not selected one or more user tables, by default, the Recompute Record Counts and List of Distinct Values for All Tables option is selected.
If you have selected a subset of tables, the Recompute Record Counts and List of Distinct Values for Selected Tables option is selected. The option to compute All Tables is available.

👩‍💻 If you have not selected any tables for computing and want to enable the option to compute values for selected tables, click Cancel on the Recompute window. The window closes and you are returned to the Table Mappings window, where you can select the tables for which you want the record counts and values to be computed.

4. When you are satisfied with your selection, click OK.

When the computations are complete, you return to the Table Mappings window.

**To define a data folder for a table catalog**

When you create a table catalog, you can also specify one or more data folders associated with that table catalog. In output processes such as Snapshot, these named folders appear in the file location selection dialog as pre-defined folder locations.

1. In a flowchart in Edit mode, click the Admin icon and select Tables.

2. In the Table Mappings window, select the mapped user tables that you want to save to a catalog. Click Save.

3. In the Save Table Mappings to Catalog File window, click in the Unica Data Folders section to add an item.

4. Enter a name and folder location for the data folder you are adding, relative to the current partition’s home directory. For example, if you are working in partition1, the folder location you specify is relative to the partitions/partition1 folder.

5. Click Save.

After you have saved the table catalog with its associated data folder(s), when you reload the catalog in a flowchart containing output processes such as Snapshot, these folders appear as options in the file location selection dialog.

For example, if you add a Unica Data Folder named MyFolder with the Folder Location temp, in a Snapshot process configuration dialog, File in MyFolder appears in the Export to drop-down list. When you select File in MyFolder, the File Name field in the Specify Output File window is automatically populated with the relative path temp/.
4 Customizing Campaigns

■ About campaign customization
■ Custom campaign attributes
■ Custom cell attributes
■ Custom offer attributes
■ Working with custom attributes
■ Custom initiatives
■ Custom products

About campaign customization

You can customize your campaigns by using custom campaign attributes, initiatives, and products.

Custom campaign attributes

🌟 If your Unica Campaign installation is integrated with Unica Marketing Operations, you must use Unica Marketing Operations to create custom campaign attributes. For details, see the Unica Marketing Operations documentation.

You can customize campaigns by adding custom campaign attributes to store metadata about each campaign.

Custom attributes can help you further define and categorize your campaigns. For example, you might define a custom campaign attribute Department to store the name of the department in your organization that is sponsoring the campaign. The custom attributes you define appear on the Summary tab for each campaign.
Custom campaign attributes apply to all campaigns in your system. If you add a custom campaign attribute when there are existing campaigns, the value of the attribute is NULL for these campaigns. You can later edit these campaigns to supply a value for the custom attribute.

Names of custom attributes must be unique across campaign, offer, and cell custom attributes.

**Custom cell attributes**

If your Unica Campaign installation is integrated with Unica Marketing Operations, you must use Unica Marketing Operations to create custom cell attributes. For details, see the Unica Marketing Operations documentation.

You can create custom attributes to store meta-data about the cells you create in a campaign. For example, you might define a custom cell attribute **Audience Type** to store possible values such as **Cross-sell**, **Up-sell**, **Defection**, or **Loyalty**.

Custom cell attributes are the same across all campaigns. Users enter values for custom cell attributes in the Target Cell Spreadsheet of a campaign. For example, if you created the custom cell attribute **Audience Type** as described above, users would see **Audience Type** as an available field when editing a row in the Target Cell spreadsheet.

Output processes in flowcharts can also generate output values for custom cell attributes as Unica Campaign Generated Fields (UCGFs). Users can then view reports based on the values of the cell attributes, if the reports are customized to support this. For more information, see the *Unica Campaign User's Guide*.

**Custom offer attributes**

Unica Campaign is delivered with a standard set of offer attributes for use in offer templates. You can create custom offer attributes to store additional offer metadata for definition, output, or analysis.

For example, you might define a custom offer attribute **Interest Rate** to store the value of the interest rate being marketed with mortgage offers.

When defining offer templates, you can choose which standard and custom offer attributes will be visible for a particular type of offer. Users then provide values for those attributes when creating and/or using offers.

You can use a custom attribute in an offer template in one of three ways:

- As a static attribute
- As a hidden static attribute
- As a parameterized attribute
What is a static attribute?
A static attribute is an offer field whose value is set once and does not change when the offer is used.

When you create an offer template, you supply values for all static attributes. When a user creates an offer based on that template, the values you entered are used by default; the user can override these default values as needed. However, users cannot override values for static attributes when using the offer in a flowchart process.

There are static attributes that are automatically included in all offer templates.

What is a hidden static attribute?
A hidden static attribute is an offer field that is not displayed to users when they create offers based on this template. For example, a hidden static attribute could be the cost to your organization of administering an offer.

Users creating offers cannot edit (or see) the value of hidden static attributes. However, you can track and generate reports on the values of hidden static attributes in the same way as you could other offer attributes.

When you are creating an offer template, the value you enter for a hidden static attribute applies to all offers based on the template.

What is a parameterized attribute?
A parameterized attribute is a field that users can change for every instance in which the offer is associated with a cell in a flowchart.

When you create an offer template, you supply a default value for the parameterized attribute. Then, when users create offers based on this template, they can accept or change the default value you entered. Finally, when the offer containing the parameterized attribute is associated with a cell in a flowchart, the user can accept or change the default value entered for the offer.

Select box attributes and offer templates
You can add attributes of the type Select Box - String to an offer template. When you created the custom attribute, if you indicated that users can add values to the list of valid selections by checking Allow addition of list items from within edit forms, then a user can add or delete list items when creating an offer based on this template.

🌟 When users make changes to attribute list items as they create offers or edit offer templates, these changes are saved back to the custom attribute definition and reflected in any offer templates using the attribute. The updated list items are reflected when offers are created based on templates using the custom attribute, or when the custom attribute is used in any new offer template.
Working with custom attributes

This section provides the following information

- To add a custom attribute
- To modify a custom attribute
- Using offer custom attributes in offer templates
- Adding list values to the Channel attribute

To add a custom attribute

The steps for adding a custom campaign, offer, or cell attribute are the same. You specify the type of custom attribute during the creation process.

You must have permissions to add custom campaign, offer, and cell attributes. For more information, see the Unica Marketing Platform Administrator's Guide.

1. Select Settings > Campaign Settings.

   The Campaign Settings page opens, presenting links for various administration tasks.

2. In the Templates and Customizations section, click Custom Attribute Definitions.

   The Custom Attribute Definitions window opens. The standard offer attributes and any previously created custom attributes are displayed.

3. At the top of the window, click Add; or at the bottom of the window, click Add a Custom Attribute.

   The Add Attributes Details window opens.

4. Enter data for the custom attribute as follows:

   a. Enter an Attribute Display Name, as you want the attribute label to appear to users. There are no special restrictions on custom attribute display names.

   b. Enter an Internal Name. You cannot have spaces in the internal name.

      The Internal Name is the name you use to reference this custom attribute when writing a Unica expression (for example, a query or custom macro). It is a best practice to use the same name as the display name without any spaces (for example, “Interest Rate” would have an internal name of “InterestRate”).

      Custom attribute internal names must be globally unique and are case-insensitive. They have specific character restrictions and must start with an alphabetic character. For details, see About special characters.

   c. From the Attribute Of drop-down list, select Campaign, Offer, or Cell.

   d. Optionally, enter a Description.
e. From the Form Element Type list, select the type of data to be stored in the attribute field for offers or cells.

After you add the custom attribute, you cannot change its data type.

f. Depending on your selection, you may need to enter one of the following:

- **Maximum String Length**, if you selected Select Box - String or Text Field - String. This specifies the maximum number of characters that will be stored for any value of this custom attribute.

- **Decimal Places**, if you selected Text Field - Numeric or Text Field - Currency. This specifies the number of decimal places to the right of the decimal point that are displayed.

If you select Text Field - Currency, be aware that the currency value reflects the number of decimal places customarily used in the local currency. Therefore, if you specify a number of decimal places less than the number commonly used, the currency value will be truncated.

g. If you selected Select Box - String as the Form Element Type:

- Optionally check **Allow addition of list items from within edit forms** to enable any user to add new unique values to the attribute drop-down list when creating offers using the template containing the attribute.

  If any user adds a new value to the custom attribute, the value is subsequently displayed for all users.

- Enter possible selections for the field by entering values in the New or Selected Item field and clicking **Accept**. Values are presented to users in the order entered. You can delete values from the list by selecting one or more in the Source list of available values and clicking **Remove**.

5. When you have entered all the data for the custom attribute, click **Save Changes**.

To modify a custom attribute

You modify campaign, offer, and cell custom attributes in the same way.

You must have permissions to modify offer and cell custom attributes. For more information, see the Unica Marketing Platform Administrator’s Guide.

1. Select Settings > Campaign Settings.

   The Campaign Settings page opens, presenting links for various administration tasks.

2. In the Templates and Customizations section, click **Custom Attribute Definitions**.

   The Custom Attribute Definitions window opens. The default custom offer attributes and any previously created custom attributes are listed.
3. Click the name of the custom attribute you want to modify.
   The Attributes Details window opens.

4. Modify data for the custom attribute as follows:
   a. If you are modifying a custom attribute that you created, you can edit the
      Attribute Display Name. If you are modifying one of the standard custom
      attributes, you cannot edit this field.
   b. If you are modifying a custom attribute that you created, you can edit the
      Internal Name. However, this is not recommended because any uses of the
      internal name by existing flowcharts will cause an error, and you will receive a
      warning when you save the attribute. If you are modifying one of the default
      custom attributes, you cannot edit this field.

   Custom attribute internal names must be globally unique and are
   case-insensitive. They have specific character restrictions and must start with an
   alphabetic character. For details, see About special characters.
   c. Optionally, modify the Description.
   d. If the attribute is a Select Box - String or Text Field - String field, you can
      modify the Maximum String Length. This specifies the maximum number of
      characters that will be stored for any value of this custom attribute.

   If you decrease the Maximum String Length of a String field when modifying
   an attribute, you receive a warning that existing data may be truncated.
   Decreasing the length of an existing custom attribute will truncate any data
   values longer than the new length, which can adversely affect response tracking
   if the field is used for matching purposes.

   e. If the attribute is a Text Field - Numeric or Text Field - Currency, you can
      modify the Decimal Places. This specifies the number of decimal places to the
      right of the decimal point that are displayed. For example, for currency, you may
      want to specify a decimal place value of two to show cents.

   If you decrease the Decimal Places number when modifying an attribute, if the
   attribute is used by offers or cells, the value for the attribute for those offers or
   cells as displayed through the web-based GUI is truncated to the new number of
   decimal places allowed. However, the value with the original number of decimal
   places is retained in the database.

   f. If the attribute is a Select Box - String, you can:
      • Change the setting for Allow addition of list items from within edit forms.
      • Modify list items.

   You can only add or remove list items if the attribute was originally created with
   the Allow addition of list items from within edit forms option selected.
   • Add list items by entering values in the New or Selected Item field and
     clicking Accept.
Custom products

- Remove list items by selecting one or more items in the **Source list of available values** and clicking **Remove**.
- Edit an existing list item by selecting it in the **Source list of available values**. The item displays in the New or Selected Item field, where you can edit it and then click **Accept**.

5. When you have finished making your modifications, click **Save Changes**.

Custom initiatives

Unica Campaign is delivered with a built-in attribute called **Initiative**. The **Initiative** attribute is a drop-down list on the campaign **Summary** tab. Initially, there are no values in the drop-down list; as an administrator, you define the initiatives to select from.

**To add an initiative**

You can add initiatives that users can select from the **Initiative** drop-down list in the campaign **Summary** tab. You add initiatives directly in the database table **UA_Initiatives**.

1. Access the Unica Campaign system table database using your database management system.
2. In the database table **UA_Initiatives**, add values in the **InitiativeName** column. Each value can be a maximum of 255 characters.
3. Save the changes to the **UA_Initiatives** table.

Custom products

Users can associate an offer with one or more products. Product IDs are stored in the **UA_Product** table in the Unica Campaign system table database. Initially, there are no records in this table. As an administrator, you can populate this table.

**To add a product**

You can add products that users can associate with offers. You add products directly in the database table **UA_Products**.

1. Access the Unica Campaign system table database using your database management system.
2. Locate the **UA_Product** table.
   - The table is delivered with two columns:
     - **ProductID** *(bigint, length 8)*
     - **UserDefinedFields** *(int, length 4)*
3. Optionally, modify the table to include additional columns. You may also delete the UserDefinedFields column.

4. Populate the table as necessary to include products that can be associated with offers.

5. Save the changes to the UA_Product table.
5 Offer Template Administration

- Offer template concepts
- What is an offer?
- What is an offer template?
- Offer templates and security
- Why use offer templates?
- Planning offer templates and offers
- Working with offer attributes
- Working with offer templates
- Offer template references

Offer template concepts

Before proceeding with offer management administration, you must understand the following:

- What is an offer?
- What is an offer template?
- Offer templates and security
- Why use offer templates?
- What are offer custom attributes?
What is an offer?

An offer is the specific marketing communication that you send to particular groups of people, using one or more channels. An offer can be simple or complex, and typically contains a creative piece, a cost, a channel, and an expiration date.

For example, a simple offer from an online retailer could consist of free shipping on all online purchases made in the month of April. A more complex offer could consist of a credit card from a financial institution, with a personalized combination of artwork, introductory rate, and expiration date that varied based on the recipient’s credit rating and region.

In Unica Campaign, offers are:

• Based on an offer templates that you administer.
• Used in campaigns, where they are associated with target cells.

Associated offers are then delivered to customers identified in these target cells.

You can also group offers into lists, and assign offer lists to target cells.

Offer names and offer list names have specific character restrictions. For details, see About special characters.

What is an offer template?

An offer template defines the structure of a particular type of offer. Users create offers by basing them on the offer templates you create.

Offer templates are required. Users cannot create an offer without basing it on a template.

You can create as many offer templates as appropriate to manage the different types of offers within your business. As part of defining an offer template, you specify the relevant offer attributes and how they will be used.

There are no specific restrictions on offer template names.

Offer templates and security

The security policy you set for an offer template determines which users will be able to use the offer template.

The security policy of the offer template is independent of the security policy applied to the offers created by using this offer template; that is, the security policy is not propagated to offers based on the template.
Working with offer attributes

When users create new offers, the security policy of the offer is based on the folder in which it resides. If the folder is created in the top-level offers folder, the user can select other valid security policies for that offer.

To work with offer templates, which includes tasks such as adding, editing, or retiring offer templates, you must have the appropriate permissions, which includes the view permission for offer templates. For example, to add offer templates, you must be granted both the Add Offer Templates and View Offer Templates permissions.

For more information about Unica Campaign security, see the Unica Marketing Platform Administrator’s Guide.

Why use offer templates?

Offer templates provide you and your Unica Campaign users with the following benefits:

• By creating offer templates, you simplify offer creation for your users because only relevant offer attributes for a particular type of offer are shown.

• By providing default values for offer attributes, you speed up the offer creation process.

• By specifying which offer attributes are parameterized in an offer template, you control when new offers are created and when an offer version can be used instead.

• By using custom attributes to capture specific data (for example, the discount percentage or bonus points associated with the offer), you enable better reporting and analysis of your campaigns.

Planning offer templates and offers

Planning offers includes considering which template to use, which attributes are parameterized, whether you will use holdout control groups for cells assigned this offer, and other considerations.

Offers can vary in the following ways:

• Different parameterized offer fields, including valid and expiry dates;

• Different offer codes (number of codes, length, format, custom code generator);

• Custom attributes (which are exposed for a specific type of offer; for example, credit card offers have initial APR% and go-to rates; mortgage offers have payment frequency and term).

As a best practice, Unica recommends keeping parameterized values in offers to a minimum. Most offer attributes should not be parameterized. You should create parameters only for those attributes that will not change the “essence” of an offer, such as effective and expiration dates.

You should carefully consider the design of your offers and offer templates, as this can have a significant effect on how you can analyze and report on your campaign details.
For information on working with offers, see the Unica Campaign User’s Guide.

**Working with offer attributes**

This section contains the following topics:

- To add a custom attribute
- To modify a custom attribute
- Standard offer attributes

**To add a custom attribute**

The steps for adding a custom campaign, offer, or cell attribute are the same. You specify the type of custom attribute during the creation process.

You must have permissions to add custom campaign, offer, and cell attributes. For more information, see the Unica Marketing Platform Administrator's Guide.

1. Select **Settings > Campaign Settings**.
   The Campaign Settings page opens, presenting links for various administration tasks.

2. In the Templates and Customizations section, click **Custom Attribute Definitions**.
   The Custom Attribute Definitions window opens. The standard offer attributes and any previously created custom attributes are displayed.

3. At the top of the window, click **Add**; or at the bottom of the window, click **Add a Custom Attribute**.
   The Add Attributes Details window opens.

4. Enter data for the custom attribute as follows:
   a. Enter an **Attribute Display Name**, as you want the attribute label to appear to users. There are no special restrictions on custom attribute display names.
   b. Enter an **Internal Name**. You cannot have spaces in the internal name.
   The **Internal Name** is the name you use to reference this custom attribute when writing a Unica expression (for example, a query or custom macro). It is a best practice to use the same name as the display name without any spaces (for example, “Interest Rate” would have an internal name of “InterestRate”).

   Custom attribute internal names must be globally unique and are case-insensitive. They have specific character restrictions and must start with an alphabetic character. For details, see About special characters.

   c. From the **Attribute Of** drop-down list, select **Campaign**, **Offer**, or **Cell**.
   d. Optionally, enter a **Description**.
e. From the **Form Element Type** list, select the type of data to be stored in the attribute field for offers or cells.

   After you add the custom attribute, you cannot change its data type.

f. Depending on your selection, you may need to enter one of the following:

   - **Maximum String Length**, if you selected **Select Box - String** or **Text Field - String**. This specifies the maximum number of characters that will be stored for any value of this custom attribute.

   - **Decimal Places**, if you selected **Text Field - Numeric** or **Text Field - Currency**. This specifies the number of decimal places to the right of the decimal point that are displayed.

   If you select **Text Field - Currency**, be aware that the currency value reflects the number of decimal places customarily used in the local currency. Therefore, if you specify a number of decimal places less than the number commonly used, the currency value will be truncated.

g. If you selected **Select Box - String** as the Form Element Type:

   - Optionally check **Allow addition of list items from within edit forms** to enable any user to add new unique values to the attribute drop-down list when creating offers using the template containing the attribute.

     If any user adds a new value to the custom attribute, the value is subsequently displayed for all users.

   - Enter possible selections for the field by entering values in the **New or Selected Item** field and clicking **Accept**. Values are presented to users in the order entered. You can delete values from the list by selecting one or more in the Source list of available values and clicking **Remove**.

5. When you have entered all the data for the custom attribute, click **Save Changes**.

**To modify a custom attribute**

You modify campaign, offer, and cell custom attributes in the same way.

🌟 You must have permissions to modify offer and cell custom attributes. For more information, see the *Unica Marketing Platform Administrator's Guide*.

1. Select **Settings > Campaign Settings**.

   The Campaign Settings page opens, presenting links for various administration tasks.

2. In the **Templates and Customizations** section, click **Custom Attribute Definitions**.

   The Custom Attribute Definitions window opens. The default custom offer attributes and any previously created custom attributes are listed.
3. Click the name of the custom attribute you want to modify.
   The Attributes Details window opens.

4. Modify data for the custom attribute as follows:
   a. If you are modifying a custom attribute that you created, you can edit the Attribute Display Name. If you are modifying one of the standard custom attributes, you cannot edit this field.
   b. If you are modifying a custom attribute that you created, you can edit the Internal Name. However, this is not recommended because any uses of the internal name by existing flowcharts will cause an error, and you will receive a warning when you save the attribute. If you are modifying one of the default custom attributes, you cannot edit this field.
   c. Optionally, modify the Description.
   d. If the attribute is a Select Box - String or Text Field - String field, you can modify the Maximum String Length. This specifies the maximum number of characters that will be stored for any value of this custom attribute.
   e. If you decrease the Maximum String Length of a String field when modifying an attribute, you receive a warning that existing data may be truncated. Decreasing the length of an existing custom attribute will truncate any data values longer than the new length, which can adversely affect response tracking if the field is used for matching purposes.
   f. If the attribute is a Text Field - Numeric or Text Field - Currency, you can modify the Decimal Places. This specifies the number of decimal places to the right of the decimal point that are displayed. For example, for currency, you may want to specify a decimal place value of two to show cents.
   g. If you decrease the Decimal Places number when modifying an attribute, if the attribute is used by offers or cells, the value for the attribute for those offers or cells as displayed through the web-based GUI is truncated to the new number of decimal places allowed. However, the value with the original number of decimal places is retained in the database.
   h. If the attribute is a Select Box - String, you can:
      • Change the setting for Allow addition of list items from within edit forms.
      • Modify list items.

   You can only add or remove list items if the attribute was originally created with the Allow addition of list items from within edit forms option selected.

   • Add list items by entering values in the New or Selected Item field and clicking Accept.
• Remove list items by selecting one or more items in the Source list of available values and clicking Remove.

• Edit an existing list item by selecting it in the Source list of available values. The item displays in the New or Selected Item field, where you can edit it and then click Accept.

5. When you have finished making your modifications, click Save Changes.

Standard offer attributes

The following table describes the standard offer attributes that are delivered with Unica Campaign.

<table>
<thead>
<tr>
<th>Attribute Display Name</th>
<th>Attribute Internal Name</th>
<th>Form Element Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Response Revenue</td>
<td>AverageResponseRevenue</td>
<td>Text Field - Numeric</td>
</tr>
<tr>
<td>Channel Type</td>
<td>ChannelType</td>
<td>Select Box - String</td>
</tr>
<tr>
<td>Channel</td>
<td>Channel</td>
<td>Select Box - String</td>
</tr>
<tr>
<td>Cost Per Offer</td>
<td>CostPerOffer</td>
<td>Text Field - String</td>
</tr>
<tr>
<td>Duration</td>
<td>ExpirationDuration</td>
<td>Text Field - Numeric</td>
</tr>
<tr>
<td>Effective Date</td>
<td>EffectiveDate</td>
<td>Text Field - Date</td>
</tr>
<tr>
<td>Expiration Date</td>
<td>ExpirationDate</td>
<td>Text Field - Date</td>
</tr>
<tr>
<td>Fulfillment Cost</td>
<td>FulfillmentCost</td>
<td>Text Field - Currency</td>
</tr>
</tbody>
</table>

Working with offer templates

This section provides instructions for the following tasks:

• To create an offer template
• To modify an offer template
• To reorder offer templates
• To retire an offer template

Before beginning to work with offer templates, you should create the custom attributes you anticipate needing.
Working with offer templates requires the appropriate permissions, including permission to view offer templates. For example, to add offer templates, you must be granted both the Add Offer Templates and View Offer Templates permissions. For information on setting permissions, see Managing Security in Unica Campaign.

To create an offer template

1. Select Settings > Campaign Settings.
   The Campaign Settings page opens, presenting links for various administration tasks.
2. In the Templates and Customizations section, click Offer Template Definitions.
   The Offer Template Definitions window opens.
3. At the bottom of the list of offer templates, click Add....
   The New Offer Template Step 1 of 3: Metadata window opens.
4. Enter offer template metadata as follows:
   a. Enter data for the basic options: Template Name, Security Policy, Description, Suggested Uses, and Template Icon.
   b. To use this offer template with Unica Interact, select Allow offers created from this template to be used in real-time interactions.
   c. Accept the defaults, or modify data for the offer and treatment code formats and generators: Offer Code Format, Offer Code Generator, Treatment Code Format, and Treatment Code Generator.

   You cannot use the space character in an offer code format.

   If you leave the Treatment Code Generator field empty, the default treatment code generator is used.

5. Click Next >>.
   The New Offer Template Step 2 of 3: Offer Attributes window opens.
6. Add standard and custom attributes to the offer template as needed. Use the arrow buttons (<< and >>) to move attributes into and out of the attribute list for the offer template, and to change the order and type (static, hidden, or parameterized) of included attributes.

   For an offer to be available in a flowchart, it must have at least one standard or custom attribute.

7. Click Next >>.
   The New Offer Template Step 3 of 3: Default Values window opens.
8. For attributes you have added to the offer template, supply a default value that is used when users create offers using this template. When creating offers, users can change the default value of static and parameterized attributes, but cannot change the value you entered for hidden static attributes in the offer template.

9. For parameterized attributes with values supplied in a drop-down list, you can also add list items here, as you create the offer template. You can remove any new list items you add here, but cannot remove any list items that existed previously. Any additions to the list items made here are saved back to the offer custom attribute.

If you have added the Offer Valid/Expiration Dates attribute to the template as a parameterized attribute, on this screen you are presented with a Flowchart run date option. If you select this option instead of entering a default Offer Valid date, Unica Campaign uses the date on which the process using offer runs, not the run date of the entire flowchart.

10. If you selected Allow offers created from this template to be used in real-time interactions, enter an Interaction Point ID and an Interaction Point Name.

You can enter any integer for the Interaction Point ID default value, and any string for Interaction Point Name. The values are automatically populated with the correct data by the runtime environment, however, the design environment requires a default value.

11. Click Finish.

You have created the offer template. It can now be used for creating offers.

To modify an offer template

If an offer exists that is based on the template, you cannot modify template data about offer codes, or the offer custom attributes. You can modify only the basic options and the default values of attributes. Therefore, to make other changes to an offer template, you should retire the original offer template and replace it by creating a new one with the desired changes.

1. Select Settings > Campaign Settings.

   The Campaign Settings page opens, presenting links for various administration tasks.

2. In the Templates and Customizations section, click Offer Template Definitions.

   The Offer Template Definitions window opens.

3. Click the name of the offer template to modify.

   The New Offer Template Step 1 of 3: Metadata window opens.

   If the offer template is currently used by an offer, you can only edit the basic options. If not, you can also edit the offer and treatment code data.

4. Click Next >>.

   The New Offer Template Step 2 of 3: Offer Attributes window opens.
5. Modify attribute settings as needed.

If the offer template is currently used by an offer, you cannot change settings for offer attributes. If the template is not being used, you can modify the attributes in the offer template as needed. Use the arrow buttons (<< and >>) to move attributes into and out of the attribute list for the offer template, and to change the order and type (static, hidden, or parameterized) of included attributes.

6. Click **Next >>**.

The New Offer Template Step 3 of 3: Default Values window opens.

7. For attributes in the offer template, supply a default value.

When creating offers, users can change the default value of static and parameterized attributes. However, users cannot change the value you enter for hidden static attributes.

If you have added the Offer Valid/Expiration Dates attribute to the template as a parameterized attribute, on this screen you are presented with a radio box **Flowchart run date**. If you select this option instead of entering a default default Offer Valid date, Unica Campaign uses the date the process that uses the offer runs, not the entire flowchart.

8. Click **Finish**.

You have modified the offer template.

**To reorder offer templates**

The order of offer templates you define is the order templates are presented to users when they create a new offer. By default, offer templates are listed in the order in which you created them. However, users see only the specific offer templates allowed by the security policy of the offer template and the roles of the user; therefore, the user may not see all offer templates. However, the order of the ones they do see is the order you specify.

1. Select **Settings > Campaign Settings**.

The Campaign Settings page opens, presenting links for various administration tasks.

2. In the **Templates and Customizations** section, click **Offer Template Definitions**.

The Offer Template Definitions window opens.

3. At the top or bottom of the list of offer templates, click **Reorder**.

The Reorder Offer Templates window opens, listing offer templates in the current order.

4. To change the order of offer templates, select one template at a time and click the up or down icons to move that templates location in the list.

5. When the offer templates are in the desired order, click **Save Changes**.
To retire an offer template

You retire an offer template when you no longer want users to be able to create new offers based on a template. Previously created offers based on the template you are retiring are not affected.

After you retire an offer template, you cannot un-retire it. You would have to create a new offer template with the same characteristics.

1. Select **Settings > Campaign Settings**.
   - The Campaign Settings page opens, presenting links for various administration tasks.

2. In the **Templates and Customizations** section, click **Offer Template Definitions**.
   - The Offer Template Definitions window opens.

3. To the right of the offer template you no longer want available, click **Retire**.
   - You are prompted to confirm the retirement.

4. Click **OK** to retire the offer template, or **Cancel** to stop the operation.
   - If you click **OK**, the offer template is retired, and its status is indicated on the screen.

Using offer custom attributes in offer templates

Once you have created a custom attribute, it can be added to an offer template. Any offer created using that template includes the custom attributes.

Adding list values to the Channel attribute

Unica Campaign includes the **Channel** custom attribute for use in offer templates. The **Channel** attribute is intended to indicate the outbound communication channel for the offer, such as e-mail or phone.

As delivered, the **Channel** attribute, of type **Select Box - String**, does not include any available values. To make use of the **Channel** attribute, you must provide the values from which users can select by modifying the attribute.

You can also allow users to enter additional values for the field by checking **Allow additional of list items from within edit forms**.

Offer template references

This section contains reference information about properties you work with when creating or editing an offer template:

- **Template icons**
• Default offer attributes

## Template icons

You select a template icon as part of the basic options when you create or modify an offer template. The template icon serves as a visual clue about the offer template when users create new offers. The following table lists and shows the available template icons:

<table>
<thead>
<tr>
<th>Icon Name</th>
<th>Icon</th>
</tr>
</thead>
<tbody>
<tr>
<td>offertemplate_default.gif</td>
<td><img src="image" alt="Icon" /></td>
</tr>
<tr>
<td>offertemplate_manychans.gif</td>
<td><img src="image" alt="Icon" /></td>
</tr>
<tr>
<td>offertemplate_manydates.gif</td>
<td><img src="image" alt="Icon" /></td>
</tr>
<tr>
<td>offertemplate_manyresp.gif</td>
<td><img src="image" alt="Icon" /></td>
</tr>
<tr>
<td>offertemplate_manysegs.gif</td>
<td><img src="image" alt="Icon" /></td>
</tr>
<tr>
<td>offertemplate_repeatingtabl.gif</td>
<td><img src="image" alt="Icon" /></td>
</tr>
<tr>
<td>offertemplate_simpleemail.gif</td>
<td><img src="image" alt="Icon" /></td>
</tr>
<tr>
<td>offertemplate_simplemail.gif</td>
<td><img src="image" alt="Icon" /></td>
</tr>
<tr>
<td>offertemplate_simplephone.gif</td>
<td><img src="image" alt="Icon" /></td>
</tr>
</tbody>
</table>
Default offer attributes

When you create an offer template, you can add template attributes as needed. By default, the following static attributes are included in all offer templates:

• Name
• Description
• Offer Code
• Relevant Product(s)

You cannot remove these static attributes from a template.
6 Audience Level Administration

- About audience level administration
- About audience levels
- Why different audience levels are needed in Unica Campaign
- The default Customer audience level
- Creating additional audience levels
- About audience levels and system tables
- About audience levels and user tables
- Working with audience levels
- About global suppressions and global suppression segments

About audience level administration

As a Unica Campaign administrator, you can perform the following tasks:

- Create the audience levels needed for your company’s campaigns.
- Create database tables in the Unica Campaign system database to support the new audience levels.
- Map system tables to the supporting database tables for the new audience levels in the Unica Campaign system database.
- Specify audience levels and associated database fields when mapping user tables.
- Create global suppression segments for one or more audience levels.
About audience levels

An audience level is a collection of identifiers that can be targeted by a campaign. For example, a set of campaigns could use the audience levels “Household,” “Prospect,” “Customer,” and “Account.” Each of these levels represents a certain view of the marketing data available for a campaign.

Audience levels are typically organized hierarchically. Using the examples above:

- Household is at the top of the hierarchy, and each household can contain multiple customers as well as one or more prospects.
- Customer is next in the hierarchy, and each customer can have multiple accounts.
- Account is at the bottom of the hierarchy.

Other, more complex examples of audience hierarchies exist in business-to-business environments, where audience levels may need to exist for businesses, companies, divisions, groups, individuals, accounts, and so on.

These audience levels may have different relationships with each other, for example one-to-one, many-to-one, or many-to-many. By defining audience levels, you allow these concepts to be represented within Unica Campaign so that users can manage the relationships among these different audiences for targeting purposes. For example, although there might be multiple prospects per household, you might want to limit mailings to one prospect per household.

An audience level is composed of a fixed number of keys or database table fields, which together uniquely identify a member of that audience level.

For example, the audience level “Customer” might be identified by a single IndivID field or by a combination of a HouseholdID field and a MemberNum field.

For more details about audience levels, see the section on the Audience process in the *Unica Campaign User’s Guide*.

Why different audience levels are needed in Unica Campaign

Different audience levels enable flowchart designers to target and switch between specific identifiable groups in their campaigns, or to scope one audience level by another (for example, to target one individual per household).

For example, audience levels enable developers to do such things as:

- Select the customer with the highest account balance in each household.
- Select all accounts with a negative balance belonging to a particular set of customers.
- Select all households with at least one individual holding a checking account.
For more details about audience levels, see the section on the Audience process in the *Unica Campaign User's Guide*.

**The default Customer audience level**

Unica Campaign is delivered with a single audience level called Customer. You can define additional audience levels as required for your user tables and campaign needs.

By default, the Unica Campaign system database contains the tables needed to support the Customer audience level. After installing Unica Campaign, you must map these tables.

**Creating additional audience levels**

If you require additional audience levels, you must create and map the equivalent set of system tables to support them as you did for the default Customer audience level.

You must define audience levels before you map user tables, so that you can specify audience levels during the user table mapping process. Base tables mapped at a specific audience process, when queried, will return IDs at that audience level.

**About audience levels and system tables**

Each audience level you create requires the following associated system tables:

- A contact history table
- A detailed contact history table
- A response history table
- A segment membership table

These system table entries are automatically created when you create the audience level. You must then:

- Create the physical database tables in the Unica Campaign system table database.
- Map these system tables to the database tables.

⚠️ Unica recommends that you map the segment membership table only if you are using strategic segments with Unica Campaign flowcharts or Optimize sessions in Unica Optimize.
Default Customer audience level system tables

Unica Campaign is delivered with system table ddl scripts to create the tables that support the default Customer audience level. After installing Unica Campaign, you must map these system tables to tables in the Unica Campaign system database as follows:

<table>
<thead>
<tr>
<th>Unica system table</th>
<th>Database Table Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer Contact History</td>
<td>UA_ContactHistory</td>
</tr>
<tr>
<td>Customer Response History</td>
<td>UA_ResponseHistory</td>
</tr>
<tr>
<td>Customer Detailed Contact History Table</td>
<td>UA_DtlContactHist</td>
</tr>
<tr>
<td>Customer Segment Membership</td>
<td>UA_SegMembership</td>
</tr>
</tbody>
</table>

If these tables are mapped as listed above, then the sample reports provided with Unica Campaign will work with a minimum number of changes.

The SQL statements used to create these tables and their related indices can be used as templates to create tables for other audience levels.

About audience levels and strategic segments

For each audience included in a flowchart or Optimize session that uses strategic segments, you map the segment membership system table to a physical table that defines segment members. For example, to use the default Customer audience in an optimization session that includes strategic segments, you must map the audience system table Customer Segment Membership to the UA_SegMembership segment database table. You populate the database table using the Create Seg process.

🌟 Unica recommends that you map an audience’s segment membership table only if you plan to use the audience in flowcharts or Optimize sessions that use strategic segments.

Using strategic segments in Unica Campaign flowcharts or Unica Optimize sessions is optional. If you map the segment membership table, each time you run the flowchart or Optimize session, Unica Campaign or Unica Optimize updates the table. This is unnecessary processing overhead if you are not using strategic segments.

Audience level unique identifiers

When you create a new audience level, you must specify at least one field to be used as the unique identifier for members of that audience level. To uniquely identify each member of the audience, you might need to use multiple fields. For example:

- Household could be identified by the field HHold_ID
Customer could be identified by the fields HHold_ID and MemberNum.

Prospect could be identified by the field Prospect_ID.

Account could be identified by the field Acct_ID.

The field names (and in particular any unique identifier field names) in the new audience level must exactly match the field name(s) in the database table for mapping. This allows Unica Campaign to automatically match the database fields to the appropriate system table fields when you create the audience level.

∧ Audience level field names have specific character restrictions. For details, see About special characters

Required fields in audience-level-specific tables

This section provides lists of the required fields in the system tables required for each audience level.

• Required fields in the contact history table
• Required fields in the detailed contact history table
• Required fields in the response history table
• Required fields in the segment membership table

Required fields in the contact history table

The contact history table for each audience level in the Unica Campaign system database must minimally contain the following fields:

<table>
<thead>
<tr>
<th>Key</th>
<th>Column Name</th>
<th>Data Type</th>
<th>Length</th>
<th>Allow Nulls</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>Identifier for audience level</td>
<td>numeric or text</td>
<td></td>
<td>No</td>
</tr>
<tr>
<td>Yes</td>
<td>CellID</td>
<td>bigint</td>
<td>8</td>
<td>No</td>
</tr>
<tr>
<td>Yes</td>
<td>PackageID</td>
<td>bigint</td>
<td>8</td>
<td>No</td>
</tr>
<tr>
<td>No</td>
<td>ContactDateTime</td>
<td>datetime</td>
<td>8</td>
<td>Yes</td>
</tr>
<tr>
<td>No</td>
<td>UpdateDateTime</td>
<td>datetime</td>
<td>8</td>
<td>Yes</td>
</tr>
<tr>
<td>No</td>
<td>ContactStatusID</td>
<td>bigint</td>
<td>8</td>
<td>Yes</td>
</tr>
<tr>
<td>No</td>
<td>DateID</td>
<td>bigint</td>
<td>8</td>
<td>Yes</td>
</tr>
<tr>
<td>No</td>
<td>TimeID</td>
<td>bigint</td>
<td>8</td>
<td>Yes</td>
</tr>
</tbody>
</table>
Unica Campaign is shipped with additional fields (ValueBefore and UsageBefore) in the UA_ContactHistory table for the Customer audience level to support the example reports. You can define your own “additionally tracked fields” for contact history and customize reports as needed.

**Required fields in the detailed contact history table**

The detailed contact history table for each audience level in the Unica Campaign system database must minimally contain the following fields:

<table>
<thead>
<tr>
<th>Key</th>
<th>Column Name</th>
<th>Data Type</th>
<th>Length</th>
<th>Allow Nulls</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>Identifier for audience level</td>
<td>numeric or text</td>
<td></td>
<td>No</td>
</tr>
<tr>
<td>No</td>
<td>TreatmentInstID</td>
<td>bigint</td>
<td>8</td>
<td>No</td>
</tr>
<tr>
<td>No</td>
<td>ContactStatusID</td>
<td>bigint</td>
<td>8</td>
<td>Yes</td>
</tr>
<tr>
<td>No</td>
<td>ContactDateTime</td>
<td>datetime</td>
<td>8</td>
<td>Yes</td>
</tr>
<tr>
<td>No</td>
<td>UpdateDateTime</td>
<td>datetime</td>
<td>8</td>
<td>Yes</td>
</tr>
<tr>
<td>No</td>
<td>DateID</td>
<td>bigint</td>
<td>8</td>
<td>No</td>
</tr>
<tr>
<td>No</td>
<td>TimeID</td>
<td>bigint</td>
<td>8</td>
<td>No</td>
</tr>
</tbody>
</table>

**Required fields in the response history table**

The response history table for each audience level in the Unica Campaign system database must minimally contain the following fields:

<table>
<thead>
<tr>
<th>Key</th>
<th>Column Name</th>
<th>Data Type</th>
<th>Length</th>
<th>Allow Nulls</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>Identifier for audience level.</td>
<td>numeric or text</td>
<td></td>
<td>No</td>
</tr>
<tr>
<td>Yes</td>
<td>TreatmentInstID</td>
<td>bigint</td>
<td>8</td>
<td>No</td>
</tr>
<tr>
<td>Yes</td>
<td>ResponsePackID</td>
<td>bigint</td>
<td>8</td>
<td>No</td>
</tr>
<tr>
<td>No</td>
<td>ResponseDateTime</td>
<td>datetime</td>
<td>8</td>
<td>No</td>
</tr>
<tr>
<td>No</td>
<td>WithinDateRangFlg</td>
<td>int</td>
<td>4</td>
<td>Yes</td>
</tr>
</tbody>
</table>

Version 8.1.1
Each response history table you create for a new audience level should have a foreign key constraint on the `UA_Treatment` table's `TreatmentInstID` field.

**Required fields in the segment membership table**

If you are using strategic segments in Unica Campaign or Unica Optimize, you must create the segment membership table for each audience level that you use with strategic segments. At a minimum, the table must contain the following fields.

<table>
<thead>
<tr>
<th>Key</th>
<th>Column Name</th>
<th>Data Type</th>
<th>Length</th>
<th>Allow Nulls</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>SegmentID</td>
<td>bigint</td>
<td>8</td>
<td>No</td>
</tr>
<tr>
<td>Yes</td>
<td>Identifier for audience level</td>
<td>numeric or text</td>
<td></td>
<td>No</td>
</tr>
</tbody>
</table>

**About audience levels and user tables**

This section contains the following information:

- User tables with a single audience level
- User tables with multiple audience levels
User tables with a single audience level

When you map a user table, you must specify at least one audience level to be the primary audience of that table. During this step, Unica Campaign associates the field(s) you specified when creating the audience level with the identifier field(s) of the same name in the user table. By doing this, you have specified that by default, when Unica Campaign makes selections from this user table, IDs are returned from the primary audience level.

For example, if you create an audience level named **Account** with the field **Acct_ID**, and select this audience level as the primary audience when mapping the user table **Accounts**, you have associated the **Acct_ID** audience level field with the field in the user table that is the unique identifier (primary key) for the **Accounts** database table.

User tables with multiple audience levels

A user table can be associated with multiple audience levels, with one of the audience levels designated as the primary audience level, and the remaining audience levels as alternate audience levels.

To enable flowchart designers to switch from one audience level to another or to scope one audience level by another, you must define at least one user table with all required audience levels. Unica Campaign can then use this table to "translate" between one audience level and another as needed.

For example, a user table that contains data about customer accounts could have the following columns:

- **Acct_ID**
- **Indiv_ID**
- **HHold_ID**

In this table, the **Acct_ID** might be unique for each record. Because an individual could have multiple accounts, and a household could contain multiple individuals, multiple records could have the same values for the **Indiv_ID** and **HHold_ID** fields.

Assuming you have three audience levels, **Account**, **Customer**, and **Household**, when you map this user table, you could specify all three of these audience levels and associate them with the corresponding fields listed above in the user table. This enables flowchart designers to switch target audiences, or scope one audience level by another (for example, accounts per customer, customers per household, or accounts per household) when using this table.

Working with audience levels

This section contains the following information:

- Workflow for setting up a new audience level
• Removing an audience level

Workflow for setting up a new audience level

The following steps provide the workflow for setting up a new audience level. See each task for the specific procedures.

• Task 1: Create the required database tables for each new audience level
• Task 2: Create the new audience levels in Unica Campaign
• Task 3: Map the Unica system tables to the database tables
• Task 4: Map the user tables containing relevant data to the appropriate audience level(s)
• Task 5: Save the mapped tables in a table catalog

Task 1: Create the required database tables for each new audience level

You must create physical database tables in the Unica Campaign system database to support each new audience level(s) you create. The required tables for each audience level are:

• A contact history table
• A detailed contact history table
• A response history table
• A segment membership table

Each required table has a set of required fields. You can create additional custom fields in your audience tables.

🌟 You should create indices on the tables you create. For example, if you create the INDIV_ContactHistory table for a new Individual audience level, you could create an index as follows: CREATE INDEX XIE1INDIV_ContactHistory ON INDIV_ContactHistory ( IndivID ).

To create the required audience database tables

The SQL statements used to create the Unica Campaign default audience level tables and their related indices can be used as templates to create tables for other audience levels. For example, you could use UA_ContactHistory as a template for Acct_ContactHistory (for an audience level Account). To see the SQL statements, look in the /Campaign/ddl directory for the script that creates system tables for your database management system.
You have the flexibility to map multiple system tables for a new audience level to the same underlying physical database table (containing sufficient audience fields to represent all necessary audience levels), or you can create separate database tables for each audience level. Unica consulting or your implementation partner can help you decide how to best implement contact and response history tables for your environment.

Task 2: Create the new audience levels in Unica Campaign

1. Select Settings > Campaign Settings.
   The Campaign Settings page appears.

2. On the Campaign Settings page, under Data Source Operations, click Manage Audience Levels.
   The Audience Levels window opens, displaying existing audience levels.

3. Click Create New.
   The Create New Audience Level window opens.

4. Enter a unique Audience Level Name, which should reflect the group of identifiers at that audience level.
   Audience level names have no specific character restrictions.

5. In the Field List, enter a name and select the type (numeric or text) for each field that will be used to uniquely identify each member of the audience level.
   Audience level field names have specific character restrictions.

You must specify exactly the same names as the field names in the database tables for this audience level. Fields can only be mapped in Task 3: Map the Unica system tables to the database tables, if Unica Campaign finds an exact match for the field names.

For example, if you are creating the new audience level “Household” and you specify one field for unique audience level identifier called “HouseholdID,” you must make sure the ID field in your audience level-specific database tables matches this exactly; in other words, that it is also named “HouseholdID.”

6. Click OK.
   In the Audience Levels window, when you select the new audience level, you see the required tables listed as “Not Mapped.” You perform the mapping in Task 3: Map the Unica system tables to the database tables.

Task 3: Map the Unica system tables to the database tables

After creating the physical database tables for each new audience level and the audience levels in Unica Campaign, you must map the Unica system tables to these database tables.
You can map user tables to your created audience levels without mapping the Unica system tables to database tables, but you will not be able to log contact and response history without mapping the Contact History, Detailed Contact History, and Response History tables.

Unica recommends that you map segment membership system tables to physical database tables only for audiences used in Unica Campaign flowcharts or Unica Optimize sessions that contain strategic segments. Using strategic segments in Unica Campaign and Unica Optimize is optional.

1. Select Settings > Campaign Settings.
   The Campaign Settings page appears.

2. On the Campaign Settings page, under Data Source Operations, click Manage Audience Levels.
   The Audience Levels window opens, displaying existing audience levels.

3. Select the audience level for which you are mapping database tables, and click History Tables.

4. On the Table Mappings window, select each Unica system table and click Map Table.

5. On the table mapping window, select the database table corresponding to the Unica system table for that audience level. The Source Table Fields list is populated with the fields from the database table you selected. The Required Fields list is populated with Selected Fields (from your source database table) and the corresponding Required Fields (from the Unica system table).

   Fields can only be mapped if Unica Campaign finds an exact match for the field names.

6. Click Next to specify mapping for any custom fields in your database tables.

7. Click Next to specify display names for custom fields. This option is not available for all tables.

8. Click Finish to complete the mapping. Repeat this procedure for each required Unica system table for the audience level.

   You can also perform this task from the Manage Table Mappings link on the Campaign Settings page.

Task 4: Map the user tables containing relevant data to the appropriate audience level(s)

When you map a user table, you must specify one primary audience level. You can also specify one or more alternate audience levels.

For each audience level, map to the user table containing the identifier for the entity at that audience level.
Task 5: Save the mapped tables in a table catalog

(Optional). Save your mapped tables in a table catalog so that you can reload the catalog without remapping individual tables.

Removing an audience level

Do not remove an audience level that has been used within Unica Campaign, as this will result in significant system problems, as described below.

When you remove an audience level, the Unica system tables are removed, but the underlying database tables remain.

Therefore, if you remove an audience level, any processes and flowcharts depending on that audience level (that is, that attempt to write to the audience level tables) will generate errors.

Before removing an audience level, Unica recommends backing up the entire Unica Campaign system so that you can recover the current system state if you encounter problems following the removal.

It is possible to restore a deleted audience level by creating a “new” audience level of the same name, with tables containing the same required fields, and remapping the audience level tables.

To remove an audience level

1. Select Settings > Campaign Settings.
   The Campaign Settings page appears.
2. Under Data Source Operations, click Manage Audience Levels.
   The Audience Levels window opens, displaying previously defined audience levels.
3. Select the audience level to remove.
4. Click Remove.
   You are prompted to confirm the removal.
5. Click OK.

About global suppressions and global suppression segments

Specifying and managing global suppression segments requires the “Manage Global Suppressions” permission in Unica Campaign.
Use the global suppression feature to specify a list of IDs (in a single audience level) that are automatically excluded from all cells in flowcharts in Unica Campaign.

You do this by creating this list of unique IDs as a strategic segment, then by specifying that segment as a global suppression segment for a particular audience level. Only one global suppression segment can be configured for each audience level.

If a global suppression segment has been configured for an audience level, all top-level Select, Extract, or Audience processes associated with that audience level automatically exclude the IDs in the global suppression segment from their output results, unless the global suppression is explicitly disabled for a specific flowchart. By default, flowcharts have global suppression enabled so that no action needs to be taken for any configured global suppression to be applied.

For details about disabling global suppressions, see the *Unica Campaign User’s Guide*.

An exception to the default of global suppression being enabled is the flowchart containing the CreateSeg process that created the global strategic segment itself. In this case, the global suppression is always disabled (only for the audience level for which the global suppression segment is created).

### Switching audiences with global suppressions

If you are switching from Audience 1 to Audience 2 in a flowchart, and have one global suppression defined for each of these audience levels, the global suppression segment for Audience 1 is applied to the input table, and the global suppression segment for Audience 2 is applied to the output table.

### About creating global suppression segments

You create global suppression segments by performing the following tasks:

- Creating the global suppression segment in a flowchart
- Specifying the segment as a global suppression segment

### To create the global suppression segment in a flowchart

The best practice for creating or updating global suppression segments is to do this when no flowcharts at the same audience level are running (and thus potentially using the segment(s)). The consistency of suppression lists cannot be guaranteed if global suppression segments are created or updated while flowcharts are using them.

1. Create a strategic segment in a flowchart in the usual way, naming it in such a way that you can identify it easily for selection from a list. For details about creating strategic segments, see the *Unica Campaign User’s Guide*.

2. In the CreateSeg process configuration dialog, on the Define Segments tab, click Edit...
3. In the Edit Segment window, in the **Temp Table Data Source** field, select one or more data sources.

You should specify all data sources where the global strategic segment is commonly used. If the strategic segment is not persisted in a data source, then the suppression is done on the Unica Campaign server using the binary file. If the CreateSeg process is unable to create the strategic segment or write the segment to any of the specified data sources, it will be unconfigured or fail when run.

Changes to the temp table data sources are made at the time you save the process configuration, not when the flowchart is saved or run.

4. Click **OK**.

On the Define Segments tab, you see that the data source you selected is displayed in the Temp Table DS column for the current segment.

### To specify the segment as a global suppression segment

1. After creating the segment that you want to use as a global suppression segment, in Unica Campaign, select **Settings > Campaign Settings**.

   The Campaign Settings page appears.

2. On the Campaign Settings page, click **Manage Audience Levels**.

3. In the Audience Levels window, select the audience level for which you are specifying a global suppression segment.

4. Click **Global Suppressions...**

   In the Global Suppression Segment window, the drop-down list displays the list of segments matching the current audience level.

5. Select the segment to use as the global suppression segment for the current audience level, then click **OK**.

6. Click **Close**.

The selected strategic segment is specified as the global suppression segment for the audience level.

On the Unica Marketing Platform Configuration page, the global suppression segment, when defined, is displayed in audience level properties in the following path:

```
partitions > partition[n] > audienceLevels > audienceLevelN > globalSuppressionSegmentID.
```

### Updating global suppression segments

You update global suppression segments in the same way as you would update strategic segments. For details about editing strategic segments, see the *Unica Campaign User’s Guide*.
The best practice for creating or updating global suppression segments is to do this when no flowcharts at the same audience level are running (and thus potentially using the segment(s)). The consistency of suppression lists cannot be guaranteed if global suppression segments are created or updated while flowcharts are using them.

Deleting global suppression segments

You delete global suppression segments in the same way as you would delete strategic segments. For details about deleting strategic segments, see the Unica Campaign User’s Guide.

When the flowchart that created the global suppression segment is deleted, the segment is also deleted.

Logging for global suppressions

The following information relating to global suppressions is included in the flowchart log:

• The global suppressions segment name (and path) for processes in which it is applied
• The number of IDs before suppression
• The number of IDs after suppression
7 Contact History Administration

- Before you begin working with contact history
- Contact history concepts
- Working with contact history
- Default contact status codes

Before you begin working with contact history

Before you begin working with contact history, you should read all audience level administration topics and set up required audience levels.

Contact history is stored in the Unica Campaign system database in separate tables by audience level; you therefore need to set up audience levels prior to working with contact history.

In addition, you can find basic concepts about contact history, and information about setting up flowcharts to record contact history, in the *Unica Campaign User’s Guide*.

Contact history concepts

This section contains the following information:

- What is contact history?
- What is detailed contact history?
- What is contact status?
- About updating contact status
• How does contact history relate to audience levels?
• How does contact history relate to database and system tables?
• What is offer history?
• What is treatment history?

What is contact history?

Contact history is the historical record of your direct marketing efforts or communications, including detailed information of whom was contacted, when, with what message or offer, and on what channel. Contact history typically includes both targets contacted through campaigns, as well as your hold-out controls whom do not receive a communication, but are measured for comparison purposes against the target group.

In Unica Campaign, contact history includes the record of the exact version offer given to each ID, including the values of personalized offer attributes, providing a complete historical view of your marketing communications.

For example, a campaign may produce a list of targeted customers, output through a Call List or Mail List process. That list of customers is written to the contact history table for the example Customer audience level, UA_ContactHistory, in the Unica Campaign system database.

Contact history is recorded and stored in the Unica Campaign system database. There is a separate entry for a base contact history system table for each audience level you create. The base contact history stores the audience membership within each target and control cell used in your marketing campaigns, when all audience entities within the same cell receive exactly the same offer(s). Data from the base contact history table is used in conjunction with the UA_Treatment system table to resolve exactly who received which offers.

If users turn off contact history logging in the Call List or Mail List process, contact history made in that process is not written to the database.

Contact history is written to the database for production runs only, not test runs.

What is detailed contact history?

Detailed contact history is populated only when data-driven offer personalization is used (where individuals in the same cell receive different offer versions: that is, offers with different values for personalized offer attributes). These details are written to the detailed contact history table (for example, UA_DtlContactHist) for each audience level.

There is a separate entry for a detailed contact history system table for each audience level you create. The detailed contact history stores the exact treatment(s) each audience entity received.
Contact history concepts

Detailed contact history records one row per audience ID-offer version pair. For example, if an individual receives three different offer versions, three rows are written to detailed contact history for that individual, and the three treatments will appear in the UA_Treatment table.

If users turn off contact history logging in the Call List or Mail List process, detailed contact history made in that process is not written to the database.

Detailed contact history is written to the database for production runs only, not test runs.

What is contact status?

Contact status is the indicator of the type of contact made. Unica Campaign users specify the contact status to use when configuring a Call List or Mail List process.

Control cells automatically receive the contact status with a value of 2 in the Defaults column. By default, the Name of that row is Contact.

Unica Campaign is delivered with a set of default contact status codes. As an administrator, you can add additional status codes.

About updating contact status

You use the Track process to update contact statuses, as well as other tracked fields in the contact history.

For example, a Mail List process may record customer contacts in the UA_ContactHistory table. The contacts would have temporary contact status with a value in the CountsAsContact field of 0. The campaign manager then sends this list of contacts to a mail house. The mail house performs post-processing on the list, eliminating addresses that are no longer valid, and returns a list of customers who were actually contacted. A different flowchart then selects the customers from the returned list and uses the Track process to update the contact status to one with a CountsAsContact field of 1.

For information about using the Track process, see the Unica Campaign User’s Guide.

How does contact history relate to audience levels?

Unica Campaign can record and maintain a separate contact history and detailed contact history for each audience level you have defined. Each audience level should have its own related contact history and detailed contact history tables in the Unica Campaign system database.
How does contact history relate to database and system tables?

Contact history tables, which must exist in the Unica Campaign system database, store historical contacts for each audience level.

The Customer audience level is delivered as an example, and the history of contacts targeting customers can be stored in the UA_ContactHistory in the Unica Campaign system database. Detailed history for the Customer audience level can be stored in the UA_DtlContactHist table.

If you create an additional audience level, you must create the contact history and detailed contact history tables and related indexes for it in the Unica Campaign system database. You can use the tables for the example Customer audience level as templates.

After you create the tables in the Unica Campaign system database for a new audience level, you must map the new tables for the audience level's contact history and detailed contact history.

What is offer history?

Offer history is the historical record of offers made through campaigns. It is part of the overall historical record of contacts made through your campaigns.

Offer history is stored across multiple tables in the Unica Campaign system table database:

- UA_OfferHistory table
- UA_OfferHistAttrib table (for parameterized offer attributes),
- UA_OfferAttribute table (for static offer attributes)

For example, a typical flowchart results in a list of targeted customers, output through a Call List or Mail List process. A record of the offer(s) made in that flowchart are written to the UA_OfferHistory table offer history.

🌟 If users turn off contact history logging in the Call List or Mail List process, offer history made in that process is not written to the database.

Offer history is written to the database for production runs only, not test runs. Offer history is not stored in separate tables by audience level; all offer history is stored across the same set of system tables.

What is treatment history?

Treatment history is the record of treatments generated through campaigns, including both target and control treatments. A treatment is a unique combination of a cell, an offer, and time (a specific flowchart run). If you run the same flowchart multiple times, a new treatment is generated each time.
Working with contact history

Treatment history is stored in the **UA_Treatment** table in the Unica Campaign system database, and is used together with contact history to form a complete historical record of offers sent to IDs in cells, and the specific details of each sent offer’s attributes.

Cell membership is recorded in the **UA_ContactHistory** table for the appropriate audience level and the treatment(s) given to each cell are recorded in the **UA_Treatment** table. This is a highly compressed and efficient way to store complete historical information. For example, if all 10,000 people in a cell receive the same three offers, rather than writing $3 \times 10,000 = 30,000$ records to contact history, 10,000 rows are written to contact history recording the individuals within the cell, and 3 rows are written to the **UA_Treatment** table representing the treatments.

* If users turn off contact history logging in the Call List or Mail List process, the treatment history made in that process is not written to the database.

Offer history is written to the database for production runs only, not test runs.

Treatment history is not stored in separate tables by audience level; all treatment history is stored in the **UA_Treatment** table.

---

**Working with contact history**

This section contains the following information:

- Creating contact history tables for new audience levels
- Mapping contact history tables to Unica system tables
- To add a contact status code
- Logging history
- Updating contact history
- Clearing contact history

---

**Creating contact history tables for new audience levels**

When you create a new audience level, you may need to create a table in the Unica Campaign system table database to store contact history and detailed contact history for targets and controls in that audience level.

When you create these tables, you must create indexes on them. For example, if you create the **INDIV_ContactHistory** table for a new Individual audience level, you could create an index as follows:

```
CREATE INDEX XIE1INDIV_ContactHistory ON INDIV_ContactHistory (IndivID)
```
Mapping contact history tables to Unica system tables

Each time you create a new audience level, you must map the contact history and detailed contact history system tables for the new audience level.

You can delete contact statuses you do not intend to use, but you should not delete a contact status that is in use.

To add a contact status code

Before adding a contact status, see Default contact status codes to determine which existing status codes meet your needs and which ones you must create.

You define contact status codes in the UA_ContactStatus table in the Unica Campaign system database.

1. Log in to the database management system that contains the Unica Campaign system table database.
2. Open the UA_ContactStatus table.
3. Add rows for contact statuses you need to add. For each new status:
   a. Enter a unique ContactStatusID.
      🌟 The ContactStatusID can be any unique positive integer within the internalIdLowerLimit and internalIdUpperLimit configuration parameter values. You set these values on the Configuration page in Unica Marketing Platform. For more information, see the Unica Marketing Administrator's Guide.
   b. Enter a Name.
   c. Optionally, enter a Description.
   d. Enter a unique ContactStatusCode, using the values A-Z and 0-9.
   e. In the CountsAsContact column, enter 1 if the status represents a successful contact, or 0 if it does not. 🌟 This column is used by Unica Optimize for managing contact fatigue. It also may be useful for queries against the contact history table to suppress individuals who have received a specific number of contacts within some time period.
   f. In the Defaults column, enter 0 if that status is not to be the default, or 1 if it is. Enter 2 for the default status for control cells. Ensure that only one row was the value 1 and one row has the value of 2 in this column.
4. Save the table changes.

If necessary, see the documentation for your database management system for detailed instructions on modifying data in tables.
Logging history

To log contact history, users configure one or more contact processes (Call List or Mail List). Then, when the flowchart is run (in production, not test mode), contact history is written to the table(s) related to the audience-level(s) used in the flowchart.

When logging to contact history is enabled, offer and treatment history are written as well.

- If the process is configured to log contact history, but runs on a cell with no selected targets, no records history records are written.

Users can optionally choose to not have contact history logged by the Call List or Mail List process.

For more information, see the *Unica Campaign User's Guide*.

Updating contact history

To update contact history (for example, to update a contact status or additionally tracked field in contact history), users configure the Track process.

For example, the input to the Track process may be an updated contact list received from a mail house with the list of targets who could not be contacted. When the flowchart containing the Track process is run in production mode, contact history is updated to the table(s) related to the audience-level(s) used.

For more information, see the *Unica Campaign User's Guide*.

Clearing contact history

Users can clear the contact history generated by a contact process while configuring it. They are also prompted to select run history options when re-running processes or branches that have existing contact history, as these types of runs do not increment flowchart Run IDs.

Users can clear all contact history generated by that particular process, a particular run instance (identified by run date and time), or all contacts made within a specified contact date range. The appropriate records are then permanently deleted from the contact history table for the audience level. The next time the flowchart is run, the contact history is replaced rather than appended in the contact history table.

For more information, see the *Unica Campaign User's Guide*.

Default contact status codes

Unica Campaign is delivered with the following contact statuses, defined in the `UA_ContactStatus` table:
<table>
<thead>
<tr>
<th>Contact-StatusID</th>
<th>Name</th>
<th>Description</th>
<th>Contact-StatusCode</th>
<th>Counts-As-Contact</th>
<th>Defaults</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Campaign Send</td>
<td>&lt;NULL&gt;</td>
<td>CSD</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>2</td>
<td>Delivered</td>
<td>&lt;NULL&gt;</td>
<td>DLV</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>3</td>
<td>Undelivered</td>
<td>&lt;NULL&gt;</td>
<td>UNDLV</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>4</td>
<td>Control</td>
<td>&lt;NULL&gt;</td>
<td>CTR</td>
<td>0</td>
<td>2</td>
</tr>
</tbody>
</table>
8 Response History Administration

■ Before you begin working with response history
■ Response history concepts
■ Working with response history
■ Response history references

Before you begin working with response history

Before you begin working with response history, you should read the audience level administration topics and set up required audience levels.

Response history is stored in the Unica Campaign system database in separate tables by audience level; you therefore need to set up audience levels prior to working with response history.

In addition, you can find basic concepts about contact and response history, and information about setting up flowcharts to use the Response process, in the Unica Campaign User’s Guide.

Response history concepts

This section contains the following information:

• What is response history?
• What is the response type?
• How does response history relate to audience levels?
What is response history?
Response history is the historical record of responses to campaigns, either by targeted respondents, or by members of hold-out control groups, who might have performed the desired action despite not having been contacted.

For more information about response history in Unica Campaign, and how to design flowcharts to record responses, see the Unica Campaign User's Guide.

What is the response type?
Response type is the indicator of the type of response made by the target. Unica Campaign users specify the response type to use when configuring a Response process.

Unica Campaign is delivered with a set of default response types. As an administrator, you can add additional types.

For more information about response types in Unica Campaign, see the Unica Campaign User's Guide.

How does response history relate to audience levels?
Unica Campaign records and maintains a separate response history for each audience level you have defined. Each audience level has its own related response history table in the Unica Campaign system database, as well as a related Unica system table.

How does response history relate to database tables?
Response history tables, which must exist in the Unica Campaign system database, store historical responses for each audience level.

The Customer audience level is delivered by default, and the history of responses from customers could be stored in the UA_ResponseHistory in the Unica Campaign system database.

If you create an additional audience level, you must create the response history table for it in the Unica Campaign system database.
After you create the table in the Unica Campaign system database for a new audience level, you must map the new table to the Unica system table for the audience level’s response history, which is automatically created when you create the audience level.

**Foreign key constraints in response history tables**

Each response history table you create for a new audience level must have a foreign key constraint on the `UA_Treatment` table’s `TreatmentInstID` field. See the DDL file that creates the system tables for details on how to set up this constraint.

**What is an action table?**

An action table is an optional table containing data about targets’ responses to a campaign. An action table typically provides each target’s response type and actions of interest, as well as other campaign-specific data. The action table then serves as the source data of the input cell for the Response process.

An action table is audience level-specific; you typically create one action table for each audience level in Unica Campaign.

Ensure that any action table used for response tracking is locked during response processing. You must also clear rows after response processing to ensure that responses are not credited multiple times.

**What does an action table contain?**

Each row of the action table represents a single event, which must minimally contain the audience IDs, the response type, and the response date. It typically includes one or more response codes (campaign, cell, offer, or treatment codes) and one or more standard or custom offer attributes for inferred response tracking (for example, the purchased product or service). Any field that is populated in an event is used to match against possible treatments that have that offer attributes and any fields that are NULL are ignored.

**Why use an action table?**

Using an action table is a best practice meant to ensure that sufficient data about targets’ responses are recorded and available to use. Unica Campaign is delivered with a sample action table for the Customer audience level, called `UA_ActionCustomer` in the system database.

**Working with response history**

This section contains the following information:
Creating response history tables for new audience levels

When you create a new audience level, you must create a table in the Unica Campaign system database to store response history for targets in that audience level.

When you create this table, you should also create an index on it to improve performance. For example, if you create the \texttt{INDIV\_ResponseHistory} table for a new Individual audience level, you could create an index as follows:

\begin{verbatim}
INDEX XIE1INDIV\_ResponseHistory ON INDIV\_ResponseHistory (IndivID)
\end{verbatim}

Mapping response history tables to Unica system tables

After you create the response history table for a new audience level, you must map it to the Unica system table for the audience level response history.

To set the number of days after an offer expires to record responses

To complete this task, you must have appropriate permissions to use Unica Marketing Platform. For information, see the \textit{Unica Marketing Platform Administrator's Guide}.

On the Configuration page, set the \texttt{allowResponse\_NDaysAfterExpiration} property in the \texttt{applications > Campaign > partitions > partition[n] > server > flowchartConfig} category to the desired number of days.

To add a response type

Before adding response types, see \textit{Default response types} to determine which existing types meet your needs and which you must create.

You define response types in the \texttt{UA\_UsrResponseType} table in the Unica Campaign system database.

1. Log in to the database management system that contains the Unica Campaign system database.
2. Open the UA_UsrResponseType table.
3. Add rows for response types you need to add. For each new type:
   4. Enter a unique ResponseTypeID.
   5. Enter a Name.
   6. Optionally, enter a Description.
   7. Enter a unique ResponseTypeCode.
   8. In the CountsAsResponse column, enter 1 if the type represents a successful response, 0 if it does not, or 2 if it represents a reject.
   9. In the IsDefault column, enter 0 if that type is not to be the default, or 1 if it is. Ensure that only one row was the value 1 in this column.
10. Save the table changes.
11. Remap the UA_UsrResponseType system table.

See the documentation for your database management system for detailed instructions on modifying data in tables.

Logging response history

To log response history, users configure the Response process. Then, when the flowchart is run, response history is written to the table(s) related to the audience-level(s) used in the flowchart.

For more information, see the Unica Campaign User’s Guide.

Response history references

This section contains the following information:

- Default response types
- Sample UA_ActionCustomer Table

Default response types

Unica Campaign is delivered with the following response types, defined in the UA_UsrResponseType table.

For each response type, valid values for the CountsAsResponse field are:

0 — does not count as a response
1 — counts as a positive response
2 — counts as a negative response
The CountsAsResponse values are mutually exclusive for each response type. In other words, the same response type cannot be counted both as a response, and as a reject.

<table>
<thead>
<tr>
<th>ResponseTypeID</th>
<th>Name</th>
<th>Description</th>
<th>Response-StatusCode</th>
<th>Counts-As-Response</th>
<th>IsDefault</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Explore</td>
<td>&lt;NULL&gt;</td>
<td>EXP</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>2</td>
<td>Consider</td>
<td>&lt;NULL&gt;</td>
<td>CON</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>3</td>
<td>Commit</td>
<td>&lt;NULL&gt;</td>
<td>CMT</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>4</td>
<td>Fulfill</td>
<td>&lt;NULL&gt;</td>
<td>FFL</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Use</td>
<td>&lt;NULL&gt;</td>
<td>USE</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Unsubscribe</td>
<td>&lt;NULL&gt;</td>
<td>USB</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>Unknown</td>
<td>&lt;NULL&gt;</td>
<td>UKN</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

**Sample UA_ActionCustomer Table**

Unica Campaign is delivered with the sample action table UA_ActionCustomer. The fields in this table are intended as examples of fields that may be useful for generating a response history.

<table>
<thead>
<tr>
<th>Column Name</th>
<th>Data Type</th>
<th>Length</th>
<th>Allow Nulls</th>
</tr>
</thead>
<tbody>
<tr>
<td>CustomerID</td>
<td>bigint</td>
<td>8</td>
<td>No</td>
</tr>
<tr>
<td>ActionDateTime</td>
<td>datetime</td>
<td>8</td>
<td>No</td>
</tr>
<tr>
<td>ResponseChannel</td>
<td>varchar</td>
<td>16</td>
<td>Yes</td>
</tr>
<tr>
<td>CampaignCode</td>
<td>varchar</td>
<td>32</td>
<td>No</td>
</tr>
<tr>
<td>OfferCode</td>
<td>varchar</td>
<td>64</td>
<td>No</td>
</tr>
<tr>
<td>CellCode</td>
<td>varchar</td>
<td>64</td>
<td>No</td>
</tr>
<tr>
<td>TreatmentCode</td>
<td>varchar</td>
<td>64</td>
<td>No</td>
</tr>
</tbody>
</table>
### Column Name | Data Type | Length | Allow Nulls
--- | --- | --- | ---
ProductID | bigint | 8 | No
ResponseTypeCode | varchar | 64 | Yes
9 Operational Monitoring

- About operational monitoring
- To configure operational monitoring
- To access the All Monitored Runs page
- Viewing the All Monitored Runs page
- To sort the list of flowcharts on the All Monitored Runs page
- Working with flowcharts through the All Monitored Runs page
- Operational monitoring references

About operational monitoring

You use operational monitoring to see a single view of all active flowcharts.

Operational monitoring is an administration function. Only users with the Access monitoring page or Perform monitoring tasks security permission are allowed to view the Operational Monitoring page. Only users with the Perform monitoring tasks security permission are allowed to start, stop, or suspend flowcharts.

With the Perform monitoring tasks permission, a user is allowed to control all displayed flowcharts, regardless of the normal access rights they may have to each individual flowchart. Do not give this permission to end-users unless you intend to give them the right to stop, pause, and resume any running flowchart.

To configure operational monitoring

To complete this task, you must have appropriate permissions to use Unica Marketing Platform. For information, see the Unica Marketing Platform Administrator's Guide.
To sort the list of flowcharts on the All Monitored Runs page

You must configure operational monitoring appropriately for your environment, including setting parameters for how long monitoring information is stored and displayed for historical flowchart runs.

On the Configuration page, set the properties in the Campaign > monitoring category as required. For information on the properties, see the context help or the Unica Marketing Platform Administrator's Guide.

To access the All Monitored Runs page

Star You must have appropriate permissions to access the Monitoring page. For more information, see the Unica Marketing Platform Administrator's Guide.

Select Campaign > Monitoring. The All Monitored Runs page appears.

Viewing the All Monitored Runs page

On the All Monitored Runs page, Unica Campaign groups active flowcharts by the campaigns that they belong to.

The status for each flowchart is indicated two ways: in the Status column, and by the colored status indicator. The action buttons that are available for each flowchart depend on the flowchart's status.

For information about the colors and valid actions corresponding to each status, refer to the table in Flowchart states and actions.

The action buttons are only available to you if you have the Perform monitoring tasks security permission.

To sort the list of flowcharts on the All Monitored Runs page

By default, flowcharts are sorted in ascending order by campaign name.

You can also sort the list of flowcharts by the Status, Run By, Start Time, or End Time column.

To sort the list of flowcharts, click the column name by which you want to sort.

The direction of the arrow to the right indicates if the column is sorted in ascending or descending order:

• An up arrow indicates the column is sorted in ascending order.
• An down arrow indicates the column is sorted in descending order.

To reverse the sorting order, click the column name again.
If you leave the All Monitored Runs page and return to it, the flowcharts are listed in the default sort order (ascending by campaign name).

To view associated campaigns or flowcharts

From the All Monitored Runs page, you can open a flowchart or campaign summary. Blue underlining indicates that campaign or flowchart names are hypertext links.

To view a campaign summary, click the name of the campaign, which appears to the left in the Campaign and Flowchart(s) column.

To view a flowchart in Read Only mode, click the name of the flowchart, which appears to the right of the campaign name, in italics.

To refresh the All Monitored Runs page display

The Refresh feature allows you to update the contents of the All Monitored Runs page, to ensure that you are viewing current operational details.

To refresh the All Monitored Runs page, click Refresh at the top right. The page refreshes with current data.

Working with flowcharts through the All Monitored Runs page

You must have permissions to work with flowcharts from the All Monitored Runs page.

If you have the Perform monitoring tasks security permission, you can perform the following actions on flowcharts on the All Monitored Runs page. The actions that you can perform on a flowchart depend on its current status.

You can also Pause, Continue or Stop a flowchart from the Run menu on a flowchart page. The Pause and Continue actions are only available from the flowchart Run menu. For more details, see the Unica Campaign User's Guide.

To stop a running flowchart

You can perform the Stop action only on a running flowchart.

1. On the All Monitored Runs page, locate the flowchart that you want to stop. You see its status and the available action buttons.

2. Click the Stop button next to the flowchart status.
The flowchart stops. Its status on the All Monitored Runs page changes to **Stopped** and the status indicator color changes to red.

### To suspend a running flowchart

You can perform the Suspend action only on a running flowchart.

When you Suspend a flowchart, the run process ends, and system resources are released. A placeholder remains so that you can resume running the flowchart at the point at which you suspended it. This is different from pausing a flowchart (from the flowchart Run menu). When you pause a flowchart, the process remains, and does not release system resources (such as memory).

1. On the All Monitored Runs page, locate the flowchart that you want to suspend. You see its status and the available action buttons.

2. Click the Suspend button next to the flowchart status.

   The suspend process starts. The flowchart’s status on the All Monitored Runs page changes to **Suspending** and the color of the status indicator changes to yellow. In **Suspending** status, you cannot perform any actions on a flowchart.

   It may take a while to successfully suspend a running flowchart, because it must wait until running process boxes reach a state where they can be safely saved and resumed.

   When the suspend process completes, the flowchart’s status changes to **Suspended**; the color of the status indicator remains yellow.

### To resume a suspended flowchart

You can resume a suspended flowchart. This restarts the flowchart and continues running it at the point at which you suspended it.

1. On the All Monitored Runs page, locate the suspended flowchart that you want to resume. You see its status and the available action buttons.

2. Click the Resume button next to the flowchart status.

   The flowchart resumes running. Its status on the All Monitored Runs page changes to **Running** and the color of the status indicator changes to green.

### Operational monitoring references

This section contains the following reference information:

- Flowchart states and actions
- Properties related to operational monitoring
Flowchart states and actions

The valid flowchart states in the All Monitored Runs page, and the actions that are available for each status, are shown in the following table.

The flowchart status reflects the status of the last run.

If a user runs a flowchart and one branch succeeds, but another process in that flowchart but not in that branch has failed, the flowchart status is Failed.

<table>
<thead>
<tr>
<th>Status (Status Indicator Color)</th>
<th>Description</th>
<th>Valid Actions</th>
</tr>
</thead>
</table>
| Running (Green)                | The flowchart is running. | • Suspend  
• Stop |
| Paused (Yellow)                | The flowchart was paused during running from the flowchart Run menu. (You cannot pause a flowchart from the Monitoring page.)  
When a flowchart is paused, the process remains intact but stops processing, guaranteeing that no work is lost when the flowchart run is continued.  
Note that with the Pause action, system resources are not released (CPU utilization stops, but memory is not freed).  
You can continue running a paused flowchart from the flowchart Run menu.  
For details about pausing and continuing a flowchart run, see the Unica Campaign User’s Guide. | None from the Monitoring page (Run>Continue from the flowchart) |
| Suspending (Yellow)            | The flowchart “Suspend” action has been initiated from the Monitoring page and the flowchart is transitioning to this status. | None |
Operational monitoring references

<table>
<thead>
<tr>
<th>Status</th>
<th>Description</th>
<th>Valid Actions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Suspended (Yellow)</td>
<td>The flowchart Suspend action has completed and the flowchart is in a suspended state. The process is shut down and system resources have been released; a placeholder remains to enable restarting the flowchart run at the point at which it was suspended. You can resume running a suspended flowchart using the Resume button on the Monitoring page.</td>
<td>• Resume</td>
</tr>
<tr>
<td>Succeeded (Light blue)</td>
<td>The flowchart run completed successfully, without any errors.</td>
<td>None</td>
</tr>
<tr>
<td>Stopped (Red)</td>
<td>The flowchart run was stopped either by a user from the flowchart Run menu or due to an error (that is, one or more process boxes in the flowchart encountered an error). For details about stopping a flowchart from the flowchart Run menu, see the <em>Unica Campaign User’s Guide</em>.</td>
<td>None</td>
</tr>
<tr>
<td>Failed (Red)</td>
<td>The run failed due an unhandled error or a server error (that is, the flowchart server process exited unexpectedly).</td>
<td>None</td>
</tr>
</tbody>
</table>

**All Monitored Runs page icons**

The All Monitored Runs page uses the following icons

![Icon 1](image1.png) ![Icon 2](image2.png)

The icons, left to right, are described in the following table.
<table>
<thead>
<tr>
<th>Icon Name</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print this Item</td>
<td>Select one or more monitored runs by clicking the checkbox next to each item, then click this icon to print the selected item(s).</td>
</tr>
<tr>
<td>Refresh</td>
<td>Click this icon to refresh the list of monitored runs on the page.</td>
</tr>
</tbody>
</table>
Dimension hierarchy concepts

This section contains the following information:

• What is a dimension hierarchy?
• Why use dimension hierarchies?
• About dimension hierarchies and cubes
• About dimension hierarchies and database tables

What is a dimension hierarchy?

A dimension hierarchy is a data construct used to group data into bins based on value ranges. A dimension hierarchy can contain multiple levels, each of which has its own set of bins. The bins in each lower level must roll up neatly into bins in higher levels.

For example, the Age dimension hierarchy could have two levels, Lowest level and Rollups. Customers are grouped in bins at each level:

Lowest level: (21-25), (26-30), (31-35), (36-45), (45-59), (60+)
**Rollups:** Young (21-35), Middle (36-59), Older (60+)

- You cannot split a lower level bin (for example, bin 26-30 above) and divide individuals aged 26-27 into “young” and “28-30” into “middle”, when rolling up to a higher level. Any single bin in a lower level must fall completely within a higher level bin. If you wanted to actually define “young” as those aged 21-27, you would need to create separate bins (for example, 26-27 and 28-30) in the lower level so they could roll up into “young” and “middle,” respectively.

Other commonly specified dimension hierarchies are time, geography, product, department, and distribution channel. However, you can create any kind of dimension hierarchy that relates to your business or campaign.

### Why use dimension hierarchies?

As the building blocks of cubes, dimension hierarchies are the basis for a variety of reports that can be used for data exploration, quick counts, or as a basis for targeting campaigns. Cubes can pre-aggregate counts or simple calculations (sum, min, max, mean, standard deviation) of numeric fields (for example, total sales across all products at increasing aggregation levels, cross-tabular analysis of expenses versus sales by geography, and so forth).

Dimension hierarchies are also available as a means of selecting directly from strategic segments (without requiring any cubes to be built or to work from a cross-tab report).

Unica Campaign supports:

- Dimensions that are comprised of an unlimited number of levels and elements
- Data points built as input to customer analytic reporting and visual selection
- Rollups into unlimited number of categories to support drill-down capability

### About dimension hierarchies and cubes

You use dimension hierarchies to create dynamic data cubes, precalculated two or three-dimensional aggregations of customer data built on a strategic segment. Cubes are used for data exploration and/or visual selection, as you have the ability to drill through the data and use the resulting set of customers as a new cell in a flowchart.

For details about cubes, see the *Unica Campaign User’s Guide*.

### About dimension hierarchies and database tables

When you create a dimension hierarchy in Unica Campaign, you map it to a table in a database or a flat file. The table must contain columns for:
Working with dimension hierarchies

- The dimension name
- Each level in the dimension hierarchy
- The raw SQL or Unica expression that defines the audience entities in the bin
- The data source

For example, the Age dimension hierarchy has three levels. The first level is All ages; below this are the two levels shown in the two levels of the following list:

- Under 30
  - Under 20
  - 20 to 25
  - 26 to 30
- 30 to 50
  - 30 to 40
  - 41 to 50
- Over 50
  - 51 to 60
  - Over 60

This dimension hierarchy is based on the following database table:

<table>
<thead>
<tr>
<th>Dimension-Name</th>
<th>Dim1Name</th>
<th>Dim2Name</th>
<th>Dim3Name</th>
<th>Expression</th>
<th>Datasource</th>
</tr>
</thead>
<tbody>
<tr>
<td>MemberAge</td>
<td>All Ages</td>
<td>Under 30</td>
<td>&lt; 20 Years Old</td>
<td>age &lt; 20</td>
<td>Your datamart</td>
</tr>
<tr>
<td>MemberAge</td>
<td>All Ages</td>
<td>Under 30</td>
<td>20 - 25 Years Old</td>
<td>age between 20 and 25</td>
<td>Your datamart</td>
</tr>
<tr>
<td>MemberAge</td>
<td>All Ages</td>
<td>Under 30</td>
<td>26 - 30 Years Old</td>
<td>age between 26 and 30</td>
<td>Your datamart</td>
</tr>
<tr>
<td>MemberAge</td>
<td>All Ages</td>
<td>30 - 50 Years</td>
<td>30 - 40 Years Old</td>
<td>age between 31 and 40</td>
<td>Your datamart</td>
</tr>
<tr>
<td>MemberAge</td>
<td>All Ages</td>
<td>30 - 50 Years</td>
<td>41 - 50 Years Old</td>
<td>age between 41 and 50</td>
<td>Your datamart</td>
</tr>
<tr>
<td>MemberAge</td>
<td>All Ages</td>
<td>Over 50</td>
<td>51 - 60 Years Old</td>
<td>age between 51 and 60</td>
<td>Your datamart</td>
</tr>
<tr>
<td>MemberAge</td>
<td>All Ages</td>
<td>Over 50</td>
<td>Over 60</td>
<td>age &gt; 60</td>
<td>Your datamart</td>
</tr>
</tbody>
</table>
Working with dimension hierarchies

This section contains the following information:

• About working with dimension hierarchies
• Designing dimension hierarchies
• Accessing dimension hierarchies in Unica Campaign
• To create a dimension hierarchy
• To load a stored dimension hierarchy
• To edit a dimension hierarchy
• To update a dimension hierarchy
• To remove a dimension hierarchy

About working with dimension hierarchies

To use dimension hierarchies in Unica Campaign, you must do the following:

• Define and create a dimension hierarchy in a database table in your data mart or
defined in a delimited or fixed-width flat file.
• Map this table or flat file to a dimension hierarchy in Unica Campaign.

When this dimension hierarchy is mapped into Unica Campaign, the dimension hierarchy is available in a Cube process for building dynamic data cubes on strategic segments.

You or a Unica consulting team must create the dimension hierarchy definition in the data mart or flat file. This is an operation external to Unica Campaign. Also, the lowest level of the dimension hierarchy must use either raw SQL or a pure Unica expression (no custom macros, user variables, or derived fields) to define the individual audience ID membership for each bin.

Designing dimension hierarchies

You should consider the following when designing dimension hierarchies:

• How dimensions relate to each other (for example, Age/Geography/ Timespan).
• Level of detail for each dimension and cube.
• Dimensions are not limited to a single cube; they can be used in many cubes.
• Dimensions must roll up cleanly across boundaries, so elements must be mutually exclusive and not overlap.
Accessing dimension hierarchies in Unica Campaign

You can work with dimension hierarchies:

• When editing a flowchart, by clicking the Admin icon and selecting Dimension Hierarchies.

• Through the Campaign Settings page, by clicking Manage Dimension Hierarchies.

When dimension hierarchies are used to create cubes, we recommend that you use the Cube process to create dynamic data cubes from a flowchart in the Sessions area of the application.

To create a dimension hierarchy

These instructions assume that a table with a dimension hierarchy definition is already available.

1. Open the Dimension Hierarchies window.

2. In the Dimension Hierarchies window, click New Dimension. The Edit Dimension window opens.

3. Enter the following details for the new dimension hierarchy:

   • The Dimension Name
   • A Description
   • The Number of Levels in the dimension hierarchy. This should correspond to the hierarchical levels in the table to which you are mapping this dimension hierarchy.

   • If you are using this dimension hierarchy as the basis for a cube, ensure that Elements are Mutually Exclusive is checked (by default, this option is checked). Otherwise, you will receive an error when you use this dimension hierarchy to create a cube because the elements cannot overlap in a cube. If you are creating a dimension hierarchy purely for use in selecting from a strategic segment, then it is permissible to disable this option and create overlapping definitions. It is recommended, however, that you creative non-overlapping bins so that dimension hierarchies you create can be freely used both for building cubes as well as with strategic segments.

4. Click Map Table.

   The Edit Table Definition window opens.

5. To map your dimension hierarchy table to either a table in the database or a flat file containing the dimension hierarchy definition, follow the instructions in To map a base record table to an existing database table.

   After you finish mapping your dimension hierarchy, you return to the Edit Dimension window, which now includes details for the new dimension hierarchy.
6. Click **OK**.
   You return to the Dimensions window.

7. (Optional but recommended) You can store a dimension hierarchy for future use in a table catalog by clicking **Save**. If you store a dimension hierarchy you can retrieve it later for another use or share it with other users rather than recreating it.

To load a stored dimension hierarchy

Dimension hierarchies are stored in table catalogs with any other mapped tables in the flowchart.

1. Open the Dimension Hierarchies window.
2. Click **Load**.
3. Select the table catalog containing the dimension hierarchies that you want to load.
4. Click **Load Catalog**. The dimension hierarchies are loaded.

To edit a dimension hierarchy

1. Open the Dimension Hierarchies window.
2. You may need to load the dimension hierarchy you want to edit.
3. Select the dimension hierarchy you want to edit.
4. Click **Edit**.
5. Modify the following details for the dimension hierarchy:
   - The **Dimension Name**
   - A **Description**
   - The **Number of Levels** in the dimension hierarchy. This should correspond to the hierarchical levels in the database table to which you are mapping this dimension hierarchy.
   - If you are using this dimension hierarchy as the basis for a cube, ensure that **Elements are Mutually Exclusive** is checked (by default, this option is checked). Otherwise, you will receive an error when you use this dimension hierarchy to create a cube because the elements cannot overlap in a cube.
6. To modify the table mapping, click **Map Table**.
   The Edit Table Definition window opens.
7. Follow the instructions in **To map a base record table to an existing database table**.
8. After you finish mapping your dimension, you return to the Edit Dimension window, which now includes details for the new dimension hierarchy.
9. Click **OK**.
   You return to the Dimensions window.
10. (Optional but recommended) You can store your changes to any dimension hierarchies for future use in a table catalog by clicking **Save**.

### To update a dimension hierarchy

Unica Campaign does not support automatic updates of dimension hierarchies. If the underlying data changes, you must manually update your dimensions.

- Cubes are comprised of dimension hierarchies which are based on strategic segments, so you must update cubes whenever you update strategic segments.

1. Open the Dimension Hierarchies window.
2. You may need to load the dimension hierarchy you want to edit.
3. Select the table catalog containing the dimension hierarchies that you want to update.
4. Click **Update**.

### To remove a dimension hierarchy

Removing a dimension hierarchy makes it no longer available to strategic segments. Any cubes based on the dimension hierarchy will become unconfigured if they use a deleted dimension hierarchy.

If you delete a dimension hierarchy from a table catalog, it does not affect any existing flowcharts (as those flowcharts contain a copy of the dimension hierarchy definition).

1. Open the Dimension Hierarchies window.
2. You may need to load the dimension hierarchy you want to update.
3. Select the dimension hierarchies you want to remove.
4. Click **Remove**.
   
   You are prompted to confirm the removal.
11 Trigger Administration

- About triggers in Unica Campaign
- What is an inbound trigger?
- What is an outbound trigger?
- How are triggers defined?
- Working with trigger folders and triggers
- Setting up outbound triggers
- Setting up inbound triggers
- Setting up the trigger utility on a remote Windows machine
- Reference information for trigger administration

About triggers in Unica Campaign

Unica Campaign allows you to define inbound and outbound triggers that can be used in all flowcharts in a partition.

🌟 Triggers defined in Unica Campaign flowcharts are not used with the Unica Scheduler. For information on using triggers with the Unica Scheduler, see the Unica Marketing Platform Administrator's Guide.

What is an inbound trigger?

An inbound trigger is a message that is broadcast to one or more campaigns. You can configure a flowchart to “listen” for a particular trigger to start the execution of one or more processes. Third-party systems typically send the trigger based on the occurrence of some external event.
**Why use an inbound trigger?**

Following are examples of events that might cause an inbound trigger to start a process in Unica Campaign:

- A database update triggers the recomputation of all strategic segments (for example, high, medium, and low value customer classifications based on the most recent purchase activity).
- A predictive model updating its scores in the database triggers an acquisition campaign, which is waiting for the latest scores, to run.
- A third-party scheduling tool is used to schedule and trigger the execution of flowcharts.
- The run completion of Optimization session triggers the execution of the participating campaigns to retrieve and process their optimized results.

**Inbound triggers and the Schedule process**

When configured to do so, the Schedule process listens for inbound triggers and executes when one is broadcast.

**What is broadcasting?**

Broadcasting is the process of notifying all flowcharts in Unica Campaign, specific campaigns, or specific flowcharts that an inbound trigger has executed. Schedule processes configured to listen for that inbound trigger then execute.

To send an inbound trigger to a campaign or flowchart, you must broadcast the triggers to Unica Campaign using the trigger utility, `CAMPAIGN_HOME/bin/unica_actrg.exe`.

**What is an outbound trigger?**

An outbound trigger is the execution of a command, batch file, or script that takes place after a flowchart or process is run. You can define triggers to perform virtually any action, such as opening an application, sending an email, or running a program.

Unica Campaign can execute an outbound trigger when a Schedule, Call List, or Mail List process executes. For example, when a Call List process completes, an outbound trigger can send an automatic email informing a manager that a list of contacts is ready.

🌟 Triggers execute on completion of test runs as well as of production runs.

Unica Campaign can also automatically execute an outbound trigger when a flowchart runs. You can configure different triggers for when the flowchart completes successfully, or fails.

An outbound trigger can be synchronous or asynchronous.
Synchronous outbound triggers

When Unica Campaign runs an outbound trigger synchronously, the process that called it waits for the executed command to complete and return with a success or failure status. In other words, the flowchart does not continue running until the results of the trigger are returned. If the trigger fails, as indicated by a non-zero return value, the process box does not continue processing and indicates an error (with a red X) and an appropriate error message.

Synchronous execution is useful when the flowchart is waiting for an external process to complete its work before continuing. For example, a synchronous outbound trigger could run third-party predictive model scores in real-time, and the flowchart would wait until it completed before selecting from the updated model scores.

To make an outbound trigger synchronous, put a question mark (?) after the trigger name when you specify the trigger in the process configuration. For example:

EmailUpdate ?

Asynchronous outbound triggers

When an asynchronous outbound trigger executes, the flowchart processing continues immediately; the process that called the trigger does not wait for it to succeed or fail.

To make an outbound trigger asynchronous, you do not have to add a termination character. However, to ensure that it is explicitly understood that the trigger is asynchronous, you can put an ampersand (&) after the trigger name when you specify the trigger in the process configuration. For example:

EmailUpdate &

Why use an outbound trigger?

Outbound triggers may be useful in a variety of cases where you want to execute an action related to, but external to, a campaign. Some typical examples of useful outbound triggers include:

- Sending an email notification upon completion of a campaign flowchart;
- Sending an email notification or performing some other task if a flowchart fails;
- Running a third-party modeling tool, such as SAS™, to generate real-time results inline with the flowchart logic;
- Running a Unix shell script to send an output file by FTP after the file has been created;
- Launching a customer database update;
- Launching or triggering another flowchart.
Return values for outbound triggers

Programs executed by an outbound trigger should return 0 on success, and a non-zero value on failure.

How are triggers defined?

You define triggers when editing a flowchart. A trigger that you define in one flowchart is available to all flowcharts in the same partition.

The executable file for a trigger must be stored in the `CAMPAIGN_HOME/partitions/partition_name` directory. You can create a subdirectory, `triggers`, in this location, or use other subfolders as desired.

Working with trigger folders and triggers

This section contains the following tasks:

- To create folders to organize triggers
- To move a trigger folder
- To edit a trigger folder
- To delete a trigger folder
- To create a trigger
- To edit or move a trigger
- To delete a trigger

To create folders to organize triggers

🌟 You must have permissions to create folders for triggers.

1. When editing a flowchart, select **Tools > Stored Triggers**.
   The Stored Trigger Definitions window opens.
2. Click **New Folder**.
   The **Create Folder** window opens.
3. Enter a **Name** for the folder.
4. Optionally, enter a **Note**.
5. In the **Create Under** drop-down list, select the folder in which to create the new folder, or select **None** to create a top-level folder.
6. If you are creating a top-level folder, select a security policy.
A sub-folder automatically inherits its security policy from its parent folder.

7. Click **Save**.

**To move a trigger folder**

⚠️ You must have permissions to move trigger folders.

1. When editing a flowchart, click the **Options** icon and select **Stored Triggers**. The Stored Trigger Definitions window opens.

2. In the left pane, select the folder you want to move.

3. Click **Edit/Move**. The Edit Folder window opens.

4. In the **Create Under** drop-down list, select the folder under which you want to move the selected folder, or select **None** to make the folder a top-level folder.

5. If you are moving the folder to the top-level, select a security policy.
   
   A sub-folder automatically inherits its security policy from its parent folder.

6. Click **Save**.

**To edit a trigger folder**

⚠️ You must have permissions to edit trigger folders.

1. When editing a flowchart, click the **Options** icon and select **Stored Triggers**.
   
   The Stored Trigger Definitions window opens.

2. In the left pane, select the folder you want to edit.

3. Click **Edit/Move**.
   
   The Edit Folder window opens.

4. Edit the **Name** for the folder.

5. Edit the **Note**.

6. In the **Create Under** drop-down list, select the folder under which you want to move the selected folder, or select **None** to make the folder a top-level folder.

7. If you are editing a top-level folder, select a security policy.
   
   A sub-folder automatically inherits its security policy from its parent folder.

8. Click **Save**.

**To delete a trigger folder**

⚠️ You must have permissions to delete trigger folders.
Working with trigger folders and triggers

1. When editing a flowchart, click the **Options** icon and select **Stored Triggers**.
   The Stored Trigger Definitions window opens.
2. In the left pane, select the folder you want to delete.
3. Click **Remove**.
   You are prompted to confirm the deletion.
4. Click **OK**.

---

**To create a trigger**

![You must have permissions to create triggers.](image)

1. When editing a flowchart, select **Tools > Stored Triggers**.
   The Stored Trigger Definitions window opens.
2. Click **New Item**.
   The data fields for the new trigger appear on the right of the window.
3. Optionally, select a folder to save the trigger to in the **Save Under** drop-down list.

   ![The folder location you select governs which users can access the trigger, based on the folder's security policy.](image)

4. Enter a name for the trigger in the **Name** field.
   - You cannot use spaces in the string, but you can use underscores (_).
   - This name must be unique within the folder where you save it.
5. If you are creating a trigger in the top-level folder, select a security policy, or keep the default.
6. Optionally, enter a description of the trigger in the **Note** field.
   You can provide a free-form text description of the trigger for documentation purposes. You also may want to keep a modification history of who modified the trigger, when, and what changes were made.
7. In the **Command** field, enter the path relative to the current partition root and file-name of the executable file on the Unica Campaign server. You can click **Browse** to visually select the executable file from within the current partition.
   If you are creating an outbound trigger, to make it synchronous, terminate the command with a question mark (?).
   To make the trigger asynchronous, do not terminate the command with a special character, or use an ampersand (&).
8. Click **Save** to save the trigger.
9. Click **Close** to exit the Stored Trigger Definitions window.
To edit or move a trigger

You must have permissions to edit or move triggers.

1. When editing a flowchart, select **Tools > Stored Triggers**.
   
   The Stored Trigger Definitions window opens, displaying all triggers defined within the current Unica Campaign partition.

2. Locate and select the trigger to edit in the **Items List**.

3. Click **Edit/Move**.
   
   The data fields for the trigger appear on the right of the window.

4. Optionally, change the folder to save the trigger to in the **Save Under** drop-down list.

   The folder location you select governs which users can access the trigger, based on the folder's security policy.

5. Optionally, modify the trigger name in the **Name** field.
   
   - You cannot use spaces in the string, but you can use underscores (_).
   - This name must be unique within the folder where you save it.

   If you change the trigger name, any processes referring to that trigger will become unconfigured and will be unable to run. You will need to edit each process to refer to the new trigger name.

6. If you are modifying a trigger in the top-level folder, or moving a trigger to the top-level folder, select a security policy, or keep the default.

7. Optionally, modify the description of the trigger in the **Note** field.

8. Optionally, in the **Command** field, modify the path relative to the current partition root and file-name of the executable file on the Unica Campaign server. You can click **Browse** to visually select the executable file from within the current partition.

   If you are creating an outbound trigger, to make it synchronous, terminate the command with a question mark (?).

   To make the trigger asynchronous, do not terminate the command with a special character, or use an ampersand (&).

9. Click **Save** to save the trigger.

10. Click **Close** to exit the Stored Trigger Definitions window.

To delete a trigger

You must have permissions to delete triggers.
Setting up outbound triggers

If you delete a trigger, any processes referring to that trigger will become unconfigured and will be unable to run. You must edit each process to remove the reference to the deleted trigger.

1. When editing a flowchart, select Tools > Stored Triggers.
   The Stored Trigger Definitions window opens, displaying all triggers defined within the current Unica Campaign partition.
2. Locate and select the trigger to delete in the Items List.
3. Click Remove.
   You are prompted to confirm the deletion.
4. Click OK to delete the trigger.
5. Click Close to exit the Stored Trigger Definitions window.

Setting up outbound triggers

You must have permissions to use triggers in a flowchart.

This section contains the following topics:

• Setting up a process to execute an outbound trigger
• To set up a flowchart to execute an outbound trigger on success
• To set up a flowchart to execute an outbound trigger on failure

Setting up a process to execute an outbound trigger

You can have outbound triggers execute when one of the following processes runs:

• Schedule
• Call List
• Mail List

In the Schedule tab, you specify the trigger(s) to execute Schedule tab.

In the Call List and Mail List processes, you specify the trigger(s) to execute in the Fulfillment tab.

For information on configuring these processes, see the Unica Campaign User's Guide.

To set up a flowchart to execute an outbound trigger on success

1. When editing a flowchart, click the Admin icon and select Advanced Settings.
The Advanced Settings window opens.

2. Select the trigger to execute in the **Send Trigger(s) on Flowchart Success**. To use multiple triggers, enter the name of each trigger, separated by spaces.

3. Click **OK** to save the settings.

   The selected triggers execute when the flowchart runs successfully, on both production and test runs.

---

**To set up a flowchart to execute an outbound trigger on failure**

1. When editing a flowchart, click the **Admin** icon and select **Advanced Settings**. The Advanced Settings window opens.

2. Select the trigger to execute in the **Send Trigger(s) on Flowchart Run Error**. To use multiple triggers, enter the name of each trigger, separated by spaces.

3. Click **OK** to save the settings.

   The selected triggers execute when the flowchart encounters an error when running, on both production and test runs.

---

**Setting up inbound triggers**

This section contains the following:

- To set up inbound triggers
- Configuring the Schedule process to run with an inbound trigger
- To broadcast a trigger to all flowcharts of a campaign
- To broadcast a trigger to a flowchart
- To broadcast a trigger to all campaigns

🌟 You must have permissions to use triggers in a flowchart.

---

**To set up inbound triggers**

1. Create the triggers within a flowchart, as described in **To create a trigger**.

2. Configure the Schedule process in any flowcharts you want to run when receiving the inbound trigger, as described in **Configuring the Schedule process to run with an inbound trigger**.

3. Use the Unica Trigger Utility `unica_actrg` (in the folder `Campaign_home /bin`) to broadcast triggers, as described in:
Setting up inbound triggers

- To broadcast a trigger to all flowcharts of a campaign
- To broadcast a trigger to a flowchart
- To broadcast a trigger to all campaigns

**Configuring the Schedule process to run with an inbound trigger**

To use an inbound trigger to run a flowchart, that flowchart must start with a Schedule process configured as follows:

- In the **Schedule to Run** drop-down list, select **Custom Run**.
- Check **Run on Trigger(s)**.
- In the **Run on Trigger(s)** field, enter the names of triggers that when broadcast will run the flowchart. Separate multiple triggers with spaces.

The Schedule process may also be configured to execute based on other conditions. Configuring the trigger condition will additionally execute the subsequent processes when the specified triggers are received.

For a flowchart to run upon receipt of an inbound trigger, it must have a Schedule process configured as described above, and it must be running. Running the flowchart puts the flowchart into a “waiting,” or “listening”, state so that the flowchart is ready to execute when the trigger is received. A flowchart that is not running when the trigger is broadcast will not execute.

For more information about configuring the Schedule process, see the *Unica Campaign User’s Guide*.

**To broadcast a trigger to all flowcharts of a campaign**

Run the Unica Trigger Utility with the following syntax:

```
unica_actrg campaign_code trigger_name
```

For example:

```
unica_actrg C003 web_hit
```

If a flowchart in the specified campaign starts with a Schedule process configured to run when receiving a broadcast based on the `web_hit` inbound trigger, that flowchart runs when the broadcast trigger is received.

**To broadcast a trigger to a flowchart**

Run the Unica Trigger Utility with the following syntax:

```
unica_actrg -n flowchart_name trigger_name
```
For example:

```
unica_actrg -n account_inquiry_flowchart web_hit
```

The trigger is broadcast only to all running flowcharts with the specified name. If the flowchart of the specified name starts with a Schedule process configured to run when receiving a broadcast based on the `web_hit` inbound trigger, that flowchart runs when the broadcast trigger is received.

### To broadcast a trigger to all campaigns

Run the Unica Trigger Utility with the following syntax:

```
unica_actrg * trigger_name
```

For example:

```
unica_actrg * web_hit
```

The trigger is broadcast to all flowcharts in all campaigns. If any flowchart starts with a Schedule process configured to run when receiving a broadcast based on the `web_hit` inbound trigger, that flowchart runs when the broadcast trigger is received.

On UNIX servers, the asterisk must either be escaped (`\*`) or enclosed in double quotation marks (`"*"`).

---

# Setting up the trigger utility on a remote Windows machine

You can configure a Windows machine for sending triggers to a Unica Campaign installation on UNIX. Follow these steps to set up the `unica_actrg` utility and required files on a remote Windows machine:

1. Obtain the required files.

   You can copy the files from another Unica Campaign installation on Windows, or install Unica Campaign to obtain the files.

   For a list of required files, see `unica_actrg utility: required files`. For information on installing Unica Campaign, see the installation documentation.

   If you run the installer to obtain the trigger utility files and you want to remove the unnecessary files, copy the files required for the trigger utility to another directory, then uninstall Campaign. For information on uninstalling Unica Campaign, see the installation documentation.

2. Set the `CAMPAIGN_HOME` environment variable on the remote Windows machine.

   For example:

   ```
   set CAMPAIGN_HOME=C:\Unica\Campaign
   ```
When you run `unica_actrg.exe`, specify the port and server name of the machine where the Campaign installation is located.

**unica_actrg utility: required files**

The following files are required for executing the Unica Campaign trigger utility (`unica_actrg`) on a remote Windows machine:

<table>
<thead>
<tr>
<th>Directory</th>
<th>File name</th>
</tr>
</thead>
<tbody>
<tr>
<td><code>&lt;CAMPAIGN_HOME&gt;</code>\bin</td>
<td>iconv.dll</td>
</tr>
<tr>
<td></td>
<td>int1.dll</td>
</tr>
<tr>
<td></td>
<td>libeay32.dll</td>
</tr>
<tr>
<td></td>
<td>ssleay32.dll</td>
</tr>
<tr>
<td></td>
<td>tls4d.dll</td>
</tr>
<tr>
<td></td>
<td><code>unica_actrg.exe</code></td>
</tr>
<tr>
<td></td>
<td><code>xerces-c_1_4.dll</code></td>
</tr>
<tr>
<td><code>&lt;CAMPAIGN_HOME&gt;</code>\conf</td>
<td>config.xml</td>
</tr>
</tbody>
</table>

**Reference information for trigger administration**

References in this section include:

- Tokens supported by triggers
- Syntax for the Unica Trigger Utility
- Order of parameters for the Unica Trigger Utility

**Tokens supported by triggers**

Tokens can be used in the command line of an outbound trigger to pass specific information from the running flowchart.

The following table lists and describes the tokens supported by triggers and in which processes specific tokens are available.

<table>
<thead>
<tr>
<th>Token</th>
<th>Description</th>
<th>Where Used</th>
</tr>
</thead>
<tbody>
<tr>
<td><code>&lt;AMUSER&gt;</code></td>
<td>The Unica Marketing user name of the user running the flowchart.</td>
<td>Processes that support outbound triggers.</td>
</tr>
<tr>
<td>Token</td>
<td>Description</td>
<td>Where Used</td>
</tr>
<tr>
<td>------------------</td>
<td>------------------------------------------------------------------------------</td>
<td>----------------------------------------------------------------------------</td>
</tr>
<tr>
<td><code>&lt;CAMPCODE&gt;</code></td>
<td>The campaign code associated with the current campaign.</td>
<td>Processes that support triggers, trigger on failure, trigger on success.</td>
</tr>
<tr>
<td><code>&lt;CONTACTLIST&gt;</code></td>
<td>Contact list specified in a contact process.</td>
<td>Call List and Mail List processes.</td>
</tr>
<tr>
<td></td>
<td>If the Contact List is written to a file, the appropriate full path name and file name replace the trigger token.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>If the Contact List is written to a database table, the token is simply removed.</td>
<td></td>
</tr>
<tr>
<td><code>&lt;CONTACTLOG&gt;</code></td>
<td>The log of the particular contact process.</td>
<td>Call List and Mail List processes.</td>
</tr>
<tr>
<td></td>
<td>When the Log is written to a file, the appropriate full path name and file name replace the trigger token.</td>
<td></td>
</tr>
<tr>
<td><code>&lt;FLOWCHARTFILENAME&gt;</code></td>
<td>Full path name of a flowchart's .ses file</td>
<td>Processes that support outbound triggers.</td>
</tr>
<tr>
<td><code>&lt;IXUSER&gt;</code></td>
<td>The user name of the Unica Distributed Marketing user.</td>
<td>Processes that support triggers, trigger on failure, trigger on success.</td>
</tr>
<tr>
<td><code>&lt;OUTPUTTEMPTABLE&gt;</code></td>
<td>A token for use in raw SQL in pre- and post-processing under the Advanced window to create a temp table. For example:Create &lt;OUTPUTTEMPTABLE&gt; as SELECT CustIDs from CustomerTable WHERE ...</td>
<td>Select process</td>
</tr>
<tr>
<td><code>&lt;OWNER&gt;</code></td>
<td>The Unica Marketing Platform security user name of the user who created the flowchart.</td>
<td>Processes that support triggers, trigger on failure, trigger on success.</td>
</tr>
<tr>
<td><code>&lt;PROCESSNAME&gt;</code></td>
<td>The name of the current process box.</td>
<td>Processes that support triggers.</td>
</tr>
<tr>
<td><code>&lt;PROCESSID&gt;</code></td>
<td>The ID of the current process box.</td>
<td>Processes that support triggers.</td>
</tr>
<tr>
<td><code>&lt;SESSIONID&gt;</code></td>
<td>The ID of the current flowchart.</td>
<td>Processes that support triggers, trigger on failure, trigger on success.</td>
</tr>
<tr>
<td>Token</td>
<td>Description</td>
<td>Where Used</td>
</tr>
<tr>
<td>-------</td>
<td>-------------</td>
<td>------------</td>
</tr>
<tr>
<td><code>&lt;SESSIONNAME&gt;</code></td>
<td>The name of the current flowchart.</td>
<td>Processes that support triggers, trigger on failure, trigger on success.</td>
</tr>
<tr>
<td><code>&lt;UserVar. UserVar-Name&gt;</code></td>
<td>Any user variable value. The user variable must be defined in current flowchart.</td>
<td>Processes that support triggers, trigger on failure, trigger on success.</td>
</tr>
</tbody>
</table>

**Unica trigger utility syntax**

```
[-p <port>] [-s <server_name>] [-v] [<campaign_code> | -n "<flowchart_name>" ] "<trigger1>" "<trigger2>"...
```

**Unica trigger utility options**

The `unica_actrg` utility supports the following options.

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Use</th>
</tr>
</thead>
<tbody>
<tr>
<td><code>-p &lt; port &gt;</code></td>
<td>The port that you want to use to run the utility.</td>
</tr>
<tr>
<td><code>-s &lt; server_name &gt;</code></td>
<td>The name of the Unica Campaign server.</td>
</tr>
<tr>
<td><code>-v</code></td>
<td>Reports the version of the Unica Trigger Utility.</td>
</tr>
<tr>
<td><code>&lt; campaign_code &gt;</code></td>
<td>The identifier of the campaign that contains all the flowcharts you want to run. This parameter cannot be used with the <code>-n &quot;&lt; flowchart_name &gt;&quot;</code> parameter.</td>
</tr>
<tr>
<td><code>-n &quot;&lt; flowchart_name &gt;&quot;</code></td>
<td>The name of the flowchart you want to run. Because flowchart names are not necessarily unique, all flowcharts with this name receive the broadcast trigger. This parameter cannot be used with the <code>&lt;campaign_code&gt;</code> parameter.</td>
</tr>
<tr>
<td>&quot;&lt; trigger1 &gt;&quot;</td>
<td>The name of the trigger you want to use. You must specify at least one trigger. You can optionally specify multiple triggers, separated by spaces.</td>
</tr>
</tbody>
</table>
12 Logging Administration

- About logging
- The Unica Campaign Listener log
- The Unica Campaign web application log
- Flowchart logs
- The sessions log
- The web connections log
- Windows event logs
- The log4j log file
- Working with logs

About logging

Unica Campaign can provide you with four different types of logs:

- The Unica Campaign Listener log
- The Unica Campaign web application log
- Flowchart logs
- The sessions log
- The web connections log
- Windows event logs (when the Unica Campaign server is installed on Windows)
- The log4j log file

The Unica Campaign Listener log

The Unica Campaign Listener log file contains events generated by the Unica Campaign Listener.
Windows event logs

The log is in the file `unica_aclsnnr.log`, located in the `Campaign_home/logs` directory.

Depending on the system’s logging settings, the `Campaign_home/logs` directory may contain multiple historical Unica Campaign Listener logs, each ending with an extension number, for example `unica_aclsnnr.log.1`, `unica_aclsnnr.log.2`, and so on.

The number of logs retained and the maximum size of each log depend on the value of the `Applications>Campaign>unicaACListener>logMaxBackupIndex` and the `Applications>Campaign>unicaACListener>logMaxFileSize` properties, respectively.

The Unica Campaign web application log

The Unica Campaign web log file contains events generated by the Unica Campaign web application.

The log is in a file called `campaignweb.log`, located in the `Campaign_home/logs` directory by default.

Depending on the system’s logging settings, the `Campaign_home/log` directory may contain multiple historical Unica Campaign web application logs, each ending with an extension number, for example `campaignweb.log.1`, `campaignweb.log.2`, and so on.

You can configure Unica Campaign web application logging properties in the `campaign_log4j.properties` file, located in `Campaign_home/conf` directory by default.

Flowchart logs

Each campaign flowchart generates flowchart-specific logging information when it is run.

The log is in a file called `campaign_name__campaign_code__flowchart_name.log`, located in the `Campaign_home/partitions/partition_name/logs` directory.

The sessions log

When a user views a flowchart, before editing it, session information for that flowchart is logged in the `ac_sess.log` file, located in the `Campaign_home/partitions/partition_name/logs` directory.

The `ac_sess.log` file records information about server connections when flowcharts are opened.
The web connections log

When a user logs into Unica Campaign, information is logged in the `ac_web.log` file, located in the `Campaign_home/partitions/partition_name/logs` directory.

The `ac_web.log` file records information about the user's connections to the Unica Campaign system database.

Windows event logs

When Unica Campaign is installed on a Windows computer, you have the option to log Unica Campaign listener and flowchart events to the Windows event log. Whether the Windows event log is used is determined by the following configuration properties.

- `Applications > Campaign > unicaACListener > enableWindows-EventLogging`, for the Unica Campaign listener.
- `Applications > Campaign > partitions/partition_name > server > logging > enableWindowsEventLogging`, for flowcharts in that partition.

The log4j log file

The Unica Campaign web application uses the Apache log4j utility for logging configuration, debugging, and error information.

Working with logs

To work with logs, see the following:

- Unica Campaign Listener logging tasks
- Unica Campaign web application logging tasks
- Flowchart logging tasks
- Windows event logging tasks

Unica Campaign Listener logging tasks

Unica Campaign Listener logging tasks include:

- Configuring Unica Campaign Listener logging
- Viewing the Unica Campaign Listener log file
To configure Unica Campaign Listener logging

To complete this task, you must have appropriate permissions to use Unica Marketing Platform. For information, see the Unica Marketing Platform Administrator's Guide.

On the Configuration page, set the following properties in the Campaign > unicaACLListener category as needed. For information on the properties, see the context help or the Unica Marketing Platform Administrator's Guide.

- enableWindowsEventLogging
- loggingLevels
- logMaxBackupIndex
- logMaxFileSize
- windowsEventLoggingLevels

To view the Unica Campaign Listener log file

1. Select Settings > Campaign Settings.
   The Campaign Settings page opens, presenting links for various administration tasks.
2. Click View System Log.
   The current Unica Campaign Listener log opens in a new browser window. Events that occur after you open the log file are not listed.

Unica Campaign web application logging tasks

Unica Campaign web application logging tasks include:

- Configuring Unica Campaign web application logging
- Changing the filename and location of the Unica Campaign web application log

To configure Unica Campaign web application logging

1. Locate the file specified by the applications>Campaign>logging>property. By default, the file is Campaign_home/conf/campaign_log4j.properties.
2. Use the comments within this file to change the web application logging settings.
3. Save the file and restart the web application.
To change the file name and location of the Unica Campaign web application log

To complete this task, you must have appropriate permissions to use Unica Marketing Platform. For information, see the Unica Marketing Platform Administrator’s Guide.

On the Configuration page, modify the value of the log4jConfig property in the Campaign > logging category to specify location and name for the file used to define the properties of the Unica Campaign web application log.

Flowchart logging tasks

Flowchart logging tasks include:

- Configuring flowchart logging
- Enabling or disabling flowchart logging
- Modifying flowchart logging levels
- Viewing flowchart log files
- Clearing a flowchart log file

To configure flowchart logging

To complete this task, you must have appropriate permissions to use Unica Marketing Platform. For information, see the Unica Marketing Platform Administrator’s Guide.

On the Configuration page, modify the following properties in the Campaign > partitions > partition[n] > server > logging category as needed. For information on the properties, see the context help or the Unica Marketing Platform Administrator’s Guide.

- enableLogging
- enableWindowsEventLogging
- keepFlowchartLogOpen
- logBufferSize
- loggingCategories
- loggingLevels
- logMaxBackupIndex
- logMaxFileSize
- logProcessId
- windowsEventLoggingCategories
Working with logs

- windowsEventLoggingLevels

**To enable or disable flowchart logging**
1. When editing a flowchart, click the **Options** icon.
2. In the **Options** menu, examine the **Enable Logging** command:
   - When this command shows a check mark, logging is enabled.
   - When no check mark appears, logging is disabled.
3. Select **Enable Logging** to toggle the current setting.

**To modify flowchart logging levels**
1. When editing a flowchart, select **Tools > Logging Options**.
   The **Logging Options** window opens.
2. Check the message types to log. In increasing order of verbosity, the four levels of logging are:
   - **Error** - Flowchart errors.
   - **Warning** - Flowchart warnings.
   - **Information** - Informational messages.
   - **Debug** - Verbose debugging information.
   Because log files can grow quickly when informational or debugging messages are logged, it is recommended that you clear these options unless debugging.
3. Check the message categories to log.
4. Check **Include the Process ID in Log Entries** to have the process ID included for each entry.
5. Click **OK** to save the settings.

**To view flowchart log files**
When editing a flowchart, select **Tools > View Logs**.
The flowchart log file opens in a new browser window.

**To clear a flowchart log file**
When editing a flowchart, select **Tools > Clear Logs**.
The content of the log file is deleted.

**Windows event logging tasks**
Windows event logging tasks include:
To configure Windows event logging for the Unica Campaign listener

To complete this task, you must have appropriate permissions to use Unica Marketing Platform. For information, see the Unica Marketing Platform Administrator's Guide.

On the Configuration page, set the `enableWindowsEventLogging` and `windowsEventLoggingLevels` properties in the `applications>Campaign>unicaACListener` category as needed. For information on the properties, see the context help or the Unica Marketing Platform Administrator's Guide.

To configure Windows event logging for flowcharts

To complete this task, you must have appropriate permissions to use Unica Marketing Platform. For information, see the Unica Marketing Platform Administrator's Guide.

On the Configuration page, modify the following properties in the `Campaign > partitions > partition[n] > server > logging` category as needed:

- `enableWindowsEventLogging`
- `windowsEventLoggingCategories`
- `windowsEventLoggingLevels`

For information on the properties, see the context help or the Unica Marketing Platform Administrator's Guide.

log4j logging tasks

Using log4j logging in Unica Campaign includes the following tasks:

- To configure logging in log4j
- To change the location of the `campaign_log4j.properties` file

To configure logging in log4j

To configure logging in log4j for Unica Campaign, you set property values in the `campaign_log4j.properties` file located in the `conf` directory under your Campaign installation. For example, to change the location of the log file, open the `campaign_log4j.properties` file and change the value of the `log4j.appender.FILE.File` property to the fully qualified path where you want the log file to be written.
For information about changing log4j property settings, see the following sources:

- The comments in the campaign_log4j.properties file.
- The log4j documentation on the Apache web site:
  http://logging.apache.org/log4j/1.2/manual.html

👀 After you change values in the campaign_log4j.properties file, you must restart the Unica Campaign web application.

To change the location of the campaign_log4j.properties file

On the Configuration page, change the value of the log4jConfig property in the Campaign > logging category to the desired location.
13 Unique Code Administration

- About codes in Unica Campaign
- About campaign codes
- About offer codes
- About cell codes
- About treatment codes
- Code formats
- About code configuration properties
- About code generators
- About custom code generators
- About creating custom code generators
- Code generation references

About codes in Unica Campaign

Each campaign, offer, treatment, and cell in Unica Campaign has an identifying code that is generated by code generators, and conforms to a specified format.

As a Unica Campaign administrator, you can:

- Set configuration parameters to control how each type of code is generated, and valid formats for codes.
- Create and set up a custom code generator if the default generators do not meet your needs.
About campaign codes

A campaign code is the globally unique identifier for a campaign. Each campaign must have a code, and no two campaign codes in the same Unica Campaign partition can be the same.

🌟 Note that although campaign codes must be unique within each partition, campaign names do not need to be unique.

When users create a campaign, the **Campaign Code** field is automatically populated with a unique value from the code generator.

Users can click **Regenerate code** to have the code generator supply a new identifier, or they can enter a code manually. If users manually enter a code, it must be unique and in the specified format.

About offer codes

An offer code is the globally unique identifier for an offer. Each offer in Unica Campaign must have a code, and no two offer codes in the same Unica Campaign partition should be the same.

An offer code can have one to five parts, which you specify when creating the offer template.

When users create an offer, the Offer Code field(s) are automatically populated with a unique value from the code generator.

Users can click **Regenerate code** to have the code generator supply a new identifier, or they can enter a code manually. To override offer codes, users must have the appropriate permission.

⚠️ Automatically generated offer codes are guaranteed to be globally unique only if no user ever overrides any offer code.

About cell codes

A cell code is an identifier for each cell in a flowchart or in the target cell spreadsheet.

In the flowchart processes that create new output cells (for example, Select, Merge, Segment, Sample, Audience and Extract processes), cell code(s) for the output of the process are configured in the **General** tab.

By default, the cell code is generated automatically; users can manually override the generated cell code by clearing the **Auto Generate** checkbox and entering a code in the valid format.
Whether cell codes must be unique within a flowchart depends on the setting of the AllowDuplicateCellCodes configuration parameter (described in Code generation references). If the value of AllowDuplicateCellCodes is No, cell codes must be unique within a flowchart; the same cell code can still exist in different flowcharts and campaigns. If the value of AllowDuplicateCellCodes is Yes, cell codes within a single flowchart do not have to be unique.

If duplicate cell codes are not allowed and a user enters a cell code that is already used elsewhere in the same flowchart, no error is immediately generated. However, users can validate flowcharts and detect duplicate cell codes using the flowchart validation tool if duplicate cell codes are not allowed. For information on flowchart validation, see the section on Validating Flowcharts in the Unica Campaign User’s Guide.

Automatically generated cell codes are guaranteed to be unique only if no user ever overrides any cell code. For more information about working with cells, see the Unica Campaign User's Guide.

About treatment codes

The unique combination of a cell and an offer used at a particular point in time is referred to in Unica Campaign as a treatment. Each treatment is uniquely identified with a treatment code.

For more information about treatments, see the Unica Campaign User’s Guide.

Separate treatments, and treatment codes, are generated each time a flowchart is run. If users run a flowchart on January 1, and again on January 15, two separate treatments are created. This allows you to track responses to offers in the most granular way possible.

Once treatment codes are generated, they cannot be overridden.

Code formats

The default and valid format for each type of generated code uses a series of characters to represent the character types. The following table lists the characters you can use to control code formats.

<table>
<thead>
<tr>
<th>Characters</th>
<th>Treated As</th>
</tr>
</thead>
<tbody>
<tr>
<td>A-Z, any symbol, b, d-m, o-w, y, z (or, b-z except c, n, x)</td>
<td>A constant value in the generated code</td>
</tr>
<tr>
<td>a</td>
<td>Any uppercase letter A-Z</td>
</tr>
</tbody>
</table>
### Code formats

<table>
<thead>
<tr>
<th>Characters</th>
<th>Treated As</th>
</tr>
</thead>
<tbody>
<tr>
<td>c or x</td>
<td>Any uppercase letter A-Z, or any number, 0-9</td>
</tr>
<tr>
<td>x</td>
<td>Any uppercase letter A-Z, any number 0-9. However, users can replace the generated character with any ASCII character.</td>
</tr>
<tr>
<td></td>
<td>To specify variable length codes, the code format must end with one or more &quot;x&quot; characters, and the allowVariableLengthCodes property must be set to &quot;yes&quot;.</td>
</tr>
<tr>
<td>n</td>
<td>Any number 0-9</td>
</tr>
</tbody>
</table>

### Example

<table>
<thead>
<tr>
<th>Format definition</th>
<th>Example of generated code</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAMP_aaannn</td>
<td>CAMP_DWP839</td>
</tr>
<tr>
<td></td>
<td>(CAMP_, followed by three randomly generated capital letters, then three randomly generated numeric digits)</td>
</tr>
</tbody>
</table>

### Default code formats

The following table shows the default formats for campaign, cell, offer and treatment codes generated by Unica Campaign’s built-in code generators:

<table>
<thead>
<tr>
<th>Code type</th>
<th>Default Value</th>
<th>Where Defined</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campaign</td>
<td>Cnnnnnnnnnnn</td>
<td>campCodeFormat parameter on the Unica Marketing Platform Configuration page</td>
</tr>
<tr>
<td>Cell</td>
<td>Annnnnnnnnnnn</td>
<td>cellCodeFormat parameter on the Unica Marketing Platform Configuration page</td>
</tr>
<tr>
<td>Offer</td>
<td>nnnnnnnnnnnn</td>
<td>In each offer template defined in Unica Campaign</td>
</tr>
<tr>
<td>Treatment</td>
<td>nnnnnnnnnnnn</td>
<td>In each offer template defined in Unica Campaign</td>
</tr>
</tbody>
</table>
### Code format requirements

Unique campaign, cell, treatment, and offer codes must be 32 characters or less. This applies to codes generated by both default and custom code generators as well as any manually entered codes.

In offer codes, you cannot use the space character.

### About changing the default code formats

You can override the default formats for the codes generated by Unica Campaign’s built-in code generators.

Before modifying the default code formats, be aware of code format restrictions in Unica Campaign.

### To change the campaign code format

🌟 To complete this task, you must have appropriate permissions to use Unica Marketing Platform. For information, see the *Unica Marketing Platform Administrator’s Guide*.

When you change campaign code format, the new format applies to all new campaigns. Existing campaigns can continue to use their current codes in the previous format. However, if a user edits the campaign code, the new code must adhere to the current campaign code format.

On the Configuration page, set the `campCodeFormat` property in the `Campaign > partitions > partition[n] > server > systemCodes` category as required. Follow the formatting guidelines as described in *Code formats*.

### To change the cell code format

🌟 To complete this task, you must have appropriate permissions to use Unica Marketing Platform. For information, see the *Unica Marketing Platform Administrator’s Guide*.

⚠️ Do not change the cell code format after users have created flowcharts. Doing so will invalidate existing flowcharts.

On the Configuration page, set the `cellCodeFormat` property in the `Campaign > partitions > partition[n] > server > systemCodes` category as required. Follow the formatting guidelines as described in *Code formats*. 
To change the offer or treatment code format in an existing offer template

You define the offer and treatment code formats for each offer template you create. You set the offer or treatment code formats at the time that you create each offer template. You can also change the offer and treatment code formats for existing offer templates by editing the template, but only if the template has not yet been used to create offers.

You can change the offer and treatment code formats in existing offer templates only if the template has not yet been used to create offers.

1. Log in to Unica Campaign and click Administration.
2. On the Campaign Settings page, click Offer Template Definitions.
3. Click the link for the offer template whose offer or treatment code format you want to change.
4. On offer template definition page, modify the Offer Code Format or Treatment Code Format as required, following the formatting requirements in Code format requirements.

You cannot use the space character in an offer code format.

5. Click Finish.

About code configuration properties

All properties for configuring campaign and cell codes, code generators, and certain attributes of offer codes in Unica Campaign are set on the Unica Marketing Platform Configuration page.

Offer code formats are defined in offer templates rather than configured using parameters.

About code generators

Code generators are the programs used to automatically generate campaign, cell, offer, and treatment codes of the required format in Unica Campaign. In addition to its built-in code generators, Unica Campaign supports custom code generators that you develop.

Default code generators in Unica Campaign

Unica Campaign provides code generators that automatically generate campaign, cell, offer, and treatment codes matching the default specified format for each type of code. The following table shows the name of the built-in code generator, and its location, for each type of code:
If Unica Campaign's built-in code generators do not meet your company's needs, you can develop and use custom code generators.

### About custom code generators

If Unica Campaign’s default code generators do not meet your needs, you can develop and use your own code generators. A custom code generator is any program you develop to output unique campaign, offer, or cell codes (or all three). You can develop a custom code generator in any programming language that can be compiled into an executable file for the operating system on which the Unica Campaign web application is deployed.

If the Unica Campaign web and analytical servers are deployed on separate machines, make sure you deploy the code generators on all machines.

The most common reason for creating a custom code generator is to generate codes that are useful for your company's business needs. For example, your custom code generator could be set up to create campaign codes containing the campaign owner's initials and the current date.

### Requirements for custom code generators

Custom code generators must meet the following requirements:

- The executable name must be a single word with no spaces;
- The unique codes generated must match the specified code format, which is passed as an input to the custom code generator;
- The custom code generators must output the unique codes, or an error, to the standard output stream (`stdout`);
- Custom campaign and cell code generators must be placed in the `/Campaign/bin` directory. Custom offer code generators can be placed in a location of your choice which you then must specify in the offer code generator configuration properties on the Unica Marketing Platform Configuration page.

---

<table>
<thead>
<tr>
<th>Code Type</th>
<th>Default Generator</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campaign</td>
<td>uaccampcodegen</td>
<td>unica/Platform/bin</td>
</tr>
<tr>
<td>Cell</td>
<td>uaccampcodegen</td>
<td>unica/Platform/bin</td>
</tr>
<tr>
<td>Offer</td>
<td>uacoffercodegen</td>
<td>unica/Platform/bin</td>
</tr>
<tr>
<td>Treatment</td>
<td>uaccampcodegen</td>
<td>unica/Platform/bin</td>
</tr>
</tbody>
</table>
About configuring Unica Campaign to use custom code generators

You specify campaign and cell code formats and generators using a property on the Unica Marketing Platform Configuration page.

To complete this task, you must have the appropriate permissions in Unica Marketing. For information, see the *Unica Marketing Platform Administrator’s Guide*.

You specify the offer and treatment code generators for each offer template you create. Each offer created based on a template then uses the program(s) you specify to generate unique offer and treatment codes.

To specify the campaign code generator

To complete this task, you must have appropriate permissions to use Unica Marketing Platform. For information, see the *Unica Marketing Platform Administrator’s Guide*.

On the configuration page, set the value of the `campCodeGenProgFile` property in the `Campaign > partitions > partition[n] > server > systemCodes` category to the executable name of the custom campaign code generator.

To specify the cell code generator

To complete this task, you must have appropriate permissions to use Unica Marketing Platform. For information, see the *Unica Marketing Platform Administrator’s Guide*.

On the Configuration page, set the value of the `cellCodeGenProgFile` property in the `Campaign > partitions > partition[n] > server > systemCodes` category to the executable name of the custom campaign code generator.

To specify the offer code generator

1. Log in to Unica Campaign and click Administration.
2. On the Campaign Settings page, click Offer Template Definitions.
3. Click the link for the offer template whose offer code generator you want to specify.
4. On the Step 1 offer template definition page, enter the executable name of the custom offer code generator as the value of the Offer Code Generator field.
5. Click Finish.

To specify the treatment code generator

1. Log in to Unica Campaign and click Administration.
2. On the Campaign Settings page, click **Offer Template Definitions**.

3. Click the link for the offer template whose offer code generator you want to specify.

4. On the **Step 1** offer template definition page, enter the executable name of the custom treatment code generator as the value of the **Treatment Code Generator** field. If you leave this field empty, the default treatment code generator is used.

5. Click **Finish**.

### About creating custom code generators

You can create custom code generators in any language that can be compiled into an executable file for the operating system on which you are running Unica Campaign.

### About outputting unique codes

The custom code generator must output unique codes, of no more than 32 characters, to the standard output stream (`stdout`).

When Unica Campaign saves offer and cell codes, it does not check their uniqueness. You must ensure that any custom code generators you use can generate globally unique codes (assuming no users override generated codes).

The output line must:

- Start with **1**,  
- Followed by one or more blank spaces,  
- Followed by the unique code, within double quotation marks.

**Example**

The following example shows the correct code output format:

```
1 "unique_code"
```

### About outputting errors

The custom code generator must output an error to the standard output stream (`stdout`) when it is not able to properly generate a unique code of the proper format.

The output line for the error must:

- Start with **0**,  
- Followed by one or more blank spaces,  
- Followed by the error message, within double quotation marks.
Example

The following example shows the correct code output format:

```
error_message
```

The error message generated by the custom code generator is displayed to the user and written to the log.

About placing the custom code generators

You must place the application that generates campaign or cell codes in the `bin` directory of your Unica Campaign installation.

You can place custom offer code generators in a location of your choice, then specify the location using Unica Marketing.

To specify the location of the custom offer code generator

To complete this task, you must have appropriate permissions to use Unica Marketing Platform. For information, see the *Unica Marketing Platform Administrator’s Guide*.

On the Configuration page, change the value of the `offerCodeGeneratorConfigString` property in the Campaign > partitions > partition_N > offerCodeGenerator category to the location of the custom offer code generator executable. The location is relative to the Unica Campaign web application home.

Code generation references

This section contains the following reference topics:

- Properties related to code generation
- Parameters for the default campaign and cell code generators
- Parameters for the default offer code generator
- Parameters for custom code generators

Properties related to code generation

Use the following properties to customize code formats and generators. You access and modify these properties using the Unica Marketing Platform Configuration page. For information about these properties, see the context help or the *Unica Marketing Platform Administrator’s Guide*. 
<table>
<thead>
<tr>
<th>Property</th>
<th>Path</th>
</tr>
</thead>
<tbody>
<tr>
<td>allowVariableLengthCodes</td>
<td>Campaign&gt; partitions&gt; \texttt{partition[n]} &gt; server&gt;systemCodes&gt;</td>
</tr>
<tr>
<td>campCodeFormat</td>
<td>Campaign&gt; partitions&gt; \texttt{partition[n]} &gt; server&gt;systemCodes&gt;</td>
</tr>
<tr>
<td>campCodeGenProgFile</td>
<td>Campaign&gt; partitions&gt; \texttt{partition[n]} &gt; server&gt;systemCodes&gt;</td>
</tr>
<tr>
<td>cellCodeFormat</td>
<td>Campaign&gt; partitions&gt; \texttt{partition[n]} &gt; server&gt;systemCodes&gt;</td>
</tr>
<tr>
<td>cellCodeGenProgFile</td>
<td>Campaign&gt; partitions&gt; \texttt{partition[n]} &gt; server&gt;systemCodes&gt;</td>
</tr>
<tr>
<td>displayOfferCodes</td>
<td>Campaign&gt; partitions&gt; \texttt{partition[n]} &gt; server&gt;systemCodes&gt;</td>
</tr>
<tr>
<td>offerCodeDelimiter</td>
<td>Campaign&gt; partitions&gt; \texttt{partition[n]} &gt; server&gt;systemCodes&gt;</td>
</tr>
<tr>
<td>allowDuplicateCell codes</td>
<td>Campaign&gt; partitions&gt; \texttt{partition[n]} &gt; server&gt;flowchartConfig&gt;</td>
</tr>
<tr>
<td>defaultGenerator</td>
<td>Campaign&gt; partitions&gt; \texttt{partition[n]} &gt; offerCodeGenerator&gt;</td>
</tr>
<tr>
<td>offerCodeGenerator Class</td>
<td>Campaign&gt; partitions&gt; \texttt{partition[n]} &gt; offerCodeGenerator&gt;</td>
</tr>
<tr>
<td>offerCodeGenerator Classpath</td>
<td>Campaign&gt; partitions&gt; \texttt{partition[n]} &gt; offerCodeGenerator&gt;</td>
</tr>
<tr>
<td>offerCodeGenerator ConfigString</td>
<td>Campaign&gt; partitions&gt; \texttt{partition[n]} &gt; offerCodeGenerator&gt;</td>
</tr>
</tbody>
</table>

**Parameters for the default campaign and cell code generators**

The following parameters are supported by the \texttt{uaccampcodegen} program, which is located in the \texttt{unica/Platform/bin} directory.
<table>
<thead>
<tr>
<th>Parameter</th>
<th>Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>-c</td>
<td>Passes in the cell name.</td>
</tr>
<tr>
<td>-d</td>
<td>Passes in the day. Can accept one or two integers, not to exceed the value of 31.</td>
</tr>
<tr>
<td>-f</td>
<td>Passes in the code format, used to override the default format.</td>
</tr>
<tr>
<td>-i</td>
<td>Passes in an additional integer to be used to generate a unique code.</td>
</tr>
<tr>
<td>-m</td>
<td>Passes in the month. Can accept one or two integers, from 1 - 12.</td>
</tr>
<tr>
<td>-n</td>
<td>Passes in the campaign name.</td>
</tr>
<tr>
<td>-o</td>
<td>Passes in the campaign owner.</td>
</tr>
<tr>
<td>-s</td>
<td>Passes in an additional string to be used to generate a unique code.</td>
</tr>
<tr>
<td>-u</td>
<td>Passes in the campaign ID, to use instead of the system generated ID.</td>
</tr>
<tr>
<td>-v</td>
<td>Prints the first argument to the standard out stream (STOUT).</td>
</tr>
<tr>
<td>-y</td>
<td>Passes in the year. Accepts four integers.</td>
</tr>
</tbody>
</table>

**Parameters for the default offer code generator**

The following parameters are supported by the `uacoffercodegen` program, which is located in the `unica/Platform/bin` directory.

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>-a</td>
<td>Passes in the number of offer code parts, from 1 - 5.</td>
</tr>
<tr>
<td>-d</td>
<td>Passes in the day. Can accept one or two integers, not to exceed the value of 31.</td>
</tr>
<tr>
<td>-f</td>
<td>Passes in the code format, used to override the default format.</td>
</tr>
<tr>
<td>-i</td>
<td>Passes in an additional integer to be used to generate a unique code.</td>
</tr>
<tr>
<td>-m</td>
<td>Passes in the month. Can accept one or two integers, from 1 - 12.</td>
</tr>
<tr>
<td>Parameter</td>
<td>Use</td>
</tr>
<tr>
<td>-----------</td>
<td>-----</td>
</tr>
<tr>
<td>-n</td>
<td>Passes in the campaign name.</td>
</tr>
<tr>
<td>-s</td>
<td>Passes in an additional string to be used to generate a unique code.</td>
</tr>
<tr>
<td>-u</td>
<td>Passes in the campaign ID, to use instead of the system generated ID.</td>
</tr>
<tr>
<td>-v</td>
<td>Prints the first argument to the standard out stream (STOUT).</td>
</tr>
<tr>
<td>-y</td>
<td>Passes in the year. Accepts four integers.</td>
</tr>
</tbody>
</table>

**Example**

```
uacoffercodegen -f "nnnnnnnnnn nnnnnnnnnn nnnnnnnnnn nnnnnnnnnn nnnnnnnnnn" -a 5 -u 3 -y 2008 -m 1 -d 14
```
14 Advanced Settings
Administration

About advanced settings

You use advanced settings to manage some Unica Campaign settings and server optimization features.

To access Advanced settings

1. Open a flowchart in Edit mode.
2. Click the Admin icon and select Advanced Settings.

The Advanced Settings window opens.

The Advanced Settings window has three tabs:

• General
• Server Optimization
• Test Run Settings
About the General settings

The General tab settings allow you to specify:

• Whether results from runs of this flowchart are saved;
• Whether flowchart processing is done “in database” or on the Campaign server;
• Whether global suppression is disabled for this flowchart;
• The Y2K (Year 2000) threshold;
• Whether Unica Campaign automatically saves this flowchart;
• Whether Unica Campaign uses checkpoints during runs of this flowchart;
• The maximum number of data errors Unica Campaign allows;
• The triggers to send if a run of this flowchart results in an error;
• The triggers to send if a run of this flowchart completes successfully.

Save flowchart run results

Select this checkbox to specify that all output cells from flowchart runs are saved when the run is finished. If you save results, next time you open the flowchart you will be able to profile the results of any process that has finished running, or start a process or branch run from the middle of a flowchart. If you do not save results, each time you want to view results of a flowchart run you will have to re-run the entire flowchart from the beginning.

By default, this checkbox is selected.

Use in-DB optimization during flowchart run

Select this checkbox to specify that you want Unica Campaign to operate in the database as much as possible when running flowcharts, rather than on the Unica server. Advantages of “in-database” processing are that data does not have to be pulled from the database to the Unica server after each process runs. By default, this checkbox is cleared.

For more details about in-database optimization, see the *Unica Campaign User’s Guide*.

Disable global suppression for this flowchart

Select this checkbox to disable global suppression for this flowchart.

 Şimdi, kullanmaya uygun izinleri olmamışsa, bu ayar değiştiğini değiştirmeyi ve bu ayarı_engellemek için bu akışGMahUPZSıma_olmamışsa, bu ayar değiştirilemez ve bu akış, eski ayarı _engelleyerek_ yaratılır ve _global suppresyonlar_ uygulanır.
**Y2K threshold**

The **Y2K Threshold** value determines how Unica Campaign interprets years that are represented with only two digits.

💫 We highly recommend that you store dates in the database with 4-digit years to prevent confusion.

Valid values are 0 to 100; any values higher than 100 are set to 100. The default setting for Y2K Threshold is 20.

Campaign uses the Threshold value to calculate a range of years whose lower limit is the threshold value + 1900 and whose higher limit is 99 years above that.

For example, if you set the Y2K Threshold to 50, the range of years is from 1900+50 = 1950, to 99 years above that, that is, 2049.

So, if you enter a two-digit year greater than or equal to your threshold (in this case, 50), the date is interpreted to be in the 1900s. If you enter a two-digit year less than your threshold, it is interpreted to be in the 2000s.

If you sent the Y2K Threshold to the maximum value of 100, the range of years will be 1900+100 = 2000, to 2099. In this case, all two-digit years are interpreted to be in the 2000s.

You can change this threshold as needed.

**Auto-save**

You can set the auto-save feature to automatically save your work periodically (for example, every 5 minutes) for recovery purposes. If the Unica Campaign server terminates while you are editing a flowchart, if you had Auto-Save enabled, when you re-open the flowchart, you will see the last auto-saved version.

💫 You must have previously saved the current flowchart (provided a file name) for this feature to work.

Unica Campaign stores auto-save files in a temporary directory so that the original flowchart files are not changed. Therefore, in non-recovery situations (for example, if you manually exit flowchart Edit mode without saving your flowchart) auto-saved versions are not retrieved. In this situation, when you re-open a flowchart that you manually left without saving, you will see the last manually saved version.

Auto-save never saves flowcharts that are in a paused state, even if Auto-save occurs while a selected process is running.

The default setting for Auto-Save is **Never**.
Checkpoint

The Checkpoint feature provides the ability to capture a “snapshot” of a running flowchart for recovery purposes. A checkpoint “save” has the same effect as if you selected File > Save, and allows you to recover a flowchart in the state of the most recent checkpoint save, in the event the server stops or goes down.

When you set a frequency interval for checkpoint, it controls a timer on the server for a running flowchart. Checkpoint saves are made at the specified intervals.

Checkpoint is active during a flowchart run and when you run a branch in the Flowchart. When the running flowchart saves, Unica Campaign saves it in Paused mode. When you open the flowchart, you must either stop or resume the flowchart. When you resume, the currently executing processes run again from the beginning.

The default setting for Checkpoint is Never.

Maximum data errors allowed

When Unica Campaign exports data to a file or a mapped table (for example, in a Snapshot or Optimize process), it occasionally encounters an error in format (for example, data does not fit into the table). The Maximum Data Errors Allowed option allows Unica Campaign to continue working on the file (if less than N number of errors occur) instead of failing on the first error.

The default is zero (0) errors.

🌟 Set this value higher if you are debugging a problem with an export and want to write the errors to a log file.

Send trigger on session run errors

This option allows you to select one or more triggers from a list of outbound triggers that execute when a campaign encounters errors during a flowchart run (indicated by a red X). You most commonly use this option to trigger an email to alert an administrator of the problem.

Trigger on Failure executes for each process run that fails.

Send trigger on session success

This option allows you to select one or more triggers from a list of outbound triggers that execute when a session succeeds. You most commonly use this option to trigger an email to alert an administrator of the successful run.

Trigger on Success executes only if the entire flowchart run completes successfully.
About the Server Optimization settings

The Server Optimization tab allows you to specify the Unica Campaign Virtual Memory Usage Limit and override use of temporary tables for the current flowchart.

Unica Virtual Memory Usage

Unica Virtual Memory Usage allows you to specify the maximum number of megabytes of system virtual memory to use for executing a specific flowchart. You can raise the value to increase performance or decrease this value to limit the resources used by a single flowchart.

The default setting is 32 MB, but you can change the setting to suit your server’s capabilities and your needs.

🌟 Set a value equal to \((80\% \times \text{available memory}) / (\text{number of expected concurrent Unica Campaign flowcharts})\).  

Disallow use of temporary tables for this flowchart

The Disallow Use of Temp Tables for This Flowchart checkbox allows you to specify that temporary tables should not be used for the current flowchart. This overrides the allow_temp_tables property in the central configuration repository provided by Unica Marketing.

About the Test Run Settings

The Test Run Settings tab allows you to specify whether to write test run results to your database.

Select the Enable Output checkbox to specify that you want to output the results of your test runs to your database.

In general, Unica Campaign does not write test run results to your database; however, you might want to verify that results are being recorded properly. To do this, limit your cell size and then select the Enable Output checkbox, so that you are using a limited amount of data to test your flowchart run and its output.
15 Unica Campaign Utilities

- Unica Campaign utilities
- Unica Campaign listener (unica_aclsnr)
- Unica Campaign Server Manager (unica_svradm)
- Unica Campaign session utility (unica_acsesutil)
- Unica Campaign cleanup utility (unica_acclean)
- Unica Campaign report generation utility (unica_acgenrpt)
- ActiveX cleanup utility (uacflchk)
- Database testing utilities
- Database load utilities

Unica Campaign utilities

This section describes the administrative utilities available with Unica Campaign.

Unica Campaign listener (unica_aclsnr)

The Unica Campaign listener file (unica_aclsnr) is an server utility that allows clients to connect to the Unica Campaign application.

To have the listener start when you turn on the server:

- If Unica Campaign is installed on a Windows server, set up the listener as a service.
- If Unica Campaign is installed on a UNIX server, set up the listener as part of the init process.

You can also start and stop the listener manually.
Unica Campaign listener requirements

The Unica Campaign listener requires that Unica Marketing Platform be running. The listener connects to Unica Marketing Platform using the value of the `configurationServerBaseURL` property in the `config.xml` file, located in the `conf` directory of your Unica Marketing Platform installation. Typically, this value is `http://hostname:7001/Unica`. If Unica Marketing Platform is not running, the Unica Campaign listener will fail to start.

As the listener is dependent on Unica Marketing Platform to start successfully, you should ensure that your web application server is running and the Unica Marketing Platform web application is deployed before starting the listener.

Unica Campaign listener syntax

The `unica_aclsnr` utility has the following syntax:

```
unica_aclsnr [-i] {[-n] | [-r]}[-u] [-v]
```

Unica Campaign listener options

The `unica_aclsnr` utility supports the following options:

<table>
<thead>
<tr>
<th>Option</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><code>-i</code></td>
<td>This option installs the listener utility as a service (Windows only).</td>
</tr>
<tr>
<td><code>-n</code></td>
<td>This option is the opposite of <code>-r</code>. It prevents the listener from checking the <code>unica_acslnr.udb</code> file.</td>
</tr>
<tr>
<td><code>-r</code> (the default)</td>
<td>This option starts a recovery run by forcing the listener to find and register any running flowcharts. Use this parameter if for some reason the listener goes down and you have flowcharts (that is, <code>acsrvr</code> processes) still running. The listener stores flowchart information in a text file (<code>unica_acslnr.udb</code>). When you use the <code>-r</code> option, the listener checks the file for running flowcharts and re-establishes the connections. Even if the running flowchart processes (flowchart and branch production runs only) went down with the listener, the listener reloads those flowcharts and resumes running them from the last saved checkpoints.</td>
</tr>
<tr>
<td><code>-u</code></td>
<td>This option uninstalls the listener utility as a service (Windows only).</td>
</tr>
<tr>
<td><code>-v</code></td>
<td>This option displays the current version of the listener.</td>
</tr>
</tbody>
</table>
Starting and stopping the listener

If you have set up the listener as a service (on Windows) or as part of the init process (on UNIX) then the listener is automatically started when you start the server. You can also start and stop the listener manually, as described in this section.

To start the listener on Windows systems
Enter the following command at the system prompt:
unica_aclsnr

To stop the listener on Windows systems
Enter the following command at the system prompt:
svrstop -p 4664

To start the listener on UNIX systems
Enter the following command at the system prompt:
rc.unica_ac start

To stop the listener on UNIX systems
Enter the following command at the system prompt:
rc.unica_ac stop

Unica Campaign listener log

The listener process creates a log file called unica_aclsnr.log.

Unica Campaign Server Manager (unica_svradm)

The Unica Campaign Server Manager (unica_svradm) is a command-line server management utility that allows you to perform the following tasks:

• Connect to the Unica Campaign listener
• View all currently open flowcharts and their states
• View and set environment variables
• Run flowcharts
• Suspend/resume flowcharts
Unica Campaign Server Manager (unica_svradm)

- Stop flowcharts
- Kill runaway flowcharts

When you start the `unica_svradm` utility, it checks whether the listener is running. If the listener is running, the connection automatically establishes and the names of the server and the port number are displayed.

**To run the Unica Campaign Server Manager**

Before you can run the Unica Campaign Server Manager:

- The listener must be running.
- The `UNICA_PLATFORM_HOME` and `CAMPAIGN_HOME` environment variables must be set for the command window you are using.
- Your Unica Marketing login must have the Run Svradm cmdline permission.

1. At a command prompt, enter:
   
   ```
   unica_svradm -s listener_server -y Unica_Marketing_username -z Unica_Marketing_password
   ```

2. At the following prompt:
   
   ```
   unica_svradm[server:port]>
   ```
   
   issue the commands described in Unica Campaign Server Manager commands.

**Unica Campaign Server Manager commands**

The Unica Campaign Server Manager supports the commands described in the following section. To view the list of all available commands for `unica_svradm`, use the Help command.

☀ Commands that take a flowchart name as an argument will operate on all flowcharts in all campaigns and sessions that have the same name. Use relative flowchart paths for commands that take flowchart paths.

The Unica Campaign Server Manager commands are not case-sensitive.

**Cap (Unica Distributed Marketing)**

**Cap**

The `Cap` command prevents additional Unica Distributed Marketing flowcharts from starting, while allowing those currently running to complete. Unset with the `uncap` command.

**Connect**

```
Connect [-f] [-s server] [-p port]
```
The Connect command connects to the listener running on the server at port number. You can be connected to only one server at a time. To connect to another server, use -f (forced) connection.

**Disconnect**

Disconnect

The Disconnect command disconnects from the server. This command is available only if you are connected to a server.

🌟 To connect to another server, you can use the -f parameter, or disconnect first, and then connect to the new server.

**Exit**

Exit

The Exit command logs you out of the Unica Campaign Server Manager.

**Help**

Help

The Help command displays the available commands.

**Kill**

Kill -p pid

The Kill command issues a "kill -p" to the pid specified (the Windows NT equivalent is issued on Windows NT). This is intended for run-away processes.

**Quit**

Quit

The Quit command logs you out of the Unica Campaign Server Manager.

**Resume**

Resume {-s flowchart_name | -p pid | -a}

The Resume command resumes the running of one or more flowcharts.

- Use -s to resume a single, specific flowchart by name
- Use -p to resume the specified process ID
- Use -a to resume all suspended flowcharts
Run

Run -p relative-path-from-partition-root -u Unica_Marketing_Platform_user_name [-h partition] [-c catalogFile] [-s] [-m]

The Run command opens and runs a specific single flowchart file, where relative flowchart path and file name, partition, catalog file and user name are given.

You can use the following syntax:

[-S dataSource -U db_User -P db_Password]*

☀ On Unix platforms, flowcharts will be executed by the Unix account specified as the username's alternate login. On Windows NT, the flowchart is run as the administrator's user login.

Options for the Run command

<table>
<thead>
<tr>
<th>Option</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>-h</td>
<td>Specifies the partition name</td>
</tr>
<tr>
<td>-m</td>
<td>Specifies that you are running multiple flowcharts. This option is not supported for batch flowcharts.</td>
</tr>
<tr>
<td>-p</td>
<td>Specifies the relative path from the partition root</td>
</tr>
<tr>
<td>-P</td>
<td>Specifies the data source password</td>
</tr>
<tr>
<td>-s</td>
<td>Specifies a synchronous run</td>
</tr>
<tr>
<td>-S</td>
<td>Specifies the data source</td>
</tr>
<tr>
<td>-u</td>
<td>Specifies the Unica Marketing user name</td>
</tr>
<tr>
<td>-U</td>
<td>Specifies the data source user name</td>
</tr>
</tbody>
</table>
| -v     | Specifies the user variable values for a flowchart directly in the command, using this syntax:  

[-v "varname=[']value[']"

| -x     | Specifies the user variable values for a flowchart in an XML file, using this syntax:  

[-x xml-filename] |
Example of XML file for -x argument

This sample XML file sets the user variable named UVAcctType to the value Gold.

Unica Campaign sets the user variable's value exactly as written in this file. Do not enclose the value in quotation marks if the value should not contain quotation marks.

```
<?xml version="1.0" encoding="UTF-8" standalone="yes" ?>
<UserVariables>
  <UserVar Name="UVAcctType">
    <Values>
      <Option>Gold</Option>
    </Values>
  </UserVar>
</UserVariables>
```

**Save**

Save {-s flowchart_name|-p pid|-a}

The `Save` command saves the current state of an active flowchart.

<table>
<thead>
<tr>
<th>Option</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>-s</td>
<td>Saves a single, specific flowchart by name defined by the <code>flowchart-name</code>.</td>
</tr>
<tr>
<td>-p</td>
<td>Saves a flowchart defined by the pid.</td>
</tr>
<tr>
<td>-a</td>
<td>Saves all running flowcharts.</td>
</tr>
</tbody>
</table>

**Set**

Set [variable[=value]]

The `Set` command displays and sets environment variables. Omit the value to view the current value and provide it to set the specified variable.

**Shutdown**

Shutdown [-f]

The `Shutdown` command shuts down the listener.

The system checks for any running flowchart. If running flowcharts are found, a warning message displays, asking for confirmation of shutdown.

To override and force shutdown, use `-f`. 
Status

Status [-d|-i] [-u] [-v | -c]

The **Status** command displays information both about running and suspended flowcharts (with flowchart name, owner, and file location).

<table>
<thead>
<tr>
<th>Option</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>d</td>
<td>Adds Server ID, Campaign Code and Campaign ID to the displayed output.</td>
</tr>
<tr>
<td>i</td>
<td>Displays the process ID (PID) only</td>
</tr>
<tr>
<td>u</td>
<td>Use this option when the displayed data contains non-ASCII characters.</td>
</tr>
<tr>
<td>v</td>
<td>Verifies the existence of the <code>unica_acsvr</code> processes before displaying output, which prevents crashed processes from being displayed in the Status list.</td>
</tr>
<tr>
<td>c</td>
<td>Verifies the existence of the <code>unica_acsvr</code> processes before displaying output, which prevents crashed processes from being displayed in the Status list. Option <code>c</code> also instructs the listener to clean up any temporary files in the partition <code>temp</code> directory that are associated with crashed server processes.</td>
</tr>
</tbody>
</table>

The **Status** command identifies the processes as follows:

- **c** - connected (client is connected to the listener process -- may be running, may not)
- **d** - disconnected (client is closed but the flowchart is running in the background)
- **o** - orphaned (client is not connected to the flowchart and it is not running in the background -- this is a lost process that cannot be reconnected to the listener and should be killed so people can log into it)

⚠️ A value of `<no writer>` in the WRITER column refers to a server process that does not have a client in edit mode, which may happen when no client is connected, and for login sessions.

Stop

Stop [-f] {-s flowchart_name | -p pid | -a}

The **Stop** command checks for active clients, warns if any are present (this can be overridden with the `-f` force option), and stops the Unica server processes.

<table>
<thead>
<tr>
<th>Option</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>-s</td>
<td>Stops a single, specific flowchart by name defined by the <code>flowchart_name</code></td>
</tr>
<tr>
<td>-p</td>
<td>Stops flowcharts by <code>pid</code>.</td>
</tr>
</tbody>
</table>
**Option** | **Description**
--- | ---
-a | Stops all running flowcharts.

To override and force stop, use `-f`.

**Suspend**

Suspend [-f] {-s flowchart_name | -p pid | -a}

The `Suspend` command allows you to “quiesce” a running campaign and save the state for later restart with the matching command, `Resume`. All flowcharts currently running an output process complete data export activities and the flowchart is then saved as a paused flowchart. This causes the least amount of work to be lost and preserves data integrity of output files. If flowcharts must be stopped immediately, issue a `Save` command followed by `Stop`.

<table>
<thead>
<tr>
<th>Option</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>-s</td>
<td>Suspends a single, specific flowchart by name defined by the <code>&lt;flowchart_name&gt;</code></td>
</tr>
<tr>
<td>-p</td>
<td>Suspends flowcharts specified by <code>pid</code></td>
</tr>
<tr>
<td>-a</td>
<td>Suspends all running flowcharts</td>
</tr>
</tbody>
</table>

The system finishes running any currently running processes, and does not allow any subsequent processes to start. The flowchart is saved and written to the list of suspended flowcharts.

The `-f` parameter allows you to force a suspend. Once suspended, the flowchart is written to the listener as a suspended flowchart.

⚠️ If the flowchart is not running at the time of Suspend, it is saved, but not written to the listener and cannot be started with `Resume`.

**Uncap (Unica Distributed Marketing)**

Uncap

The `Uncap` command revokes the `Cap (Unica Distributed Marketing)` command. See `Cap (Unica Distributed Marketing)`.

**Version**

Version
The `Version` command displays the version of `unica_svradm` and the version of the listener process to which you are connected. You can use this command to help troubleshoot a version mismatch error.

**To kill a running flowchart**

You may need to kill a flowchart to immediately stop it. Because flowchart names can be the same in different campaigns and sessions, you should follow the instructions in this section.

1. At the command prompt, enter the following command to obtain a list of running flowcharts on the server:
   ```
   % unica_svradm status
   ```
   Note that even if the flowchart names are the same, you can use the absolute path to uniquely identify a flowchart.

2. Note the PID associated with the flowchart that you want to kill.

3. To kill the flowchart, enter the following command at the command prompt, replacing `PID` with the PID of the flowchart that you want to kill:
   ```
   unica_svradm kill -p PID
   ```
   When a flowchart is killed, its buffer is not flushed to disk. Instead, the last checkpoint copy is saved.

---

**Unica Campaign session utility (unica_acsesutil)**

Use the Unica Campaign session utility (`unica_acsesutil`) to perform the following tasks:

- import and export campaigns, sessions, and flowcharts from one server to another;
- pass in a flowchart file or table catalog as input and generate a table catalog in either binary or XML format as output;
- update record counts and lists of distinct values for a session or a catalog.

The `unica_acsesutil` utility only supports importing and exporting objects between servers with the same version of Unica Campaign installed.

**Environment variables required for unica_acsesutil**

To run `unica_acsesutil`, the following environment variables must be set:

- `UNICA_PLATFORM_HOME`
On UNIX only, the database-specific library path appropriate to your UNIX platform:

- **LIBPATH** for AIX
- **SHLIB_PATH** for HP-UX
- **LD_LIBRARY_PATH** for Linux or Sun Solaris

### Unica Campaign session utility use cases

Use the session utility (unica_acsesutil) to perform the following tasks:

- Exporting and importing objects between servers
- Backing up sessions
- Updating record counts and lists of distinct values
- Manipulating table catalogs
- Documenting catalog contents

### Exporting and importing objects between servers

The unica_acsesutil utility only supports importing and exporting objects between servers with the same version of Unica Campaign installed.

Use **unica_acsesutil** to export and import campaigns, sessions, and flowcharts from one server to another, with the following limitations:

- Exporting campaigns or sessions exports only the associated system tables and metadata. Associated flowcharts must be exported separately; you can export flowcharts only one at a time.

- Before you can import a flowchart to a target system, its flowchart (**.ses**) file, as well as its associated campaign or session, must already exist on the target system. Therefore you should export and import all campaigns and sessions before exporting and importing their associated flowcharts, and you must manually copy the flowchart (**.ses**) files to the target server.

- Using the **-s** parameter to specify a Unica Campaign flowchart (**.ses**) file on which to operate is required regardless of the object type you are exporting or importing. When exporting or importing a campaign or session with multiple associated flowcharts, any of the associated **.ses** files can be used.

- When you attempt to import Unica eMessage or Unica Distributed Marketing flowcharts, **unica_acsesutil** checks to see that the relevant application is installed on the target system. If the required application is not installed on the target system, **unica_acsesutil** generates an error and the selected objects are not imported.
About the exporting and importing process

The process of moving objects between servers using unica_acsesutil is done in several stages, with some manual steps required:

1. Using the information in the flowchart (.ses) file specified with the -s option, the unica_acsesutil utility writes exported objects and information to an intermediate output file, specified by the -e option.

2. You manually move (copy) the output file to the target server.

   Before you can import a flowchart to a target system, its flowchart (.ses) file, as well as its associated campaign or session, must already exist on the target system. Therefore you should export and import all campaigns and sessions before exporting and importing their associated flowcharts, and you must manually copy the flowchart (.ses) files to the target server.

3. On the target server, you import the unica_acsesutil output file using the -i option.

About conflicts with existing data when importing

When unica_acsesutil imports data into the system tables (for example, session info, triggers, or custom macros), it checks whether each object already exists on the target system. The check is done based on internal object ID. That is, for campaigns, if the internal campaign ID is not unique, unica_acsesutil asks if the campaign should be overwritten. If you choose to overwrite the campaign, unica_acsesutil removes all data associated with the existing campaign on the target server, and then imports the new campaign. Similarly, when importing offers, unica_acsesutil checks the internal Offer ID for uniqueness.

If an object with the same ID already exists, you have the option to skip that object in the import process or to replace the existing object.

If you know that a conflicting object (such as a campaign, session, or offer) already exists on the target system prior to import, you should consider deleting the object before running the import, to avoid being prompted to resolve the conflict.

To export a campaign, session, or flowchart

```
unica_acsesutil -s <sesFileName> -h <partitionName> 
-e <exportFileName> [-f { flowchart | campaign | session }]
[-S <datasource> -U <DBusername> -P <DBpassword>]
```

Example: export campaign

```
unica_acsesutil -s "campaigns/Campaign C000001_C000001.ses" -h partition1 -e campaign.exp -f campaign
```
This example generates an output file named `campaign.exp` for exporting the campaign associated with Flowchart1, based on the “campaigns/Campaign C000001_C000001.ses” file located on partition1.

Example: export flowchart

```
unica_acsesutil -s “campaigns/Campaign C000001_C000001_Flowchart1.ses” -h partition1 -e flowchart.exp -f flowchart
```

This example generates an output file named `flowchart.exp` for exporting flowchart C000001_Flowchart1, based on the “campaigns/Campaign C000001_C000001_Flowchart1.ses” file located on partition1.

To import a campaign, session, or flowchart

⚠️ Before you can import a flowchart, its flowchart (.ses) file, as well as its associated campaign or session, must exist on the target system. Therefore, before importing a flowchart, you must: 1) manually copy the associated .ses file from the source system to the target system, and 2) import the associated campaign or session to the target system.

```
unica_acsesutil -s <sesFileName> -h <partitionName> 
- i <importFileName> [-f { flowchart | campaign | session }]
[-b { abort | replace | skip }]
[-S <datasource> -U <DBusername> -P <DBpassword>]
```

Example: import campaign

```
unica_acsesutil -s “campaigns/Campaign C000001_C000001.ses” -h partition1 -i campaign.exp -f campaign
```

This example uses the previously generated `campaign.exp` file and imports Campaign C000001 data to the system tables on the target system, as well as to the “campaigns/Campaign C000001_C000001.ses” file located on partition1.

Example: import flowchart

```
unica_acsesutil -s “campaigns/Campaign C000001_C000001_Flowchart1.ses” -h partition1 -i import.exp -f flowchart
```

This example uses the previously generated `flowchart.exp` file and imports the data associated with Campaign C000001_Flowchart1 to the system tables on the target system, as well as to the “campaigns/Campaign C000001_C000001_Flowchart1.ses” file located on partition1.
Unica Campaign session utility (unica_acsesutil)

**Backing up sessions**

Use the Unica Campaign session utility to back up sessions. You can write a script to export every file in the session directory and import them to a backup system.

**Updating record counts and lists of distinct values**

Use the Unica Campaign session utility to update record counts and/or lists of distinct values, as well as to schedule automatic re-computation of those counts.

Three parameters are available to indicate what type of counts to re-compute:

- `-n` -- recompute record counts only
- `-l` -- recompute list of distinct values only
- `-a` -- recompute record counts and list of distinct values for all tables

Use these options to recompute all record counts and/or list of values for a session (-s) or for a catalog (-t). You can combine these options with other options such as import (-i).

**To recompute counts for all mapped tables in a flowchart**

```
unica_acsesutil -s sesFileName -i importFileName
([-a | -n | -l ])[-S Datasource -U DBUser -P DBPassword]
```

**To recompute counts for tables in a table catalog**

```
unica_acsesutil -t catFileName
([-a | -n | -l ])[-S Datasource -U DBUser -P DBPassword]
```

⚠️ You must specify the parameters that define the database connection (-S, -U, -P) if the connection information is not stored in the flowchart.

**Manipulating table catalogs**

You can use the Unica Campaign session utility to manipulate table catalogs outside of Unica Campaign.

A common use of XML table catalogs is to perform global search and replace of data source names, for example to convert a table catalog developed for use against a test database, so that it works against a production database. In this case, you can export the table catalog as XML, perform global search and replace as needed, then save the XML table catalog and load it for use.

**Step 1 - Convert to XML format**

You use the Unica Campaign session utility only for the first step of this process, which is to generate an XML format file that contains all the data from the requested catalog. If the catalog is already in an XML format, this step is not required.

Use the command:
**Step 2 - Edit as needed**

You can now edit the XML file generated in step 1 as needed. To ensure that the file remains well formed, you should use an XML editor that checks the file syntax.

**Step 3 (optional) - Convert to binary format**

If required, you can convert the XML catalog file back to a binary format catalog.

Use the command:

```
unica_acsesutil -t <catFileName> -x -o <outputFileName>
```

❄ Keeping catalogs in XML format risks exposing data access passwords. If you maintain catalogs in XML format, you should ensure that the file(s) are protected at the operating system level.

**Step 4 - Load the new catalog in a session**

Are conversion back into a binary format, you can now load the new catalog into a session.

**Documenting catalog contents**

You can use two techniques to document catalog contents:

- Use an XML catalog file to generate a report
- Print table mappings using the Unica Campaign session utility

**Using an XML catalog file**

Use `unica_acsesutil` to generate an XML format file that contains all the data from the requested catalog.

There is currently no Unica utility to convert an XML catalog file into a user-friendly report.

**Printing table mappings**

Use `unica_acsesutil` to print out the table mapping information from a catalog.

Use the command:

```
unica_acsesutil -t catFileName -h partitionName -p
```
Unica Campaign session utility return values

The `unica_acsesutil` utility returns a value of 0 if it runs successfully. It returns a 1 if no files are found with the specified flowchart or catalog file name.

Unica Campaign session utility syntax

```
unica_acsesutil -s sesFileName -h partitionName
[-r | -c | -x [-o outputFileName]] [-u] [-v]
[{-e exportFileName [-f {flowchart | campaign | session}]}]
| [{-i importFileName [-t catFileName]
[{-b {abort | replace | skip}]
[{-p}] [-a | -n | -l]
[{-S dataSource -U DBUser -P DBPassword}]
[-y userName] [-z password]
[-j owner] [-K policy]
```

Unica Campaign session utility options

The `unica_acsesutil` utility supports the following options.

<table>
<thead>
<tr>
<th>Option</th>
<th>Syntax</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>-a</td>
<td>-a</td>
<td>Recomputes record counts and the list of distinct values for all tables.</td>
</tr>
<tr>
<td>-b</td>
<td>-b {abort</td>
<td>replace</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• abort — If a duplicate object is detected, the import aborts.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• replace — If a duplicate object is detected, replace it with the imported object.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• skip — If a duplicate object is detected, do not replace it and continue the import.</td>
</tr>
<tr>
<td>-c</td>
<td>-c &lt;outputFileName&gt;</td>
<td>Generates a table catalog in <code>outputFileName</code> in .cat format (Unica Campaign internal format). This option is ignored with the -s option.</td>
</tr>
<tr>
<td>Option</td>
<td>Syntax</td>
<td>Description</td>
</tr>
<tr>
<td>--------</td>
<td>--------</td>
<td>-------------</td>
</tr>
<tr>
<td>-e</td>
<td><code>-e &lt;exportFileName&gt;</code></td>
<td>Exports the object type specified by the <code>--f</code> option to a file named <code>exportFileName</code>. If the <code>--f</code> option is not used, by default a flowchart is set for export.</td>
</tr>
</tbody>
</table>
| -f     | `-f {flowchart | campaign | session}` | Specifies the type of object to export. If this option is omitted, by default a flowchart is set for export. If `-f` is used, requires one of the following arguments:  
- flowchart  
- campaign  
- session  |
<p>| -h     | <code>-h &lt;partitionName&gt;</code> | Specifies the name of the partition in which the flowchart file (specified with <code>-s</code>) is located. This parameter is required. |
| -i     | <code>-i &lt;importFileName&gt;</code> | Specifies the name of the file being imported. This should be a file that was exported using the <code>-e</code> option in a previous export operation. |
| -j     | <code>-j &lt;owner&gt;</code> | Specifies the owner of the file being imported or exported. |
| -k     | <code>-k &lt;policy&gt;</code> | Specifies the security policy of the file being imported. |
| -l     | <code>-l</code> | Recompute only the list of distinct values. |
| -n     | <code>-n</code> | Recompute only record counts. |
| -o     | <code>-o &lt;outputFileName&gt;</code> | Specify the catalog with the name <code>outputFileName</code>. If unspecified, the default is <code>catFileName.xml</code> or <code>catFileName.cat</code>, depending on whether you use the <code>-x</code> or <code>-c</code> option. The output file name should specify a destination directory when using wild cards. |
| -P     | <code>-P &lt;DBPassword&gt;</code> | Specifies the password for the database user account. Used in conjunction with the <code>--U</code> and <code>--S</code> options. |
| -p     | <code>-p</code> | Print table mappings to the console. |</p>
<table>
<thead>
<tr>
<th>Option</th>
<th>Syntax</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>-r</td>
<td>-r &lt;outputFileName&gt;</td>
<td>Generate a flowchart XML report in <code>outputFileName</code>. This parameter is ignored when you use the <code>-t</code> option (using a table catalog as input).</td>
</tr>
<tr>
<td>-S</td>
<td>-S &lt;dataSource&gt;</td>
<td>Specifies the name of the data source for the object being operated on. Use in conjunction with the <code>-U &lt;database_user&gt;</code> and <code>-P &lt;database_password&gt;</code> options.</td>
</tr>
<tr>
<td>-s</td>
<td>-s &lt;sesFileName&gt;</td>
<td>Specifies a Unica Campaign flowchart (.ses) file on which to operate. Specifying an .ses file is always required for exporting and importing, regardless of the object type (campaign, session, or flowchart). When exporting or importing a campaign or session with multiple associated flowcharts, any of the associated .ses files can be used. The file name should include the path below the partition in which this flowchart file is located (defined using the <code>-h</code> option). For example, a valid value for <code>-s</code> is: `<code>campaign/Campaign C00001_C00001_Flowchart 1.ses``. The </code>&lt;sesFileName&gt;` can contain wildcard characters to operate on multiple matching flowcharts.</td>
</tr>
<tr>
<td>-t</td>
<td>-t &lt;catFileName&gt;</td>
<td>Read a table catalog named <code>&lt;catFileName&gt;</code> as the input. The <code>&lt;catFileName&gt;</code> can contain wildcard characters.</td>
</tr>
<tr>
<td>-U</td>
<td>-U &lt;DBUserName&gt;</td>
<td>Specifies the user login for the data source specified by the <code>-S</code> option. Use in conjunction with the <code>-P</code> option, which specifies the database password for this database user.</td>
</tr>
<tr>
<td>-u</td>
<td>-u</td>
<td>Uses existing database authentication information when saving table catalogs.</td>
</tr>
<tr>
<td>-v</td>
<td>-v</td>
<td>Displays the version number and exits.</td>
</tr>
<tr>
<td>Option</td>
<td>Syntax</td>
<td>Description</td>
</tr>
<tr>
<td>--------</td>
<td>-----------------------</td>
<td>-----------------------------------------------------------------------------</td>
</tr>
<tr>
<td>-x</td>
<td>-x &lt;outputFileName&gt;</td>
<td>Generates a table catalog file in an alternate XML format in <em>outputFileName</em>. If the input table catalog is a .cat file, it generates a corresponding .xml file, and vice versa.</td>
</tr>
<tr>
<td>-y</td>
<td>-y &lt;userName&gt;</td>
<td>Specifies the Unica Marketing user name.</td>
</tr>
<tr>
<td>-z</td>
<td>-z &lt;password&gt;</td>
<td>Specifies the password for the Unica Marketing user specified by the -y option.</td>
</tr>
</tbody>
</table>

**Unica Campaign cleanup utility (unica_acclean)**

Use the cleanup utility *(unica_acclean)* to identify and clean up temporary files and database tables in the current partition. The cleanup utility can be used on both the Unica Campaign system tables database and on user tables databases.

Users running this utility must have the “Perform Cleanup Operations” permission, granted by their Unica Campaign administrator. If users attempt to run this utility without the appropriate privileges, the tool terminates after displaying an error.

⚠️ This tool does not operate across partitions. Each time it is run, unica_acclean operates on tables and files only in the specified partition.

The following items can be identified and cleaned up by the utility:

- temporary files and tables associated with a specified object or object type, based on given criteria.
- orphaned temporary files and tables -- temporary files and tables that have been left behind after their associated object was deleted.

**Environment variables required for unica_acclean**

To run unica_acclean, the following environment variables must be set:

- UNICA_PLATFORM_HOME
- CAMPAIGN_HOME
- LANG

Setting CAMPAIGN_PARTITION_HOME is optional.
Unica Campaign cleanup utility use cases

Use the cleanup utility (unica_acclean) to perform the following tasks:

- Generating a list of orphaned files and tables
- Deleting the files and tables listed in a file
- Deleting all orphaned temp files and tables
- Generating a list of files and tables selectively by object type and criteria
- Deleting files and tables selectively by object type and criteria

Generating a list of orphaned files and tables

You can use the cleanup utility to identify and output a list of orphaned temp files and tables.

🌟 Unica recommends as a best practice that you output a list of identified orphaned files and tables for verification before performing deletions using the cleanup utility, rather than running the utility to immediately delete files and tables. This can help prevent accidental deletes; there is no recovery after deletion.

To output a list of orphaned files and tables

unica_acclean -o <list file name> -w orphan

For this usage, -w orphan is required, and you cannot specify any criteria.

Use the -o option to specify the file name. You can also specify the path where you want the file to be saved. If you do not include the path, the file is saved in the same directory as the unica_acclean utility.

Example

unica_acclean -o “OrphanList.txt” -w orphan

This example generates a list of orphaned files and tables and writes it to the file OrphanList.txt.

Deleting the files and tables listed in a file

You can use the cleanup utility to delete all temp files and temp tables listed in a file generated by the utility.

To delete the files and tables listed in a file

unica_acclean -d -i “OrphanList.txt”

where OrphanList.txt is the file containing the list of files to be deleted, generated by the cleanup utility.
If a line is read from the list file that is not a temp file or a temp table, the cleanup tool skips that item and logs an error to the console and the log file indicating that the item will not be deleted.

**Deleting all orphaned temp files and tables**

You can use the cleanup utility to delete all temp files and tables that it identifies as being orphaned, from the system and user tables databases and the file system.

**To delete all orphaned temp files and tables from your system**

`unica_acclean -d -w orphan`

**About orphaned files and tables**

The `unica_acclean` utility determines whether files and tables are orphaned in the following way:

**Tables**

The utility scans databases in the current partition to obtain the list of temporary tables. Tables are identified as “temporary” based on the “TempTablePrefix” or “ExtractTablePrefix” properties specified for each data source on the Unica Marketing Platform Configuration page.

Once the list of temporary tables is compiled, all flowchart files in the system are scanned to see if any of these temporary tables are used by a flowchart. Any temporary table not referenced by a flowchart is considered orphaned.

* The cleanup utility scans only those data sources defined in the Unica Marketing Platform User Administration module for the user running the utility. Therefore, users running the cleanup utility should always make sure that they have authentication rights to the global or appropriate set of data sources for scanning.

**Files**

The utility scans two locations to identify temporary files:

- the partition’s temp directory (`<partition home>/<partition>/tmp`) to obtain the list of files identified as “temporary” files based on the `.t~#` extension.
- the `<partition home>/<partition>/[campaigns | sessions]` directory for files having a known Unica Campaign temp file extension.

Once the list of temporary files is compiled, all flowchart files in the system are scanned to see if any of these temporary files are not used by any flowchart. Any temporary file not referenced by a flowchart is considered orphaned.
Generating a list of files and tables selectively by object type and criteria

You can use the cleanup utility to generate a list of files and tables by object type and criteria.

To generate a list of files and tables selectively by object type and criteria

unica_acclean -o <list file name> -w {flowchart | campaign | session | sessionfolder | campaignfolder} -s criteria [-r]

Example: list temp files and tables by campaign folder

unica_acclean -o "JanuaryCampaignsList.txt" -w campaignfolder -s "NAME='JanuaryCampaigns'" -r

This example generates a list of temporary files and tables associated with campaigns and flowcharts in the campaign folder named “JanuaryCampaigns” as well as all subfolders of “JanuaryCampaigns”, and writes it to the file JanuaryCampaignsList.txt.

Example: list temp files and tables by flowchart LASTRUNENDDATE

unica_acclean -o "LastRun_Dec312006_List.txt" -w flowchart -s "LASTRUNENDDATE < '31-Dec-06'"

This example generates a list of all temp files and tables with LASTRUNENDDATE earlier than December 31, 2006, in all flowcharts, and writes it to the file LastRun_Dec312006_List.txt.

🌟 Make sure that any date criteria are specified in the correct date format for your database.

Deleting files and tables selectively by object type and criteria

You can use the cleanup utility to delete temporary files and tables by object type and criteria.

To delete files and tables selectively by object type and criteria

unica_acclean -d -w {flowchart | campaign | session | sessionfolder | campaignfolder} -s <criteria> [-r]

Example: delete temp files and tables by campaign folder

unica_acclean -d -w campaignfolder -s "NAME='JanuaryCampaigns'" -r

This example deletes temporary files and tables associated with campaigns and flowcharts in the campaign folder named “JanuaryCampaigns”, as well as to all subfolders of “JanuaryCampaigns”.

Version 8.1.1
Example: delete temp files and tables by flowchart LASTRUNENDDATE

```
unica_acclean -d -w flowchart -s "LASTRUNENDDATE < '31-Dec-06'"
```

This example deletes all temp files and tables with LASTRUNENDDATE earlier than December 31, 2006, in all flowcharts.

Make sure that any date criteria are specified in the correct date format for your database.

---

Campaign cleanup utility syntax

```
unica_acclean {-d|-o <list file name>} 
-w {flowchart | campaign | session | sessionfolder | campaignfolder | other} -s <criteria> 
[-u <user name>] [-p <password>] [-n <partition name>] 
[-l {low|medium|high|all}] 
[-f <log file name>]
```

The cleanup utility is non-interactive unless user name or password are not specified. If user name is not specified, the tool prompts for user name and password. If password is not specified, the tool prompts for password.

---

Campaign cleanup utility options

The `unica_acclean` utility supports the following options.

<table>
<thead>
<tr>
<th>Option</th>
<th>Syntax</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>-d</td>
<td>-d</td>
<td>Deletes temp tables and files. All flowchart files are scanned, and based on the result, temporary files and tables are determined.</td>
</tr>
<tr>
<td>-f</td>
<td>-f &lt; log file name &gt;</td>
<td>Specifies the name of the file where errors are logged, located in the <code>&lt;PARTITION_HOME&gt;/logs</code> directory. By default, this file is named <code>unica_acclean.log</code>. You can modify the log file name, but specifying a different location is not currently supported.</td>
</tr>
<tr>
<td>-h</td>
<td>-h</td>
<td>Displays usage help. Any invalid command line invocation also displays the help.</td>
</tr>
<tr>
<td>-i</td>
<td>-i &lt; clean file name &gt;</td>
<td>Specifies the file listing the items to be deleted. Best practice is to use the same file generated by the cleanup tool, using the <code>-o</code> option.</td>
</tr>
</tbody>
</table>
### Unica Campaign cleanup utility (unica_acclean)

<table>
<thead>
<tr>
<th>Option</th>
<th>Syntax</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>-l</td>
<td>`-l {low</td>
<td>medium</td>
</tr>
<tr>
<td>-n</td>
<td><code>-n &lt;partition name&gt;</code></td>
<td>Use this option to supply the name of the partition. If the partition name is not specified, the default of “partition 1” is used.</td>
</tr>
<tr>
<td>-o</td>
<td><code>-o &lt;listfilename&gt;</code></td>
<td>Outputs the list of tables and files to the specified file, but does not delete them.</td>
</tr>
<tr>
<td>-p</td>
<td><code>-p &lt;password&gt;</code></td>
<td>Must be used when the <code>-u</code> option is used. The <code>-u</code> and <code>-p</code> options must be used together. Use this option to supply the password for the user specified with the <code>-u</code> option.</td>
</tr>
<tr>
<td>-r</td>
<td><code>-r</code></td>
<td>This option can be used only with the <code>-w</code> option for either campaignfolder or sessionfolder objects. When a folder is specified for cleanup and the <code>-r</code> option is added, the unica_acclean tool performs the operation for all subdirectories of the specified folder. If only the <code>-w</code> option is used with a folder, unica_acclean performs the operation only on the top level folder.</td>
</tr>
</tbody>
</table>
| -s     | `-s <criteria>` | Used with the `-w` option, defines criteria for cleanup, specified as a SQL query. The SQL LIKE operator can be used to do a search based on wild cards. Any data table column for the specified object can be used as a criterion: 

  - When specifying a campaign folder or session folder as the object, criteria are based on columns in the UA_Folder table. 
  - When specifying a campaign as the object, criteria are based on columns in the UA_Campaign table. 
  - When specifying a flowchart as the object, criteria are based on columns in the UA_Flowchart table. 
  - When specifying a session as the object, criteria are based on columns in the UA_Session table. |
<table>
<thead>
<tr>
<th>Option</th>
<th>Syntax</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>-u</td>
<td>-u &lt;user name&gt;</td>
<td>Must be used when the -p option is used. The -u and -p options must be used together. Use this option to supply the Unica Marketing user name of the user running the utility.</td>
</tr>
<tr>
<td>-v</td>
<td>-v</td>
<td>Displays version and copyright information for the cleanup utility.</td>
</tr>
<tr>
<td>-w</td>
<td>-w {flowchart</td>
<td>campaign</td>
</tr>
</tbody>
</table>

### Unica Campaign report generation utility (unica_acgenrpt)

*unica_acgenrpt* is a command-line report generation utility that exports a flowchart cell report from a specified flowchart. The report is generated from the flowchart's `.ses` file. Use the *unica_acgenrpt* utility to generate and export the following types of cell reports:

- Cell List
- Cell Variable Profile
- Cell Variable Crosstab
- Cell Content

For more information about these reports, see the *Unica Campaign User's Guide*.

The default file name of the exported file is unique and based on the flowchart name. It is saved in the directory you specify. If the file already exists, it is overwritten. The default file format is tab-delimited.
The exported file contains the current data from the flowchart's .ses file. If a flowchart is writing to the .ses file when the unica_acgenrpt utility is run, the resulting report file could contain data from the previous run of the flowchart. If you are invoking the unica_acgenrpt utility using an on-success trigger, your script should contain an appropriate delay before executing unica_acgenrpt to account for the length of time that your flowcharts will need to finish writing to the .ses file. The amount of time required to save the .ses file varies greatly depending upon the size and complexity of the flowchart.

Use of the unica_acgenrpt utility requires the Run genrpt Command Line Tool permission in the Administrative Roles security policy. For more information on security policies and permissions, see Managing Security in Unica Campaign.

Use case: capture cell counts from flowchart runs

To analyze cell counts over time, use the unica_acgenrpt utility to capture the cell counts from flowchart production runs. For the report type, specify CellList.

To automate this data capture, use an on-success trigger in your flowcharts to call a script that invokes the unica_acgenrpt utility. Use the <FLOWCHARTFILENAME> token to return the full path name of the flowchart's .ses file. To make the data available for analysis, use another script that loads the resulting export file into a table.

Unica Campaign report generation utility syntax

The unica_acgenrpt utility has the following syntax:

```
unica_acgenrpt -s <sesFileName> -h <partitionName> -r <reportType> [-p name=value]* [-d <delimiter>] [-n] [-i] [-o <outputFileName>] [-y <user>] [-z <password>] [-v]
```

Unica Campaign report generation utility options

The unica_acgenrpt utility supports the following options.
### Option Syntax Description

<table>
<thead>
<tr>
<th>Option</th>
<th>Syntax</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>-s</td>
<td>-s &lt;sesFileName&gt;</td>
<td>Specifies a Unica Campaign flowchart (.ses) file on which to operate. The file name should include the path below the partition in which this flowchart file is located (defined using the -h option). For example, a valid value for -s is: “campaign/Campaign C00001_C00001_Flowchart 1.ses” The &lt;sesFileName&gt; can contain wildcard characters to operate on multiple matching flowcharts.</td>
</tr>
<tr>
<td>-h</td>
<td>-h &lt;partitionName&gt;</td>
<td>Specifies the name of the partition in which the flowchart file (specified with -s) is located.</td>
</tr>
</tbody>
</table>
| -r     | -r <reportType> | Specifies the type of report to be generated. Valid values include the following:  
  - CellList (Cell List report)  
  - Profile (Cell Variable Profile report)  
  - XTab (Cell Variable Crosstab report)  
  - CellContent (Cell Content report) |
| -p     | -p <name>=<value> | Specifies report parameters using name=value pairs. The -p option can appear multiple times, and must appear after the -r option. For a list of valid name=value pairs supported by the -p option, see Parameters used with the unica_acgenrpt -p option. |
| -d     | -d <delimiter> | Used to separate columns in the output file. The default is TAB. |
| -n     | -n | Includes column names before the report data in the output file. |
| -i     | -i | Appends a unique text identifier to the end of the output file. |
| -o     | -o <outputFileName> | Specifies the output file name. The default is <sesFileName> with .ses replaced by .csv; specifies a destination directory when using wildcards. |
| -y     | -y <user> | Specifies a login user name for Unica Campaign. |
### Option Syntax Description

<table>
<thead>
<tr>
<th>Option</th>
<th>Syntax</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>-z</td>
<td>-z &lt;password&gt;</td>
<td>Specifies the password for the user login.</td>
</tr>
<tr>
<td>-v</td>
<td>-v</td>
<td>Displays the version number of the utility and exits.</td>
</tr>
</tbody>
</table>

**Parameters used with the unica_acgenrpt -p option**

The `unica_acgenrpt` utility's `-p` option allows you to specify the following parameters using name=value pairs for the Cell Variable Profile, Cell Variable Crosstab, and Cell Content reports.

**Cell Variable Profile report**

<table>
<thead>
<tr>
<th>Parameter name</th>
<th>Usage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>cell</td>
<td>Required</td>
<td>Name of a cell you want to profile.</td>
</tr>
<tr>
<td>field</td>
<td>Required</td>
<td>Name of the field you want to use to profile the cell.</td>
</tr>
<tr>
<td>cell2</td>
<td>Optional</td>
<td>Name of an additional cell to profile.</td>
</tr>
<tr>
<td>bins</td>
<td>Optional</td>
<td>Number of bins you want to include in the report. If the number you specify is less than the number of different field values, some fields will be joined in one bin. The default is 25.</td>
</tr>
<tr>
<td>meta</td>
<td>Optional</td>
<td>Specifies whether you want to profile by meta type. Valid values are <code>TRUE</code> and <code>FALSE</code>. The default is <code>TRUE</code>.</td>
</tr>
</tbody>
</table>

**Cell Variable Crosstab report**

<table>
<thead>
<tr>
<th>Parameter name</th>
<th>Usage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>cell</td>
<td>Required</td>
<td>Name of a cell you want to profile.</td>
</tr>
<tr>
<td>field1</td>
<td>Required</td>
<td>Name of the first field you want to use to profile the cell.</td>
</tr>
<tr>
<td>field2</td>
<td>Required</td>
<td>Name of the second field you want to use to profile the cell.</td>
</tr>
<tr>
<td>cell2</td>
<td>Optional</td>
<td>Name of an additional cell to profile.</td>
</tr>
</tbody>
</table>
### Parameter name

<table>
<thead>
<tr>
<th>Parameter name</th>
<th>Usage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>bins</td>
<td>Optional</td>
<td>Number of bins you want to include in the report. If the number you specify is less than the number of different field values, some fields will be joined in one bin. The default is 10.</td>
</tr>
<tr>
<td>meta</td>
<td>Optional</td>
<td>Specifies whether you want to profile by meta type. Valid values are TRUE and FALSE. The default is TRUE.</td>
</tr>
</tbody>
</table>

### Cell Content report

<table>
<thead>
<tr>
<th>Parameter name</th>
<th>Usage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>cell</td>
<td>Required</td>
<td>Name of the cell you want to include in the report.</td>
</tr>
<tr>
<td>field</td>
<td>Optional</td>
<td>Name of a field you want to include in the report. Repeat multiple times to specify additional fields. If no field is specified, the report displays values for the audience field(s).</td>
</tr>
<tr>
<td>records</td>
<td>Optional</td>
<td>Number of records you want to include in the report. The default is 100.</td>
</tr>
<tr>
<td>skipdups</td>
<td>Optional</td>
<td>Specifies whether you want to skip records with duplicate ID values. Enabling this option is useful if you are using non-normalized tables. Valid values are TRUE and FALSE. The default is FALSE.</td>
</tr>
</tbody>
</table>

---

**ActiveX cleanup utility (uacflchk)**

The Unica Campaign ActiveX cleanup utility, uacflchk.exe, is designed to resolve Object not Loaded / Object does not support this property or method errors when a user tries to access Unica Campaign pages with ActiveX controls. This problem most often occurs when the files needed to run ActiveX are not downloaded to the Windows Downloaded Program Files directory.

The utility runs in two modes: check and clean. You should run the utility in check mode first, to ensure that you take any necessary action before running the tool in clean mode.

The uacflchk.exe file is located in the tools\win32 directory under your Unica Campaign installation.
ActiveX cleanup utility prerequisites

The following requirements must be met before running the uacflchk utility:

- The uacflchk utility must have access to the file system and registry of the machine where you want to perform the cleanup. Copy it to the machine where you want to perform the cleanup or run it from a mapped drive.
- Close all browser windows before running the utility.

ActiveX cleanup utility syntax

The uacflchk utility has the following syntax:

```
uacflchk
uacflchk /clean
uacflchk /clean /q
```

Running the ActiveX cleanup utility in check mode (no options)

Running the uacflchk utility in check mode (no options) returns a listing of the relevant registry entries, dependencies, conflicting files, and missing files. These messages tell you where the problem lies, so you can take the appropriate action.

You should run the utility in check mode first, to ensure that you take any necessary action before running the tool in clean mode.

ActiveX cleanup utility check mode messages

This lists shows the possible messages and the actions you should take for each message when running the uacflchk utility in check mode (no options).

- **Message: Found <file> as <path>**.
  
  This means: The file is registered in the path noted.
  
  Do this: Run the tool in cleanup mode.

- **Message: Found conflicting files in <path>**.
  
  This means: An installed file was found in an unexpected location.
  
  Do this: This will probably not cause a problem but is reported for your information.

- **Message: Could not delete file/directory**.
  
  This means: A file or directory delete operation could not be performed. Either the user does not have sufficient privileges to delete the file/directory, or the file/directory is in use.
  
  Do this: Ensure that the user has sufficient privileges for the operation and shut down any application that may be accessing the file.
• **Message: Could not obtain download information.**
  This means: An attempt to query the registry for download information failed.
  Do this: Ensure that the user has sufficient privileges to access the registry and that the registry is not corrupt.

• **Message: Found wrong dependency.**
  This means: A previous download was found but contained unexpected files.
  Do this: Contact Unica Technical Support.

**ActiveX cleanup utility options**

The *uacflchk* utility can be run with no options (check mode) or with the following options:

<table>
<thead>
<tr>
<th>Option</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>/clean</td>
<td>Search for ActiveX components in the Windows registry entries and file system. Asks whether to delete registry entries and files under %WINDIR\Downloaded Program Files. Other files will be reported but not deleted as they probably will not cause any problems. When used with the /q option, deletes without prompts.</td>
</tr>
<tr>
<td>/q</td>
<td>Delete files and registry entries without prompting. Used with the \clean option.</td>
</tr>
</tbody>
</table>

**Database testing utilities**

Unica Campaign supports the following command-line database testing utilities, which you can use to test connections to a target database, to execute queries and to perform a variety of tasks:

- cxntest utility
- odbctest utility
- db2test utility
- oratest utility

These utilities are in the /Campaign/bin directory on the Unica Campaign server.

**cxntest utility**

The *cxntest* utility allows you to test connections to a target database and, once connected, to issue a variety of commands.
To use the cxntest utility

1. From a command prompt on the Unica Campaign server, run the cxntest utility.
2. The cxntest utility is prompt-driven. You must enter the following information at the prompts:
   a. The name of the connection library for your database
   b. The name of the data source
   c. A database user ID
   d. The password associated with the database user ID
   The utility does not prompt for confirmation of your selections.
3. If the connection is successful, you can enter the following commands at the prompt:
   • `bprint [pattern]`
     Performs an array fetch on a list of tables, 500 at a time. Can optionally specify a search pattern.
   • `describe table`
     Describes the specified table. Returns each column name and its corresponding data type, storage length, precision, and scale.
   • `exit`
     Terminates the database connection and exits.
   • `help`
     Displays a list of supported commands.
   • `print [pattern]`
     Returns a list of tables. Can optionally specify a search pattern.
   • `quit`
     Terminates the database connection and exits.
   • `SQL_command`
     Executes any valid SQL command or series of SQL commands.

odbctest utility

The odbctest utility allows you to test Open DataBase Connectivity (ODBC) connections to a target database and, once connected, to issue a variety of commands. It is supported on AIX, Solaris, Windows and HP-UX systems (32-bit only).

For Oracle and DB2 databases, use their native utilities.
To use the odbctest utility

1. From a command prompt on the Unica Campaign server, run the `odbctest` utility. The `odbctest` utility returns a list of databases that you can connect to, similar to the following:

   Registered Data Sources:
   - MS Access Database (Microsoft Access Driver (*.mdb))
   - dBASE Files (Microsoft dBase Driver (*.dbf))
   - Excel Files (Microsoft Excel Driver (*.xls))

2. The `odbctest` utility is prompt-driven. You must enter the following information exactly at the prompts:
   a. The name of the database you want to connect to (taken from the list of Registered Data Sources)
   b. A database user ID
   c. The password associated with the database user ID
   The utility does not prompt for confirmation of your selections.

3. When you have successfully connected to the database, the `odbctest` utility prints out messages like the following and presents you with a command prompt:

   Server ImpactDemo conforms to LEVEL 1.
   Server's cursor commit behavior: CLOSE
   Transactions supported: ALL
   Maximum number of concurrent statements: 0
   For a list of tables, use PRINT.

4. You can enter the following commands at the prompt:
   - `bulk [number_of_records]`
     Sets the number of records to return, as specified by `number_of_records`. The default is 1.
   - `descres SQL_command`
     Describes the columns returned by the SQL command specified by `SQL_command`.
   - `describe pattern`
     Describes the table or tables specified by `pattern`. Returns the corresponding type, data type, storage length, precision, and scale.
   - `exit`
     Terminates the database connection and exits.
   - `help`
     Displays a list of supported commands.
Database testing utilities

- **print** *[pattern]*
  Returns a list of tables. Can optionally specify a search *pattern*.
- **quit**
  Terminates the database connection and exits.
- **SQL_command**
  Executes any valid SQL command or series of SQL commands.
- **typeinfo**
  Returns a list of supported data types for the database.

**db2test utility**

The db2test utility allows you to test connections to a DB2 database and, once connected, to issue a variety of commands.

**To use the db2test utility**

1. From a command prompt on the Unica Campaign server, run the db2test utility.
   
   The db2test utility returns a list of databases (registered data sources) that you can connect to.

2. The db2test utility is prompt-driven. You must enter the following information exactly at the prompts:
   
   - The name of the database you want to connect to (taken from the list of Registered Data Sources)
   - A database user ID
   - The password associated with the database user ID

   The utility does not prompt for confirmation of your selections.

3. When you have successfully connected to the database, the db2test utility prints out messages like the following and presents you with a command prompt:

   ```
   Server ImpactDemo conforms to LEVEL 1.
   Server's cursor commit behavior: CLOSE
   Transactions supported: ALL
   Maximum number of concurrent statements: 0
   For a list of tables, use PRINT.
   ```

4. You can enter the following commands at the prompt:
   
   - **describe** *[pattern]*
     
     Describes the table or tables specified by *pattern*. Returns the corresponding type, data type, storage length, precision, and scale.
• exit
  Terminates the database connection and exits.
• help
  Displays a list of supported commands.
• print [pattern]
  Returns a list of tables. Can optionally specify a search pattern.
• quit
  Terminates the database connection and exits.
• SQL_command
  Executes any valid SQL command or series of SQL commands.
• typeinfo
  Returns a list of supported data types for the database.

oratest utility

The oratest utility allows you to test connections to an Oracle server.

To use the oratest utility

1. From a command prompt on the Unica Campaign server, run the oratest utility.
2. The oratest utility is prompt driven. You must enter the following information exactly at the prompts:
   a. The name of the Oracle server you want to connect to
   b. A database user ID
   c. The password associated with the database user ID

   The utility does not prompt for confirmation of your selections.

   If successful, the oratest utility prints a Connection Successful message and exits with a return value of zero (0).

Database load utilities

Unica Campaign offers support for using database load utilities to increase performance for pushing ID lists into temporary tables, and for exporting data back into the database. This functionality works with most common database load utilities, which are available directly from the database vendors. It is your responsibility to obtain licensed copies of these utilities.
Database load utilities

The Unica Campaign load support is controlled through a series of properties defined on the Unica Marketing Platform Configuration page. For more information, see the *Unica Marketing Platform Administrator’s Guide*.

When you use most database load utilities, you must also specify a control file. Unica Campaign can generate this file dynamically based on a control file template that you configure. You only need to configure these files once; no changes are required from the user interface.

When Unica Campaign needs to populate data to the database (for example, for a Snapshot process or a contact process such as MailList, or an ID list into temporary tables), it does the following:

1. Creates a temporary data file as fixed width or delimited text.
   
   If specified by the `LoaderControlFileTemplate` property, a temporary control file is dynamically created based on the template file and the list of fields that need to be sent to the database.

2. Issues the command specified by the `LoaderCommand` property. This can be either a direct call to the database load utility executable or a call to a script that launches the database load utility.

3. Cleans up the temporary data file and control file.

   This functionality allows you to load data into a new or empty database table and append data to an existing database table.

Unica Campaign does not support using load utilities to update records in an existing database table.

Fast loader repeated tokens

When you create a `LoaderControlFileTemplate` or a `LoaderControlFileTemplateForAppend`, a list of special tokens is repeated once for each field in the outbound table.

The tokens available are described in the following table:

<table>
<thead>
<tr>
<th>Token</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><code>&lt;CONTROLFILE&gt;</code></td>
<td>This token is replaced with the full path and file name to the temporary control file that Campaign generates according to the template that is specified in the <code>LoaderControlFileTemplate</code> parameter.</td>
</tr>
<tr>
<td><code>&lt;DSN&gt;</code></td>
<td>This token is replaced with the value of the <code>DSN</code> property. If the <code>DSN</code> property is not set, the <code>&lt;DSN&gt;</code> token is replaced by the data source name used in the category name for this data source (the same value used to replace the <code>&lt;DATABASE&gt;</code> token).</td>
</tr>
<tr>
<td>Token</td>
<td>Description</td>
</tr>
<tr>
<td>-------------</td>
<td>---------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>&lt;DATABASE&gt;</td>
<td>This token is replaced with the name of the data source that Campaign is loading data into. This is the same data source name used in the category name for this data source.</td>
</tr>
<tr>
<td>&lt;DATAFILE&gt;</td>
<td>This token is replaced with the full path and file name to the temporary data file created by Campaign during the loading process. This file is in the Campaign Temp directory, UNICA_ACTMPDIR.</td>
</tr>
<tr>
<td>&lt;NUMFIELDS&gt;</td>
<td>This token is replaced with the number of fields in the table.</td>
</tr>
<tr>
<td>&lt;PASSWORD&gt;</td>
<td>This token is replaced with the database password from the current flowchart connection to the data source.</td>
</tr>
<tr>
<td>&lt;TABLE&gt;</td>
<td>This token is obsolete, but is supported for backward compatibility. See &lt;TABLENAME&gt;, which replaced &lt;TABLE&gt; as of version 4.6.3.</td>
</tr>
<tr>
<td>&lt;TABLENAME&gt;</td>
<td>This token is replaced with the database table name that Campaign is loading data into. This is the target table from your Snapshot process or the name of the Temp Table being created by Campaign.</td>
</tr>
<tr>
<td>&lt;USER&gt;</td>
<td>This token is replaced with the database user from the current flowchart connection to the data source.</td>
</tr>
</tbody>
</table>

In addition to these special tokens, every line includes other characters. To include a single character on every line except the last line, the character can be enclosed within angle brackets. You can enclose only a single character between the angle bracket (< >) characters for this functionality.

This is commonly used to separate the list of fields with a comma. For example, the following syntax generates a comma-separated list of field names:

```
<FIELDNAME><,>
```

The angle bracket (< >) characters around the comma indicate that the comma should be present on every line, after every inserted field name, except the last.

If any sequence of characters does not fit this requirement, it is repeated every time, including the last. So for example, to generate a parenthesized, comma-separated list of field names in which each field name is preceded by a colon, you can use the following syntax:

```
( :<FIELDNAME><,>
 )
```
Database load utilities

Because the colon is not enclosed within angle bracket (< >) characters, it repeats for every line; however, the comma appears on every line except the last. It might produce output as follows:

```
(  :FirstName,  
   :LastName,  
   :Address,  
   :City,  
   :State,  
   :ZIP  
)
```

Note that the comma does not appear after the last field name (ZIP), yet the colon appears before every field name.
16 Configuring Unica Campaign for Non-ASCII Data or Non-US Locales

- Introduction
- About using non-ASCII data or non-US locales
- Configuring Unica Campaign for a non-ASCII language or a non-US locale
- Configuring Unica Campaign for multiple locales

Introduction

Unica Campaign and Unica PredictiveInsight support the use of localized data and non-United States locales, including multiple user-preferred locales within the same installation of the Unica application. To ensure that your application is set up to work correctly with non-ASCII data, non-United States locales, or user-specified locales, you must perform some specific configuration tasks. Unica strongly recommends that you avoid using your Unica application before you have completely configured your system and tested it for your data and locale. It is recommended that you perform these configuration steps on a new installation of the application.
About using non-ASCII data or non-US locales

Before you perform any of the configuration procedures, you should understand the basic concepts as they apply to data and locale configuration in your Unica application. This section includes the following:

• "About character encodings".
• "About interaction with non-ASCII databases".
• "About the multi-locale feature".

About character encodings

A character encoding is the means by which human language is represented on a computer. Many different encodings are used to represent different languages. In order to configure your Unica application to work with non-ASCII languages, you need to understand the character encodings used to store textual data in both your files and your databases. Special cases in character encoding occur in some text formats. For more details, see .

The supported encodings are listed in .

About interactions with non-ASCII databases

When an application communicates with a database, several language-sensitive areas must be understood between them, including:

• The format of date and time fields
• The encoding of text in character-based fields
• The sorting order expected in ORDER BY clauses of SQL SELECT statements

Unica Campaign and Unica PredictiveInsight communicate directly with the database client and the client communicates with the database. Each database varies in how it handles language-sensitive data. You must understand the encoding and date format that your database server and client use, and ensure that you configure your Unica application correctly for these settings.

The format of date and time fields

The format of a date field can have various characteristics, including:

• Order of the day, month, and year
• Delimiters between day, month, and year
• Representation of fully-written-out dates
• Type of calendar (Gregorian or Julian)
• Abbreviated and full weekday names
• Abbreviated and full month names

The format of a time field can have various characteristics, including:
• The hour format (for example, 12-hour or 24-hour format)
• The representation of minutes and seconds
• The locale-specific indicator for AM/PM

If you use the multi-locale feature, you should not use date formats containing 3-letter months (MMM), %b (abbreviated month name), or %B (full month name). Instead, you should use a delimited or fixed format with a numeric value for the month. For more details about date formats, see . For more details about the multi-locale feature, see .

---

Date and time formats can appear in SQL statements as well as in the data returned by the database (called a resultset). Some database clients support or require different formats between SQL statements (output) and resultsets (input). The Configuration page for Unica Campaign includes a parameter (DateFormat, DateOutputFormatString, DateTimeFormat, and DateTimeOutputFormatString) for each of the different formats.

---

The encoding of text in character-based fields

Data in CHAR, VARCHAR, and other text-based fields have a specific character encoding. When databases are created, they might specify the encoding that will be used throughout the database. Unica Campaign and Unica PredictiveInsight can be configured to use one of many different character encodings on a database-wide scale. Per-column encodings are not supported.

One feature that is common in modern databases is that the database client will transcode between the encoding of the database and the encoding that an application uses. This is common in the case where an application uses some form of Unicode, but the database uses a language-specific encoding.

---

About the multi-locale feature

Unica Campaign supports multiple languages and locales for a single installation. Unica Campaign has a default language and locale which is set during installation, but an individual locale preference can optionally be set for each user in Unica Marketing.

Setting a user’s locale preference is optional. Unless a preferred locale is set explicitly in Unica Marketing for a user, there is no “preferred” locale at the user level, and when that user logs in, Unica Campaign displays in the suite-level locale set in Unica Marketing.
When a preferred locale is explicitly set for a user, this preference overrides the suite-level setting, and when this user logs in to Unica Campaign, Unica Campaign’s interface displays in the user’s preferred language and locale. This setting is applied until the session ends (that is, when the user logs out). Thus, the multi-locale feature allows multiple users to log in to Unica Campaign and work simultaneously, each in their preferred language and locale. For details about setting user locale preferences in Unica Marketing, see .

To configure your system for multi-locale functionality, see . You complete the tasks in that section after configuring Unica Campaign for a non-ASCII language or non-US locale.

If you use the multi-locale feature, you should not use date formats containing 3-letter months (MMM), %b (abbreviated month name), or %B (full month name). Instead, you should use a delimited or fixed format with a numeric value for the month.

**Areas not affected by user locale preferences**

The user locale preference does not control all areas of display in Unica Campaign. The following areas are not affected by user locale preferences:

- Parts of the Unica Campaign interface that do not have a user context (for example, the log in page that appears prior to any user logging in). These parts of the interface are displayed in Unica Campaign’s default language.

- Any user-defined items within the user interface, if they are read from a user database (for example, custom or external attributes) are displayed only in their original database language.

- Data input -- regardless of the locale setting, if your system tables are correctly set up with Unicode encoding, you can input data to Unica Campaign in any language.

- Unica Campaign command line tools -- these display in Unica Campaign’s default language. You can override the Unica Campaign default language with the language specified in your system’s `LANG` environment variable. If you change the `LANG` environment variable, the following Unica Campaign programs require a new invocation for the change to take effect:
  - `install_license`
  - `svrstop`
  - `unica_aclsnr`
  - `unica_sesutil`
  - `unica_actrg`
  - `unica_svradm`

* In Windows, the language and regional settings must match. Regional settings affect all non-Unicode programs in Windows, and must be explicitly set.
Limitations of the multi-locale feature

The multi-locale feature has the following limitations:

• It is not supported for Japanese operating systems. To install Unica Campaign with a single locale on a Japanese OS, contact Unica Technical Support.

• The multi-locale feature installed on non-Japanese operating system environments does correctly support ja as a user locale preference.

• It is not supported by all Unica applications. See the documentation for each application for information about multi-locale support.

• In multi-locale installations of Unica Campaign, when file names are in mixed languages, or when the command shell language (encoding) does not match the file name encoding, file names might appear garbled in command-line displays.

• Multi-locale installations of Unica Campaign on Windows platforms is supported only on NTFS drives, as FAT32 does not support Unicode character sets.

• Cell Profile Reports are not localized and remain in English regardless of locale.

Configuring Unica Campaign for a non-ASCII language or a non-US locale

To configure Unica Campaign for localized data or non-ASCII locales, first read all of “About using Unica Campaign with non-ASCII or non-US locales”. Then, complete the tasks in the following list. Each step is described in detail later in this section.

1. Set the operating system’s language and regional settings.

2. Set encoding parameters for the web application server (WebSphere only).

3. Set Unica Campaign language and locale property values.

4. Un-map and re-map system tables.

5. Test your database and server configurations.

Do not skip any of the tasks or steps. Skipping a step could result in incorrect or incomplete configuration, causing errors or corrupted data.

Set the operating system language and regional settings

On the server running the Campaign Sever and the system where the Unica Campaign web application is deployed, configure the operating system language and regional settings.
Your database might also require that you set the operating system language and locale on the machine where the database is installed. See the database documentation to determine whether this is required.

### Notes about setting the language and locale on UNIX

UNIX systems require that appropriate languages are installed. To determine if the desired language is supported on an AIX, HP, or Solaris machine, use this command:

```
# locale -a
```

The command returns all supported locales on the system. Note that Unica Campaign does not require that you install support for X Fonts and translations.

If the language you need is not yet installed, use the information from the following sources to configure supported UNIX variants to work with a given language:

- **Solaris 9 International Language Environments Guide**
  [http://docs.sun.com/app/docs/doc/806-6642](http://docs.sun.com/app/docs/doc/806-6642)
- **AIX 5.3 National Language Support Guide and Reference**
- **HP-UX 11 Internationalization Features White Paper**

### Notes about setting the language and locale on Windows

If the regional and language options on a Windows system are not yet configured for the language you need, do so now. If you need information about Windows language settings, see 

Note that you might need your system installation CD to complete this task.

Be sure to restart the Windows system after you change the language settings.

### Set encoding parameters for the web application server (WebSphere only)

For WebSphere only, if you are using Unica Campaign with a non-ASCII encoding, you must set `-Dclient.encoding.override=UTF-8` as a JVM argument to ensure that the application server uses UCS Transformation Format for encoding.

For detailed instructions on doing this, see the IBM WebSphere documentation.
Set Unica Campaign language and locale property values

Use Unica Marketing Platform to set the values of configuration parameters that control how Unica Campaign performs the following tasks:

- reads and writes data in text files and log files
- reads and writes date, time, and text fields within the database
- handles text it receives from the database.

The configuration of the Unica Campaign web application determines the language and locale used both for translated Unica Campaign messages (for example, text in the Unica Campaign user interface) as well as the format of dates, numbers, and currency symbols on the application’s web pages. It is also vital for allowing flowcharts to display non-ASCII text, because the display language is used to initialize the flowchart editor.

Unica Campaign supports non-ASCII column names, table names, and database names; however, it supports NCHAR, NVARCHAR, etc. columns on SQL Server databases only. On DB2, NCHAR and NVARCHAR format columns are treated as if they were regular text fields; on Oracle, they are treated as numeric fields.

Log in to Unica Marketing Platform and configure the following properties. Record these values for future reference. For information about these properties, see the Unica Campaign Installation Guide.

- Campaign > currencyLocale
- Campaign > supportedLocales
- Campaign > defaultLocale
- Campaign > partitions > partition[n] > dataSources > [data_source_name]> DateFormat
- Campaign > partitions > partition[n] > dataSources > [data_source_name]> DateOutputFormatString
- Campaign > partitions > partition[n] > dataSources > [data_source_name]> DateTimeFormat
- Campaign > partitions > partition[n] > dataSources > [data_source_name]> DateTimeOutputFormatString
- Campaign > partitions > partition[n] > dataSources > [data_source_name]> EnableSelectOrderBy
- Campaign > partitions > partition[n] > dataSources > [data_source_name]> ODBCunicode
- Campaign > partitions > partition[n] > dataSources > [data_source_name]> StringEncoding
- Campaign > partitions > partition[n] > dataSources > [data_source_name]> SuffixOnCreateDateField
Configuring Unica Campaign for a non-ASCII language or a non-US locale

- Campaign > partitions > partition[n] > server > encoding > stringEncoding
- Campaign > partitions > partition[n] > server > encoding > forceDCTOneBytePerChar
- Campaign > unicaACLListener > logStringEncoding
- Campaign > unicaACLListener > systemStringEncoding

Un-map and re-map system tables

If any language-sensitive parameter is not set correctly, it can be difficult to configure system tables when you map them in the Administration area of Unica Campaign. The best practice is to set all parameters, then unmap ALL tables in the data source, log out, log in again, and then map all the tables again. Unica Campaign retains its existing settings for a data source until the data source is no longer used (that is, until it is unmapped).

Test your database and server configurations

Before you start creating campaigns or other objects, you should ensure that your database and server settings are correctly configured.

Perform the following tests to ensure that your configurations are correct:
- Test that your database is correctly configured
- Test that your attribute table is correctly configured
- Test campaigns and flowcharts with ASCII and non-ASCII characters
- Test flowchart input and output with ASCII and non-ASCII characters
- Test that the correct language directory is used
- Test that the date formats in calendar reports are correct
- Test that the currency symbol displays correctly for your locale

Test the database configuration

1. Select Settings > Campaign Settings. The Campaign Settings page appears.
2. Select View Datasource Access.
3. In the Database Sources dialog, select your data source name.
   The data source details are displayed, including the database type and its configuration settings.
4. Scroll down to the StringEncoding property, and verify that the value is the same as the value you set for dataSources > StringEncoding on the Unica Marketing Platform Configuration page.
5. If the encoding is not as expected, remap your database tables and perform this test again.

**Test that your attribute table is correctly configured**

1. Select **Settings > Campaign Settings**.
   The Campaign Settings page appears.

2. Select **Manage Table Mappings**

3. In the **Table Mappings** dialog, in the list of Unica system tables, select the **Attribute Definition Table** (UA_AttributeDef) and click **Browse**.

4. In the **Attribute Definition Table** window, verify that non-ASCII characters display correctly.

**Test campaigns and flowcharts that have ASCII and non-ASCII characters**

1. In Unica Campaign, create a campaign using the following guidelines:
   - Use only ASCII characters for the names, but use non-ASCII characters in other fields, such as the **Description** and **Objective** fields.
   - The default dates displayed in the **Effective/Expiration Dates** fields should appear in your locale’s date format. Select new dates for each of the **Effective/Expiration Dates** fields using the Calendar Tool, making sure that you select a day greater than “12” so that it will be obvious if the day is incorrectly represented as the month.
   - Verify that the dates you selected using the Calendar Tool are displayed correctly in the fields.
   - If there are custom campaign attributes existing, the field labels for these should appear in your database encoding, regardless of your default locale or user locale.

2. When you are finished with the basic campaign fields, click **Save and Add a Flowchart**.

3. Accept the default flowchart name, but use non-ASCII characters in the **Flowchart Description** field.

4. Click **Save and Edit Flowchart**.

5. Verify that the campaign and flowchart are saved successfully and any campaign and flowchart labels with non-ASCII characters display correctly.

6. On the campaign’s Summary tab, click **Edit** and modify the campaign name to use non-ASCII characters.

7. Click **Save Changes** and verify that the non-ASCII characters display correctly.

8. Select the flowchart you just created, click **Edit** and rename the flowchart using non-ASCII characters.
9. Click **Save Changes** and verify that the non-ASCII characters display correctly.

**Test flowchart input and output that contains ASCII and non-ASCII characters**

1. Still in the test flowchart you created in "Test campaigns and flowcharts with ASCII and non-ASCII characters", click **Edit**.

2. Add a Select process to the flowchart and configure it using the following guidelines:
   - In the **Input** field, select a mapped user table. The available fields from the selected table are displayed in the **Available Fields** area.
   - Select a field that you know contains non-ASCII characters, and click **Profile**.
   - Verify that the non-ASCII characters display correctly.

3. In the same Select process configuration, do another test, this time using a flat file with non-ASCII characters as the input:
   - In the **Input** field, select a select a flat file that uses non-ASCII characters. The available fields from the selected file are displayed in the **Available Fields** area.
   - Verify that the non-ASCII characters display correctly.

4. On the **General** tab of the **Select Process Configuration** window, replace the default name in the **Process Name** field with a name containing non-ASCII characters, then click **OK**.

5. Verify that the non-ASCII process name displays correctly on the process.

6. Add a Snapshot process to the flowchart and connect it so that it takes input from the existing Select process.

7. Configure the Snapshot process to **Export to** file.

8. Run the **Select > Snapshot** flowchart and locate the specified output file.

9. Verify that the output looks correct.

10. Add a Schedule process to the flowchart and configure a custom run:
    - In the **Process Configuration** window, select **Custom Run** from the **Schedule to Run** field.
    - Use the **Calendar** to specify a date and time. For the date, choose a day greater than “12” so that it will be obvious if the day is incorrectly represented as the month.
    - Remember to click **Apply**, then click **OK** to save the date and time before closing the Calendar Tool.

11. Verify that the date and time are displayed correctly in the **Run On Time** field.

12. Close the Process Configuration window and click **Save and Exit**.

13. Select **Settings > Campaign Settings**.

   The Campaign Settings page appears.
14. Select **Manage Table Mappings**.

15. In the Table Mappings window, in the list of Unica system tables, select the `UA_Campaign` table and click **Browse**.

16. In the Campaign Table window, verify that non-ASCII characters display correctly.

17. In the Table Mapping window, select the `UA_Flowchart` table and verify that non-ASCII characters display correctly.

18. When you successfully complete this test, delete the test campaigns and their flowcharts, and any files that you used for testing.

**Test that the correct language directory is used**

1. In Unica Campaign, select **Analysis > Calendar Reports > Calendar of Campaigns**.

   The Calendar of Campaigns appears. Notice that the time delineation selector that appears vertically to the right of the report (day/week/2 week/month) is an image

2. Right-click the image and select **Properties**.

3. In the Properties window for the image, examine the Address (URL) for the image.

   For example, the Address might be:
   
   http://localhost:7001/Campaign/de/images/calendar_nav7.gif

   indicating that the language and locale setting is German (de).

4. Verify that the language and locale setting matches either your default application setting or your user locale preference (if any).

**Test the date formats in calendar reports**

1. In Unica Campaign, click **Analysis > Calendar Reports > Calendar of Campaigns**.

2. Click through the **Day, Week, 2 Week, and Month** tabs on the right to verify that the date formats in this report are correct.

**Test that the currency symbol displays correctly for your locale**

1. Select **Settings > Campaign Settings**.

   The Campaign Settings window appears.

2. Select **Offer Template Definitions**.

3. Create a new and on the **New Offer Template (Step 2 of 3)** page, select **Cost Per Offer** from the **Available Standard and Custom Attributes** list, and move it to the **Selected Attributes** list.

4. Click **Next** and on the **New Offer Template (Step 3 of 3)** page, examine the **Cost Per Offer** attribute field under **Parameterized Attributes**. Verify that the currency symbol appearing in parentheses is correct for your locale.
5. When you complete this test successfully, click **Cancel** because you don't need to create the offer template.

---

# Configuring Unica Campaign for multiple locales

Configuring Unica Campaign for more than one locale requires you to configure the system tables to support more than one locale. First, you run the appropriate unicode version of the database creation scripts when creating the system tables. Then you configure certain encoding properties, date and time formats, environment variables, and so on, depending on your database type.

## Before you begin: Unica Campaign must be installed

The information in the rest of this section is presented under the assumption that Unica Campaign is already installed AND that the Unica Campaign system tables were created with the unicode version of the database creation script appropriate for your database type. The unicode versions are located in the `<CAMPAIGN_HOME>/ddl/unicode` directory.

## Configuring for multiple locales on SQL

Log in to Unica Marketing and configure the encoding properties listed in the following table. Set the values for the properties as specified here.

<table>
<thead>
<tr>
<th>Property</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campaign &gt; partitions &gt; partition[n] &gt;</td>
<td>WIDEUTF-8</td>
</tr>
<tr>
<td>dataSources &gt; [data_source_name] &gt; StringEncoding</td>
<td></td>
</tr>
<tr>
<td>Campaign &gt; partitions &gt; partition[n] &gt; server &gt;</td>
<td>UTF-8</td>
</tr>
<tr>
<td>encoding &gt; stringEncoding</td>
<td></td>
</tr>
<tr>
<td>Campaign &gt; unicaACListener &gt; logStringEncoding</td>
<td>UTF-8</td>
</tr>
<tr>
<td>Campaign &gt; unicaACListener &gt; systemStringEncoding</td>
<td>UTF-8. If necessary, you can set more than one encoding, separated by commas, but keep UTF-8 first in the series. For example: for example, UTF-8,ISO-8859-1,CP950.</td>
</tr>
</tbody>
</table>
Configuring for multiple locales on Oracle

When configuring for multiple locales and your system tables are Oracle, you configure encoding properties, date/time settings, environment variables, and the startup script for the Unica Campaign Listener.

Configure encoding properties (Oracle)

Log in to Unica Marketing Platform and configure the encoding properties listed in the following table. Set the values for the properties as specified here.

<table>
<thead>
<tr>
<th>Property</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campaign &gt; partitions &gt; partition[n] &gt; dataSources &gt; [data_source_name] &gt; StringEncoding</td>
<td>UTF-8</td>
</tr>
<tr>
<td>Campaign &gt; partitions &gt; partition[n] &gt; server &gt; encoding &gt; stringEncoding</td>
<td>UTF-8</td>
</tr>
<tr>
<td>Campaign &gt; unicaACListener &gt; logStringEncoding</td>
<td>UTF-8</td>
</tr>
<tr>
<td>Campaign &gt; unicaACListener &gt; systemStringEncoding</td>
<td>UTF-8</td>
</tr>
</tbody>
</table>

Configure date/time settings (Oracle)

<table>
<thead>
<tr>
<th>Property</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campaign &gt; partitions &gt; partition[n] &gt; [data_source_name] &gt; DateFormat</td>
<td>DELIM_Y_M_D</td>
</tr>
<tr>
<td>Campaign &gt; partitions &gt; partition[n] &gt; [data_source_name] &gt; DateOutputFormatString</td>
<td>%Y-%m-%d</td>
</tr>
</tbody>
</table>
Configuring Unica Campaign for multiple locales

<table>
<thead>
<tr>
<th>Property</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campaign &gt; partitions &gt; partition[n] &gt; [data_source_name] &gt; DateTimeFormat</td>
<td>DT_DELIM_Y_M_D</td>
</tr>
<tr>
<td>Campaign &gt; partitions &gt; partition[n] &gt; [data_source_name] &gt; DateTimeOutputFormatString</td>
<td>%Y-%m-%d %H:%M:%S</td>
</tr>
<tr>
<td>For Japanese databases, the delimiter for the time portion must be a period (.) So, for Japanese databases set the value to:</td>
<td>%Y/%m/%d %H.%M.%S</td>
</tr>
<tr>
<td>Campaign &gt; partitions &gt; partition[n] &gt; [data_source_name] &gt; SQLOnConnect</td>
<td>ALTER SESSION SET NLS_LANGUAGE='American' NLS_TERRITORY='America' NLS_TIMESTAMP_FORMAT='YYYY-MM-DD hh24:mi:ss' NLS_DATE_FORMAT='YYYY-MM-DD'</td>
</tr>
</tbody>
</table>

Configure environment variables (Oracle)

On Unica Campaign client machines, set the value for the NLS_LANG variable as follows:

AMERICAN_AMERICA.UTF8

For example:

set NLS_LANG=AMERICAN_AMERICA.UTF8

Configure the cmpServer.bat file (Oracle)

On the Unica Campaign client machines, modify the Unica Campaign Listener startup script as follows:

For Windows

Add the following line to the cmpServer.bat file, located in the <CAMPAIGN_HOME>/bin directory:

set NLS_LANG=AMERICAN_AMERICA.UTF8

For UNIX

Add the following lines to the rc.unica_ac file, located in the <CAMPAIGN_HOME>/bin directory:

NLS_LANG=AMERICAN_AMERICA.UTF8
export NLS_LANG

(The syntax will vary depending on operating system).
Configuring for multiple locales on DB2

When configuring for multiple locales and your system tables are DB2, you configure encoding properties, date/time settings, environment variables, and the startup script for the application server.

Configure encoding properties (DB2)

Log in to Unica Marketing Platform and configure the encoding properties listed in the following table. Set the values for the properties as specified here.

<table>
<thead>
<tr>
<th>Property</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campaign &gt; partitions &gt; partition[n] &gt;</td>
<td>UTF-8</td>
</tr>
<tr>
<td>dataSources &gt; [data_source_name] &gt;StringEncoding</td>
<td></td>
</tr>
<tr>
<td>Campaign &gt; partitions &gt; partition[n] &gt; server &gt;</td>
<td>UTF-8</td>
</tr>
<tr>
<td>encoding &gt; stringEncoding</td>
<td></td>
</tr>
<tr>
<td>Campaign &gt; unicaACLlistener &gt; logStringEncoding</td>
<td>UTF-8</td>
</tr>
<tr>
<td>Campaign &gt; unicaACLListener &gt;systemStringEncoding</td>
<td>UTF-8</td>
</tr>
</tbody>
</table>

Configure date/time settings (DB2)

On the Unica Marketing Platform Configuration page, set the following values for the following date/time properties:

<table>
<thead>
<tr>
<th>Property</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campaign &gt; partitions &gt; partition[n] &gt;</td>
<td>%Y-%m-%d</td>
</tr>
<tr>
<td>[data_source_name] &gt; DateOutputFormatString</td>
<td></td>
</tr>
<tr>
<td>Campaign &gt; partitions &gt; partition[n] &gt;</td>
<td>DT_DELIM_Y_M_D</td>
</tr>
<tr>
<td>[data_source_name] &gt; DateTimeFormat</td>
<td></td>
</tr>
<tr>
<td>Campaign &gt; partitions &gt; partition[n] &gt;</td>
<td>%Y-%m-%d %H:%M:%S</td>
</tr>
<tr>
<td>[data_source_name] &gt; DateTimeOutputFormatString</td>
<td></td>
</tr>
</tbody>
</table>

For Japanese databases, the delimiter for the time portion must be a period (.) So, for Japanese databases set the value to:

%Y/%m/%d %H.%M.%S
Configure environment variables (DB2)

On Unica Campaign client machines, set the value for the DB2CODEPAGE variable as follows:

Set the DB2CODEPAGE environment variable to the following value: 1208

For example:

db2set DB2CODEPAGE=1208

In addition, the DB2 data source must be created using the UTF-8 character set.

Configure application server startup scripts (DB2)

If you set the code page variable as described in Configure environment variables (DB2), complete the following task. If you did not, the following modification is not required.

Modify your startup script for Weblogic or WebSphere, adding the following under JAVA_OPTIONS:

-Dfile.encoding=utf-8

For example:

```
${JAVA_HOME}/bin/java ${JAVA_VM} ${MEM_ARGS} ${JAVA_OPTIONS}
-Dfile.encoding=utf-8 -Dweblogic.Name=${SERVER_NAME}
-Dweblogic.ProductionModeEnabled=${PRODUCTION_MODE}
-Djava.security.policy="${WL_HOME}/server/lib/weblogic.policy"
weblogic.Server
```
A Configuration Properties on the Configuration Page

- Unica Marketing configuration properties
- Unica Marketing Platform properties
- Reporting configuration properties
- Unica Campaign configuration properties

Unica Marketing configuration properties

This section describes the configuration properties found on the Configuration page.

Unica Marketing Platform properties

This section describes the Unica Marketing Platform configuration properties on the Configuration page.

General > Navigation

TCP port for secure connections

Specifies the SSL port in the web application server on which the Unica Marketing Platform is deployed. This property is used internally for communication among Unica products.
**Default Value**

7001

**TCP port for standard connections**

Specifies the HTTP port in the web application server on which the Unica Marketing Platform is deployed. This property is used internally for communication among Unica products.

**Default Value**

7001

**Unica URL**

Specifies the URL used for the Unica Marketing. This is set at installation time and normally should not be changed. Note that the URL contains the domain name, as shown in the following example.

```
protocol://machine_name_or_IP_address.domain_name:port_number/context-root
```

The machine name should not be `localhost`.

**Default Value**

Not defined

**Example**

In an environment configured for SSL, the URL might look like this:

https://machineName.companyDomain.com:8080/customer/unica

**General > Data filtering**

**Default table name**

In conjunction with **Default audience name**, determines the set of data filters (that is, the data configuration) from which the data filter user interface in Unica Marketing reads filters and assignments.

**Valid Values**

Physical name of the customer table that contains the fields used as data filter criteria. Maximum of 50 characters of type varchar.

**Default Value**

Undefined
**Default audience name**

In conjunction with Default table name, determines the set of data filters (that is, the data configuration) from which the data filter user interface in Unica Marketing reads filters and assignments.

**Valid Values**

When configuring data filters for Unica Distributed Marketing, the name must be the same as the name given to an audience level in Unica Campaign. Maximum of 50 characters of type varchar.

**Default Value**

Undefined

---

**General > Password settings**

Properties in this category specify the policies that apply to Unica Marketing passwords. Most of these password options apply only to passwords for internal users (created within the Unica Marketing Platform), not to external users (imported from an external system). The exception is the Maximum failed login attempts allowed property, which affects both internal and external users. Also note that this property does not override any similar restriction set in an external system.

**Maximum failed login attempts allowed**

Specifies the maximum number of times an invalid password may be entered each time a user logs in. If the maximum is reached, the user is disabled in the Unica Marketing system, and no one can log in as that user.

If set to zero or less, the system allows an infinite number of consecutive failures.

**Valid Values**

Any integer

**Default Value**

3

**Password history count**

Specifies the number of old passwords the system retains for a user. The user is not allowed to reuse any passwords within this list of old passwords. If the value is set to zero or less, then no history is retained, and the user may reuse the same password repeatedly. Note that the password history count does not include the password initially assigned to a user account when it is created.

**Valid Values**

Any integer
Unica Marketing Platform properties

**Default Value**
0

**Validity (in days)**
Specifies the number of days before a user’s password expires.
If the value is zero or less, then the password never expires.
If the value is greater than zero, users are required to change their password the first time they log in, and the expiration interval is counted from the date of the first login.
If you change this value after users and passwords have been created, the new expiration date takes effect for existing users the next time they change their password.

**Valid Values**
Any integer

**Default Value**
30

**Blank passwords allowed**
Specifies whether the a blank password is allowed. If you set this to true you should also set Minimum character length=0.

**Valid Values**
true | false

**Default Value**
true

**Allow identical user name and password**
Specifies whether the user’s password is allowed to be the same as the user’s login name.

**Valid Values**
true | false

**Default Value**
false

**Minimum number of letter characters**
Specifies the minimum number of letters required in a password. If the value is zero or less, then there is no minimum requirement.
Valid Values
Any integer

Default Value
0

**Minimum number of numeric characters**
Specifies the minimum number of numbers required in a password. If the value is zero or less, then there is no minimum requirement.

Valid Values
Any integer

Default Value
0

**Minimum character length**
Specifies the minimum length of a password. If the value is zero or less, then there is no minimum requirement. If you set the value to greater than 0, you should also set Blank passwords allowed=false.

Valid Values
Any integer

Default Value
4

**General > Miscellaneous**
Properties in this category specify values that are used internally, as well as a value you may need to set for the locale.

**TokenLifetime**
Specifies the length of time, in seconds, that a token generated by the Unica Marketing Platform is valid. It is part of the suite sign-on implementation, and Unica recommends that you do not change this value.

Valid Values
Any positive integer

Default Value
15
Default region

Specifies the default locale for the Unica Marketing Platform. If you plan to install Unica Campaign, you should set this value to match the locale set for Unica Campaign in Unica Campaign's defaultLocale property.

Valid Values
Supported locales
Default Value
en_US

Trusted application enabled

When this value is set to True, the Unica Marketing Platform must be deployed in an environment that has an SSL port and the Unica URL property in the General > Navigation category must be set to use https.

Valid Values
True | False
Default Value
False

Platform

Region setting

Specifies the locale preference for Unica Marketing users. When you set this property on the Configuration page, the setting you apply is the default setting throughout Unica Marketing for all users, except those whose locale preference is set individually through the Unica Marketing Platform's User page. When you set this property for an individual user, the setting you apply for that user overrides the default setting.

This preference setting affects display of the language, time, numbers, and dates in Unica Marketing applications.

Availability of locales may vary depending on the Unica Marketing application, and not all Unica applications support this locale setting in the Unica Marketing Platform. See specific product documentation to determine availability and support for the Region setting property.

Default Value
English (United States)
**Help server**

The URL of the server on which Unica hosted online help is installed. If Unica Marketing users have internet access, you should not change the default value, which points to the online help server maintained and updated by Unica.

**Valid Values**

Any server on which Unica hosted help is installed.

**Default Value**

The URL of the Unica hosted help server.

**Unica Marketing Operations - Campaign integration**

A flag indicating whether Unica Marketing Operations and Unica Campaign are installed together and integrated. See the Unica Marketing Operations documentation for complete details on configuring this integration.

**Valid Values**

True | False

**Default Value**

False

**JMS server**

The Unica Scheduler uses JMS, which by default is enabled in the Unica Marketing Platform. There is no requirement to install or configure JMS. However, for enhanced reliability, you may want to run JMS on a different machine from the one where you install the Unica Marketing Platform and Unica Marketing applications. If you do so, you must set this property and **JMS port** to point to the server on which you installed Active MQ.

**Valid Values**

The machine name or IP address and domain of any server on which Active MQ is installed. Include the domain name. For example: myMachine.myDomain.com

**Default Value**

localhost

**JMS port**

The Unica Scheduler uses JMS, which by default is enabled in the Unica Marketing Platform. There is no requirement to install or configure JMS. However, for enhanced reliability, you may want to run JMS on a different machine from the one where you install the Unica Marketing Platform and Unica Marketing applications. If you do so, you must set this property and **JMS server** to point to the server on which you installed Active MQ.
Unica Marketing Platform properties

Valid Values
The port on which Active MQ is installed. Include the domain name. The default port is 61616.

Default Value
61616

Start page
The URL of the page that appears when users log in to Unica Marketing. The default is the default dashboard.

Valid Values
Any Unica Marketing URL except form submissions pages, edit pages, and search result pages.

Default Value
The default dashboard.

Domain name
The name of the domain where Unica Marketing is installed. The value is set during installation. You should not change this unless the domain name changes.

Default Value
Not defined

Platform > Scheduler

Client polling interval
Unica Campaign polls the Unica Scheduler for jobs at regular intervals, specified in milliseconds by this value. The default value is 60 seconds. Unica recommends that you do not set this property to any value less than 10000 (10 seconds), because this can decrease campaign performance.

Default Value
60000

Client initialization delay
The amount of time, expressed in milliseconds, that the Unica Campaign scheduler thread waits before polling the Unica Scheduler for jobs when Unica Campaign first starts up. Set this value to be at least as long as it takes for Unica Campaign to fully start up on your system. The default value is five minutes.
Valid Values
Any integer

Default Value
300000

Platform > Scheduler > Recurrence definitions

Properties in this category set the recurrence patterns for the Unica Scheduler. These appear in the dialog box you use if you set a recurrence pattern when you create a schedule. You can use the Recurrence template to create your own recurrence pattern, using any valid Cron expression.

**Every hour**
The job is triggered every hour.

Default Value
0 0 0/1 * * ?

**Every day**
The job is triggered every 24 hours.

Default Value
0 0 0 * * ?

**Every [day of week] at 12:00 am**

Default Value
• Monday - 0 0 0 ? * MON
• Tuesday - 0 0 0 ? * TUE
• Wednesday - 0 0 0 ? * WED
• Thursday - 0 0 0 ? * THU
• Friday - 0 0 0 ? * FRI
• Saturday - 0 0 0 ? * SAT
• Sunday - 0 0 0 ? * SUN

**[First|Last] day of every month at 12:00 am**

Default Value
• First day of every month - 0 0 0 1 * ?
• Last day of every month - 0 0 0 L * ?
[First|Last] day of every quarter at 12:00 am

Default Value
- First day of every quarter - 0 0 0 1 * JAN, APR, JUL, OCT
- Last day of every quarter - 0 0 0 L * MAR, JUN, SEP, DEC

[First|Last] day of every year at 12:00 am

Default Value
- First day of every year - 0 0 0 1 ? JAN *
- Last day of every year - 0 0 0 L ? DEC *

Every [month] at 12:00 am

Default Value
- Every January - 0 0 0 1 ? JAN *
- Every February - 0 0 0 1 ? FEB *
- Every March - 0 0 0 1 ? MAR *
- Every April - 0 0 0 1 ? APR *
- Every May - 0 0 0 1 ? MAY *
- Every June - 0 0 0 1 ? JUN *
- Every July - 0 0 0 1 ? JUL *
- Every August - 0 0 0 1 ? AUG *
- Every September - 0 0 0 1 ? SEP *
- Every October - 0 0 0 1 ? OCT *
- Every November - 0 0 0 1 ? NOV *
- Every December - 0 0 0 1 ? DEC *

Platform > Scheduler > Schedule registrations > Campaign > [Object type]

A different category exists for each of the two object types that can be scheduled with the Unica scheduler: flowchart and mailing. Properties in these categories should not normally be changed.

Executor class name

The class that the Unica Scheduler uses to trigger a flowchart or mailing run.
Default Value

- **Flowchart** - `com.unicacorp.Campaign.controller.flowchart.FlowChartExecutorImpl`
- **Mailing** - `com.unicacorp.Campaign.controller.mailing.MailingExecutorImpl`

### Status polling interval

At regular intervals, the Unica Scheduler polls Unica Campaign for the run status of scheduled objects (flowchart or mailing) that have not reported status. The interval is specified here in milliseconds. The default value is 10 minutes. Setting a more frequent polling interval (a smaller value) affects the system performance. Setting a less frequent polling interval (a larger value) reduces the load on the system, and is recommended if there are a large number of flowcharts that take more than 10 minutes to complete.

**Default Value**

600000

### Platform > Scheduler > Schedule registrations > Campaign > [Object type] > [Throttling group]

Default throttling groups exist for each of the two object types that can be scheduled with the scheduler flowchart and mailing. You can use the Throttling group template to create additional groups.

### Throttling threshold

The greatest number of schedules associated with this group that can run concurrently. The configured scheduler groups appear in the Scheduler Group drop-down list in the Scheduler user interface for creating and editing schedules. The default throttling group is set to 999, which is effectively no limit. Because all schedules must belong to a throttling group, you should leave this value unchanged so that schedules that you do not want to throttle can be assigned to this group.

**Valid Values**

Any positive integer.

**Default Value**

- Default throttling group - 999
- Group created from a template - Not defined
Platform > Security

Login method
Specifies the authentication mode for all Unica Marketing products installed and configured to work together, as follows:

- If you set the value to Windows integrated login, Unica Marketing products use Windows Active Directory for authentication.
- If you set the value to Unica Marketing Platform, Unica Marketing products use the Unica Marketing Platform for authentication and authorization.
- If you set the value to LDAP, Unica Marketing products use an LDAP server for authentication.
- If you set the value to Web access control, Unica Marketing products use web access control software for authentication.

Valid Values
Windows integrated login | Unica Marketing Platform | LDAP | Web access control

Default Value
Unica Marketing Platform

Platform > Security > Login method details > Windows integrated login

Domain
Sets the value of JCIFS SMB client library property jcifs.smb.client.Domain. Specifies the domain that is used if no domain is specified in an SMB URL. Set this value to the Windows domain name. For most environments, set either this property or the Domain Controller property.

Default Value
Undefined.

Availability
This property is used only when the Unica Marketing Platform is configured to integrate with a Windows Active Directory server and Windows integrated login is enabled.
**Client Timeout**

Sets the value of JCIFS SMB client library property `jcifs.smb.client.soTimeout`. Specifies the amount of time, in milliseconds, before sockets are closed if there is no activity between the client and server. This number should be as small as possible but long enough to allow the protocol handshaking to complete, which depends on network characteristics.

**Default Value**

1000

**Availability**

This property is used only when the Unica Marketing Platform is configured to integrate with a Windows Active Directory server and Windows integrated login is enabled.

**Cache Policy**

Sets the value of JCIFS SMB client library property `jcifs.netbios.cachePolicy`. Specifies the amount of time, in seconds, that the NetBIOS name is cached to reduce redundant name queries. If the value is set to 0 no caching takes place. If the value is set to -1 the cache is never cleared. This property is used when SMB signing is enabled and required in a Windows 2003 domain.

**Default Value**

0

**Availability**

This property is used only when the Unica Marketing Platform is configured to integrate with a Windows Active Directory server and Windows integrated login is enabled.

**Domain Controller**

Sets the value of JCIFS SMB client library property `jcifs.http.domainController`. Specifies the IP address of a server that should be used to authenticate HTTP clients (used by NtlmHttpFilter and NetworkExplorer). You may use the IP address of a workstation in the domain specified in the Domain property. For most environments, set either this property or the Domain property.

**Default Value**

Undefined.

**Availability**

This property is used only when the Unica Marketing Platform is configured to integrate with a Windows Active Directory server and Windows integrated login is enabled.
**IP of the WINS server**

Sets the value of JCIFS SMB client library property `jcifs.netbios.wins`. Specifies the IP address of the WINS server. You may enter multiple IP addresses, separated by commas (for example `192.168.100.30, 192.168.100.31`). The WINS server is queried to resolve the domain specified in the Domain property to an IP address of a domain controller. This property is required when accessing hosts on different subnet (such as a domain controller by name) and it is highly recommended if a WINS server is available.

**Default Value**

Undefined

**Availability**

This property is used only when the Unica Marketing Platform is configured to integrate with a Windows Active Directory server and Windows integrated login is enabled and Windows integrated login is enabled.

**Strip Domain**

Specifies whether the Unica Marketing Platform removes a domain from users' login names when they access the Unica Marketing. If your Windows configuration requires a domain to be included with users' login names when they log in, set this value to `False`.

**Valid Values**

`True | False`

**Default Value**

`True`

**Availability**

This property is used only when the Unica Marketing Platform is configured to integrate with a Windows Active Directory server and Windows integrated login is enabled.

**Retry on Authentication Failure**

If a user login fails, the system allows another login attempt if this value is set to `True`. Set to `False` if you want to disallow more than one login attempt.

**Valid Values**

`True | False`

**Default Value**

`True`
Availability
This property is used only when the Unica Marketing Platform is configured to integrate with a Windows Active Directory server and Windows integrated login is enabled.

**Platform > Security > Login method details > LDAP**

**LDAP server host name**
Specifies the name or IP address of the LDAP server. Set the value to the machine name or IP address of the LDAP server. For example:
machineName.companyDomain.com

If you are integrating with Windows Active Directory, use the server name instead of the DNS name.

**Default Value**
Undefined

**Availability**
This property is used only when the Unica Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.

**LDAP server port**
Specifies the port on which the LDAP server listens. Set the value to the appropriate port number. Typically, the port number is 389 (636 if SSL is used).

**Default Value**
389

**Availability**
This property is used only when the Unica Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.

**User search filter**
Specifies the filter to use to search for users. Valid values are any valid LDAP search filter (see RFC 2254). Note that you must XML-escape any XML characters in this value.

Typically, the value for the user login attribute is `uid` for LDAP servers and `sAMAccountName` for Windows Active Directory servers. You should verify this on your LDAP or Active Directory server. If your LDAP server is Windows Active Directory, you should change the default value of this property to use `sAMAccountName` rather than `uid`. For example:

```
(&(|(&(objectClass=user)(objectClass=person))(sAMAccountName=%s))
```
Default Value

(&(|(objectClass=user)(objectClass=person))(uid=%s))

Availability

This property is used only when the Unica Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.

**Require SSL for login**

Specifies whether to enforce SSL connections between all Unica Marketing web applications and the web application server that hosts them.

If you set the value of this property to true, you must also set the value of the httpPort and httpsPort properties for each of your installed Unica Marketing applications (In the Unica Marketing Platform, these properties are TCP port for standard connections and TCP port for secure connections). These properties are located in the navigation category under each application's navigation category.

**Valid Values**

true | false

**Default Value**

false

**Availability**

This property is used only when the Unica Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.

**Use credentials stored in Unica**

Specifies whether the Unica Marketing Platform uses credentials from the Unica Marketing Platform database when searching the LDAP or Windows Active Directory server during user authentication (at login time).

If this value is true, the Unica Marketing Platform uses credentials from the Unica Marketing Platform database, and you must set the appropriate values for the Unica user for LDAP credentials and Data source for LDAP credentials properties in this category.

If your LDAP or Windows Active Directory server does not allow anonymous access, set this value to true and set the Use anonymous binding property in this category to false.

If this value is false, the Unica Marketing Platform connects with the LDAP or Windows Active Directory server anonymously. You may set this value to false if your LDAP or Windows Active Directory server allows anonymous access. If you set this value to false, the value of the Use anonymous binding property in this category must be true, or a configuration error will occur.
Valid Values
true | false

Default Value
false

Availability
This property is used only when the Unica Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.

Unica user for LDAP credentials
Specifies the name of the Unica Marketing user that has been given LDAP administrator login credentials. Set this value if you set the Use credentials stored in Unica property in this category to true and you set the Use anonymous binding property in this category to false.

Set the value of this property to the user name you created for the Unica Marketing user when you configured LDAP integration. This property works in conjunction with the Data source for LDAP credentials property in this category. Note that this property is ignored when the Use anonymous binding property in this category is set to true.

Default Value
asm_admin

Availability
This property is used only when the Unica Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.

Data source for LDAP credentials
Specifies the Unica Marketing Platform data source for LDAP administrator credentials. Set this value if you set the Use credentials stored in Unica property in this category to true and you set the Use anonymous binding property in this category to false.

Set the value of this property to the data source name you created for the Unica Marketing user when you configured LDAP integration. This property works in conjunction with the Unica user for LDAP credentials property in this category. Note that this property is ignored when the Use anonymous binding property in this category is set to true.

Default Value
Undefined

Availability
This property is used only when the Unica Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.
**Base DN**

Specifies the base distinguishing name (DN) pointing to the root of the LDAP directory structure.

**Valid Values**

Any valid DN (see RFC 1779, RFC 2253)

**Default Value**

[CHANGE ME]

**Availability**

This property is used only when the Unica Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.

**Use anonymous binding**

Specifies whether the Unica Marketing Platform uses credentials from the Unica Marketing Platform database when searching the LDAP server during user authentication (at login time).

If the value is true, the Unica Marketing Platform uses anonymous access and ignores the [Use credentials stored in Unica, Unica user for LDAP credentials, and Datasource for LDAP credentials properties in this category.](#)

You may set this value to true if your LDAP server allows anonymous access. If you set this value to true, the value of the [Unica user for LDAP credentials property in this category must be false, or a configuration error will occur.](#)

If the value is false, the value of the [Use credentials stored in Unica property in this category must be true, or a configuration error will occur.](#)

**Valid Values**

true | false

**Default Value**

false

**Availability**

This property is used only when the Unica Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.

**Use anonymous binding**

Specifies whether the Unica Marketing Platform uses credentials from the Unica Marketing Platform database when searching the LDAP server during user synchronization.
If the value is true, the Unica Marketing Platform uses anonymous access and ignores the Use credentials stored in Unica, Unica user for LDAP credentials, and Datasource for LDAP credentials properties in this category.

You may set this value to true if your LDAP server allows anonymous access. If you set this value to true, the value of the Unica user for LDAP credentials property in this category must be false, or a configuration error will occur.

If the value is false, the value of the Use credentials stored in Unica property in this category must be true, or a configuration error will occur.

Valid Values
true | false

Default Value
false

Availability
This property is used only when the Unica Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.

Require SSL for LDAP connection
Specifies whether the Unica Marketing Platform uses SSL when it connects to the LDAP server to authenticate users. If you set the value to true, the connection is secured using SSL.

path
Platform | Security | LDAP

Valid Values
ture | false

Default Value
false

Platform > Security > Login method details > Web access control

Username pattern
Java regular expression used to extract the user login from the HTTP header variable in web access control software. Note that you must XML-escape any XML characters in the regular expression. The recommended value for SiteMinder and Tivoli Access Manager is \w*
Valid Values
Any Java regular expression.

Default Value
Undefined

Availability
This property is used only when the Unica Marketing Platform is configured to integrate with web access control software.

Web access control header variable
Specifies the HTTP header variable configured in the web access control software, which is submitted to the web application server. By default, SiteMinder uses `sm_user` and Tivoli Access Manager (TAM) uses `iv-user`. For TAM, set this value to the user name component of the IBM Raw string, not the IBM HTTP string.

Valid Values
Any string

Default Value
Undefined

Availability
This property is used only when the Unica Marketing Platform is configured to integrate with web access control software.

Platform > Security > Login method details > LDAP synchronization

LDAP sync enabled
Set to `true` to enable LDAP or Active Directory synchronization.

Valid Values
`true` | `false`

Default Value
`false`

Availability
This property is used only when the Unica Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.
**LDAP sync interval**

The Unica Marketing Platform synchronizes with the LDAP or Active Directory server at regular intervals, specified in seconds here. If the value is zero or less, the Unica Marketing Platform does not synchronize. If the value is a positive integer, the new value takes effect without a restart within ten minutes. Subsequent changes take effect within the configured interval time.

**Default Value**

600, or ten minutes

**Availability**

This property is used only when the Unica Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.

**LDAP sync delay**

This the time (in 24 hour format) after which the periodic synchronization with the LDAP server begins, after the Unica Marketing Platform is started. For example an **LDAP sync delay** of 23:00 and an **LDAP sync interval** of 600 mean that when the Unica Marketing Platform starts, the periodic synchronization starts to execute at 11:00 PM and executes every 10 minutes (600 seconds) thereafter.

**Default Value**

23:00, or 11:00pm

**Availability**

This property is used only when the Unica Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.

**LDAP sync scope**

Controls the scope of the initial query to retrieve the set of users. Unica recommends the default value of **SUBTREE** for synchronizing with most LDAP servers.

**Valid Values**

The values are standard LDAP search scope terms.

- **OBJECT** - Search only the entry at the base DN, resulting in only that entry being returned
- **ONE_LEVEL** - Search all entries one level under the base DN, but not including the base DN.
- **SUBTREE** - Search all entries at all levels under and including the specified base DN.

**Default Value**

SUBTREE
Availability

This property is used only when the Unica Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.

LDAP sync detail scope

Controls scope of the query to retrieve detailed user data (attributes). Unica recommends the default value of **OBJECT** for synchronizing with most LDAP servers.

Valid Values

The values are standard LDAP search scope terms.

- **OBJECT** - Search only the entry at the base DN, resulting in only that entry being returned
- **ONE_LEVEL** - Search all entries one level under the base DN, but not including the base DN.
- **SUBTREE** - Search all entries at all levels under and including the specified base DN.

Default Value

**OBJECT**

Availability

This property is used only when the Unica Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.

LDAP provider URL

For most implementations, set to the LDAP URL of the LDAP or Active Directory server, in one of the following forms:

- ldap://IP_address:port_number
- ldap://machineName.domain.com:port_number

On LDAP servers, the port number is typically **389** (636 if SSL is used).

If Unica Marketing is integrated with an Active Directory server, and your Active Directory implementation uses serverless bind, set the value of this property to the URL for your Active Directory server, using the following form:

ldap:///dc=example,dc=com

Default Value

Undefined

Availability

This property is used only when the Unica Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.
Require SSL for LDAP connection

Specifies whether the Unica Marketing Platform uses SSL when it connects to the LDAP server to synchronize users. If you set the value to true, the connection is secured using SSL.

path

Platform | Security | LDAP synchronization

Valid Values
true | false

Default Value
false

Availability
This property is used only when the Unica Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.

LDAP config Unica group delimiter

In the LDAP reference to Unica group map category, if you want to map one LDAP or Active Directory group to multiple Unica Marketing Platform groups, use the delimiter specified here. It can be any single character that does not appear in the names it is separating.

Default Value
; (semicolon)

Availability
This property is used only when the Unica Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.

LDAP reference config delimiter

Specifies the delimiter that separates the SEARCHBASE and FILTER components that make up the LDAP or Active Directory reference (described in the LDAP references for Unica user creation category).

FILTER is optional: if omitted, the Unica Marketing Platform server dynamically creates the filter based on the value of LDAP user reference attribute name.

Valid Values
Any single character that does not appear in the names it is separating.

Default Value
; (semicolon)
Availability
This property is used only when the Unica Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.

Unica user for LDAP credentials
Specifies the name of Unica Marketing user that has been given LDAP administrator login credentials. Set this value if you set the Use anonymous bind property in this category to false. Set the value of this property to the user name you created for the Unica Marketing user when you configured LDAP integration. This property works in conjunction with the Data source for LDAP credentials property in this category. Note that this property is ignored when the Use anonymous bind property in this category is set to true.

Default Value
asm_admin

Availability
This property is used only when the Unica Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.

Data source for LDAP credentials
Specifies the Unica Marketing Platform data source for LDAP administrator credentials. Set this value if you set the Use anonymous bind property in this category to false. Set the value of this property to the data source name you created for the Unica Marketing user when you configured LDAP integration. This property works in conjunction with the Unica user for LDAP credentials property in this category. Note that this property is ignored when the Use anonymous bind property in this category is set to true.

Default Value
Undefined

Availability
This property is used only when the Unica Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.

Use anonymous bind
Specifies whether the Unica Marketing Platform uses credentials stored in the Unica Marketing Platform system tables when searching the LDAP server during user authentication (at login time).

If the value is true, the Unica Marketing Platform uses anonymous access and ignores the Unica user for LDAP credentials and Data source for LDAP credentials properties in this category.
You may set this value to true if your LDAP server allows anonymous access. If you set this value to true, the value of the Unica user for LDAP credentials property in this category must be false, or a configuration error will occur.

**Valid Values**

true | false

**Default Value**

false

**Availability**

This property is used only when the Unica Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.

**LDAP user reference attribute name**

Specifies the name that your LDAP or Active Directory server uses for the user attribute in the Group object. Typically, this value is uniquemember in LDAP servers and member in Windows Active Directory servers.

If you omit the FILTER reference in the LDAP references for AM user creation and LDAP references to AM group map sections, the Unica Marketing Platform server dynamically creates the filter based on this value, so you should verify this on your LDAP or Active Directory server.

**Default Value**

member

**Availability**

This property is used only when the Unica Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.

**User login**

Maps the Unica Marketing user’s login to the equivalent user attribute in your LDAP or Active Directory server. User login is the only required mapping. Typically, the value for this attribute is uid for LDAP servers and sAMAccountName for Windows Active Directory servers. You should verify this on your LDAP or Active Directory server.

**Default Value**

uid

**Availability**

This property is used only when the Unica Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.
**First name**
Maps the First Name user attribute in the Unica Marketing Platform to the equivalent user attribute in your LDAP or Active Directory server.

**Default Value**
givenName

**Availability**
This property is used only when the Unica Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.

**Last name**
Maps the Last Name user attribute in the Unica Marketing Platform to the equivalent user attribute in your LDAP or Active Directory server.

**Default Value**
sn

**Availability**
This property is used only when the Unica Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.

**User title**
Maps the Title user attribute in the Unica Marketing Platform to the equivalent user attribute in your LDAP or Active Directory server.

**Default Value**
title

**Availability**
This property is used only when the Unica Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.

**Department**
Maps the Department user attribute in the Unica Marketing Platform to the equivalent user attribute in your LDAP or Active Directory server.

**Default Value**
Undefined

**Availability**
This property is used only when the Unica Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.
**Company**
Maps the Company user attribute in the Unica Marketing Platform to the equivalent user attribute in your LDAP or Active Directory server.

**Default Value**
Undefined

**Availability**
This property is used only when the Unica Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.

**Country**
Maps the Country user attribute in the Unica Marketing Platform to the equivalent user attribute in your LDAP or Active Directory server.

**Default Value**
Undefined

**Availability**
This property is used only when the Unica Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.

**User email**
Maps the Email Address attribute in the Unica Marketing Platform to the equivalent user attribute in your LDAP or Active Directory server.

**Default Value**
mail

**Availability**
This property is used only when the Unica Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.

**Address 1**
Maps the Address user attribute in the Unica Marketing Platform to the equivalent user attribute in your LDAP or Active Directory server.

**Default Value**
Undefined

**Availability**
This property is used only when the Unica Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.
Unica Marketing Platform properties

**Work phone**
Maps the Work Phone user attribute in the Unica Marketing Platform to the equivalent user attribute in your LDAP or Active Directory server.

**Default Value**
telephoneNumber

**Availability**
This property is used only when the Unica Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.

**Mobile phone**
Maps the Mobile Phone user attribute in the Unica Marketing Platform to the equivalent user attribute in your LDAP or Active Directory server.

**Default Value**
Undefined

**Availability**
This property is used only when the Unica Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.

**Home phone**
Maps the Home Phone user attribute in the Unica Marketing Platform to the equivalent user attribute in your LDAP or Active Directory server.

**Default Value**
Undefined

**Availability**
This property is used only when the Unica Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.

**Alternate login**
Maps the Alternate Login user attribute in the Unica Marketing Platform to the equivalent user attribute in your LDAP or Active Directory server.

**Default Value**
Undefined

**Availability**
This property is used only when the Unica Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.
Platform > Security > Login method details > LDAP synchronization > LDAP references for Unica user creation

**LDAP reference**

The syntax for the LDAP reference value is: SEARCHBASE DELIMITER FILTER where:

- **SEARCHBASE** is the Distinguished Name (DN) of the object. For information on how to obtain the value for SEARCHBASE, see the Unica Marketing Platform administrator's documentation.
- **DELIMITER** is the value of LDAP config Unica group delimiter
- **FILTER** is the LDAP or Active Directory attribute filter. FILTER is optional: if omitted, the Unica Marketing Platform server dynamically creates the filter based on the value of LDAP user reference attribute name.

**Default Value**

Undefined

**Availability**

This property is used only when the Unica Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.

Platform > Security > Login method details > LDAP synchronization > LDAP reference to Unica group map

**LDAP reference map**

Users who are members of the LDAP or Active Directory group specified here are imported to the Unica Marketing Platform group specified in the Unica group property.

Set the value of this property using the following syntax: SEARCHBASE DELIMITER FILTER where:

- **SEARCHBASE** is the Distinguished Name (DN) of the object.
- **DELIMITER** is the value of the LDAP config AM group delimiter property.
- **FILTER** is the LDAP or Active Directory attribute filter. FILTER is optional: if omitted, the Unica Marketing Platform server dynamically creates the filter based on the value of the LDAP user reference attribute name property.

**Default Value**

Undefined
**Availability**

This property is used only when the Unica Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.

**Unica group**

Users who are members of the LDAP or Active Directory group specified in the LDAP reference group property are imported to the Unica Marketing Platform group specified here.

**Default Value**

Undefined

**Availability**

This property is used only when the Unica Marketing Platform is configured to integrate with a Windows Active Directory or other LDAP server.

---

**Reporting configuration properties**

For reporting, the Unica Marketing suite integrates with IBM Cognos 8 BI, a third-party business intelligence application. You use the Cognos 8 properties to identify the IBM Cognos system used by your Unica installation. Then, for Unica Campaign, Unica eMessage, and Unica Interact, there are additional configuration properties that you use to set up and customize reporting schemas.

**Reports > Integrations > Cognos 8**

This page displays properties that specify URLs and other parameters for the IBM Cognos 8 BI system used by this Unica system.

**Integration Name**

Read-only. Specifies that IBM Cognos 8 BI is the third-party reporting or analytical tool used by the Unica Marketing to display the reports.

**Default Value**

Cognos 8

**Vendor**

Read-only. Specifies that IBM Cognos is the name of the company that provides the application specified by the Integration Name property.

**Default Value**

Cognos
**Version**
Read-only. Specifies the product version of the application specified by the Integration Name property.

**Default Value**
8.4

**Enabled**
Specifies whether IBM Cognos 8 BI is enabled for the suite.

**Valid Values**
True | False

**Default Value**
False

**Integration Class Name**
Read-only. Specifies the fully-qualified name of the Java class that creates the integration interface used to connect to the application specified by the Integration Name property.

**Default Value**
com.unica.report.integration.cognos.CognosIntegration

**Domain**
Specifies the fully-qualified company domain name in which your Cognos server is running. For example, myCompanyDomain.com.

If your company uses subdomains, the value in this field must include the appropriate subdomain as well.

**Valid Values**
A string no longer than 1024 characters.

**Default Value**
[CHANGE ME]

**Portal URL**
Specifies the URL of the IBM Cognos Connection portal. Use a fully qualified host name, including the domain name (and subdomain, if appropriate) that is specified in the Domain property. For example:
You can find the URL in IBM Cognos Configuration at: Local Configuration > Environment.

Valid Values
A well-formed URL.

Default Value
http://[CHANGE ME]/cognos8/cgi-bin/cognos.cgi

**Dispatch URL**

Specifies the URL of the IBM Cognos Content Manager. Use a fully qualified host name, including the domain name (and subdomain, if appropriate) specified in the Domain property. For example:

You can find the URL in Cognos Configuration at: Local Configuration > Environment.

Valid Values
A well-formed URL.

Default Value
http://[CHANGE ME]:9300/p2pd/servlet/dispatch

Note that 9300 is the default port number for the Cognos Content Manager. Be sure that the port number specified matches that used in the Cognos installation.

**Authentication mode**

Specifies whether the IBM Cognos application is using the Unica Authentication Provider, which means it relies on the Unica Marketing Platform for authentication.

Valid Values
- **anonymous**: means authentication is disabled.
- **authenticated**: means that the communications between the Unica system and the IBM Cognos system are secured at the machine level. You configure a single system user and configure it with the appropriate access rights. By convention, this user is named "cognos_admin."
- **authenticatedPerUser**: means that the system evaluates individual user credentials.

Default Value
anonymous
**Authentication namespace**

Read only. The namespace of the Unica Authentication Provider.

**Default Value**

Unica

**Authentication user name**

Specifies the login name for the reporting system user. The IBM Cognos 8 BI applications log in as this user when IBM Cognos 8 BI is configured to use the Unica Authentication Provider. Note that this user also has access to Unica Marketing.

**Default Value**

cognos_admin

**Authentication datasource name**

Specifies the name of the data source for the reporting system user that holds the Cognos login credentials.

**Default Value**

Cognos

**Enable form authentication**

Specifies whether form-based authentication is enabled. You set this property to True when the Unica Marketing is not installed in the same domain as the IBM Cognos 8 BI applications. However, when the value is True, the login process to Cognos Connection passes the login name and password in clear text and therefore is not secure unless IBM Cognos 8 BI and the Unica Marketing are configured to use SSL communication.

Even with SSL configured, the user name and password appear as clear text in the HTML source code when you "view source" in a displayed report. For this reason, Unica strongly recommends that you install IBM Cognos and Unica Marketing in the same domain.

**Valid Values**

True | False

**Default Value**

False
Reports > Schemas > [product] > [schema name] > SQL Configuration

Table/View Name

Specifies the name of the view or table that the SQL script you generate for this reporting schema will create. As a best practice, you should not change the name for any of the standard or default Table/View names. If you do, you must also change the name of the view in the Cognos model in IBM Cognos Framework Manager.

When you create a new reporting schema for a new audience level, you must specify the names of all the new reporting tables/views.

Valid Values

A string with the following restrictions.

- It can be no longer than 18 characters
- It must use all UPPER-CASE letters

Following is the naming convention you should use:

- Start the name with the letter "UAR"
- Add a one-letter code to represent the Unica application. See the list of codes, below.
- Add an underscore character
- Add the table name, including a one or two letter code to indicate the audience level
- Finish with an underscore character.

The SQL generator appends a time dimension code, if appropriate. See the list of codes, below.

For example: UARC_COPERF_DY is the name of the reporting view or table for Campaign Offer Performance by Day.

Following is the list of Unica application codes.

- Unica Campaign: C
- Unica eMessage: E
- Unica Interact: I
- Unica Distributed Marketing: X
- Unica Marketing Operations: P
- Unica Leads: L

Following is the list of the Time Dimension Codes added by the generator.

- Hour: HR
- Day: DY
- Week: WK
- Month: MO
- Quarter: QU
- Year: YR

**Default Value**
Varies by schema

## Reports > Schemas > Campaign

### Input Datasource (JNDI)

Specifies the name of the JNDI data source that identifies the Unica Campaign database, specifically, the system tables. This data source must exist if you want to use the SQL generation tool to generate scripts that create reporting tables. The SQL generation tool can generate scripts that create reporting views without this data source, but it cannot validate them.

The database type of this data source must match the database type you select when you generate the SQL scripts for the Unica Campaign views or reporting tables.

**Default Value**
campaignPartition1DS

## Reports > Schemas > Campaign > Offer Performance

The Offer Performance Schema yields contact and response history metrics for all offers and for offers by campaign. By default, the schema is configured to generate a “summary” view (or table) across all time.

### Audience Key

Specifies the name of the column that is the Audience Key for the audience level supported by this reporting schema.

**Valid Values**
A string value no longer than 255 characters

If the key includes more than one column, use commas between the column names. For example, ColumnX, ColumnY.

**Default Value**
CustomerID
Contact History Table
Specifies the name of the Contact History table for the audience level supported by this reporting schema.

Default Value
UA_ContactHistory

Detailed Contact History Table
Specifies the name of the Detailed Contact History table for the audience level supported by this reporting schema.

Default Value
UA_DtlContactHist

Response History Table
Specifies the name of the Response History table for the audience level supported by this reporting schema.

Default Value
UA_ResponseHistory

Over Time Variations
Specifies the calendar time periods used by the "over time" reports supported by this schema.

Valid Values
Day, Week, Month, Quarter, Year

Default Value
Day, Month

Reports > Schemas > Campaign > [schema name] > Columns > [Contact Metric]
Use this form to add contact metrics to the Campaign Performance or Offer Performance reporting schemas.

Column Name
Specifies the name to use in the reporting view or table for the column specified in the Input Column Name field.
Valid Values
The name can be no longer than 18 characters, it must be in all UPPER-CASE letters, and it cannot have spaces.

Default Value
[CHANGE ME]

Function
Specifies how the contact metric is determined or calculated.

Valid Values
count, count distinct, sum, min, max, average

Default Value
count

Input Column Name
The name of the column that provides the contact metric you are adding to this reporting schema.

Valid Values
The name of the column in the Contact History and Detailed Contact History tables.

Default Value
[CHANGE ME]

Control Treatment Flag
If you use the sample IBM Cognos 8 reports or create your own custom reports that include control groups, then each contact metric must have two columns in the reporting schema. One column represents the metric for the control group and the other column represents the metric for the target group. The value in Control Treatment Flag specifies whether the column in the view represents the control group or the target group.

If your reports do not include control groups, you do not need the second column for the control group.

Valid Values
• 0: the column represents the target group
• 1: the column represents the control group

Default Value
0
Reports > Schemas > Campaign > [schema name] > Columns > [Response Metric]

Use this form to add the response metrics you want to include in your reports to the Campaign Performance or Offer Performance reporting schemas.

**Column Name**

Specifies the name to use in the reporting view or table for the column specified in the Input Column Name field.

**Valid Values**

The name can be no longer than 18 characters, it must be in all UPPER-CASE letters, and it cannot have spaces.

**Default Value**

[CHANGE ME]

**Function**

Specifies how the response metric is determined or calculated.

**Valid Values**

count, count distinct, sum, min, max, average

**Default Value**

count

**Input Column Name**

The name of the column that provides the response metric you are adding to this reporting schema.

**Valid Values**

The name of the column in the Response History table.

**Default Value**

[CHANGE ME]

**Control Treatment Flag**

If you use the standard IBM Cognos 8 reports or create your own custom reports that include control groups, then each response metric must have two columns in the reporting schema. One column represents the response from the control group and the other column represents the response from the target group. The value in **Control Treatment Flag** specifies whether the column in the view represents the control group or the target group.
If your reports do not include control groups, you do not need the second column for the control group.

**Valid Values**
- **0**: the column represents the target group
- **1**: the column represents the control group

**Default Value**
0

### Reports > Schemas > Campaign > Performance

The Campaign Performance schema yields contact and response history metrics at the campaign, campaign-offer, and campaign-cell level.

**Audience Key**

Specifies the name of the column that is the Audience Key for the audience level supported by this reporting schema.

**Valid Values**
A string value no longer than 255 characters

If the key includes more than one column, use commas between the column names. For example, ColumnX,ColumnY.

**Default Value**
CustomerID

**Contact History Table**

Specifies the name of the Contact History table for the audience level supported by this reporting schema.

**Default Value**
UA_ContactHistory

**Detailed Contact History Table**

Specifies the name of the Detailed Contact History table for the audience level supported by this reporting schema.

**Default Value**
UA_DtlContactHist
**Response History Table**

Specifies the name of the Response History table for the audience level supported by this reporting schema.

**Default Value**

UA_ResponseHistory

**Over Time Variations**

Specifies the calendar time periods used by the "over time" reports supported by this schema.

**Valid Values**

Day, Week, Month, Quarter, Year

**Default Value**

Day, Month

**Reports > Schemas > Campaign > Offer Response Breakout**

This schema supports reporting on campaign-detailed responses, broken out by response type and by offer data. This schema template gives different response counts for each custom Response Type for campaigns and offers grouped by campaign.

**Response History Table**

Specifies the name of the Response History table for the audience level supported by this reporting schema.

**Default Value**

UA_ResponseHistory

**Reports > Schemas > Campaign > Offer Response Breakout > [Response Type]**

Use this form to add to the reporting schema any custom response types you want to include in your reports.

**Column Name**

Specifies the name to use in the reporting view or table for the column specified in the **Response Type Code** field.
Valid Values
The name can be no longer than 18 characters, it must be in all UPPER-CASE letters, and it cannot have spaces.

Default Value
[CHANGE ME]

Response Type Code
The response type code for the specified response type. This is the value held in the ResponseTypeCode column in the UA_UsrResponseType table.

Valid Values
The example response type codes are as follows:
- EXP (explore)
- CON (consider)
- CMT (commit)
- FFL (fulfill)
- USE (use)
- USB (unsubscribe)
- UKN (unknown)

Your Unica Campaign installation may have additional custom response type codes.

Default Value
[CHANGE ME]

Control Treatment Flag
If you use the standard IBM Cognos 8 reports provided in the Unica Reports Pack or custom reports that include control groups, then each response type must have two columns in the reporting schema. One column represents the response type from the control group and the other column represents the response type from the target group. The value in Control Treatment Flag specifies whether the column in the view represents the control group or the target group.

If your reports do not include control groups, you do not need the second column for the control group.

Valid Values
- 0: the column represents the target group
- 1: the column represents the control group

Default Value
0
Reports > Schemas > Campaign > Campaign Offer Contact Status Breakout

This schema supports reporting on campaign-detailed contacts, broken out by contact status type and by offer data. This schema template gives different contact counts for each custom Contact Status Type for campaigns and offers grouped by campaign.

By default, none of the example Campaign reports use this schema.

**Audience Key**

Specifies the name of the column that is the Audience Key for the audience level supported by this reporting schema.

**Valid Values**

A string value no longer than 255 characters

If the key includes more than one column, use commas between the column names. For example, `ColumnX,ColumnY`.

**Default Value**

`CustomerID`

**Contact History Table**

Specifies the name of the Contact History table for the audience level supported by this reporting schema.

**Default Value**

`UA_ContactHistory`

**Detailed Contact History Table**

Specifies the name of the Detailed Contact History table for the audience level supported by this reporting schema.

**Default Value**

`UA_DtlContactHist`
Reports > Schemas > Campaign > Campaign Offer Contact Status Breakout > [Contact Status Code]

Column Name
Specifies the name to use in the reporting view or table for the column specified in the Contact Status field.

Valid Values
The name can be no longer than 18 characters, it must be in all UPPERCASE letters, and it cannot have spaces.

Default Value
[CHANGE ME]

Contact Status
The name of the contact status code. This is the value held in the ContactStatusCode column in the UA_ContactStatus table.

Valid Values
The example contact status types are as follows.
• CSD (campaign send)
• DLV (delivered)
• UNDLV (undelivered)
• CTR (control)

Your Campaign installation may have additional custom contact status types.

Default Value
[CHANGE ME]

Reports > Schemas > Campaign > Custom Attributes > Columns > [Campaign Custom Column]
Use this form to add to the reporting schema any custom campaign attributes that you want to include in your reports.

Column Name
Specifies the name to use in the reporting view or table for the attribute identified in the Attribute ID field.
Valid Values
The name can be no longer than 18 characters, it must be in all UPPER-CASE letters, and it cannot have spaces.

Default Value
[CHANGE ME]

Attribute ID
The value from the attribute’s AttributeID column in the UA_CampAttribute table.

Default Value
0

Value Type
The data type of the campaign attribute.

Valid Values
StringValue, NumberValue, DatetimeValue

If this campaign attribute holds a currency value, select NumberValue.

If this campaign attribute’s Form Element Type was set to Select Box - String in Campaign, select StringValue.

Default Value
StringValue

Reports > Schemas > Campaign > Custom Attributes > Columns > [Offer Custom Column]

Use this form to add to the reporting schema any custom offer attributes that you want to include in your reports.

Column Name
Specifies the name to use in the reporting view or table for the attribute identified in the Attribute ID field.

Valid Values
The name can be no longer than 18 characters, it must be in all UPPER-CASE letters, and it cannot have spaces.

Default Value
[CHANGE ME]
Attribute ID
The value from the attribute's AttributeID column in the UA_OfferAttribute table.

Default Value
0

Value Type
The data type of the offer attribute.

Valid Values
StringValue, NumberValue, DatetimeValue
If this offer attribute holds a currency value, select NumberValue.
If this offer attribute's Form Element Type was set to Select Box - String in Campaign, select StringValue.

Default Value
StringValue

Reports > Schemas > Campaign > Custom Attributes > Columns > [Cell Custom Column]
Use this form to add to the reporting schema any custom cell attributes that you want to include in your reports.

Column Name
Specifies the name to use in the reporting view or table for the attribute identified in the Attribute ID field.

Valid Values
The name can be no longer than 18 characters, it must be in all UPPER-CASE letters, and it cannot have spaces.

Default Value
[CHANGE ME]

Attribute ID
The value from the attribute's AttributeID column in the UA_CellAttribute table.

Default Value
0
**Reporting configuration properties**

**Value Type**
The data type of the cell attribute.

**Valid Values**
StringValue, NumberValue, DatetimeValue

**Default Value**
StringValue

---

**Reports > Schemas > Interact**

The Unica Interact reporting schemas reference three separate databases: the design time, run time, and learning databases. Use the properties from this page to specify the JNDI names of the data sources for those databases.

The data sources specified on this page must exist if you want to use the Reporting SQL generation tool to generate scripts that create reporting tables. The SQL generation tool can generate scripts that create reporting views without these data sources, but it cannot validate the scripts.

Note that the database type of the data sources must match the database type you select when you generate the SQL scripts for the views or reporting tables.

**Interact Design Datasource (JNDI)**
Specifies the name of the JNDI data source that identifies the Unica Interact design time database, which is also the Unica Campaign system tables.

**Default Value**
campaignPartition1DS

**Interact Runtime Datasource (JNDI)**
Specifies the name of the JNDI data source that identifies the Unica Interact runtime database.

**Default Value**
InteractRTDS

**Interact Learning Datasource (JNDI)**
Specifies the name of the JNDI data source that identifies the Unica Interact learning database.

**Default Value**
InteractLearningDS
Reports > Schemas > Interact > Interact Performance

The Interact Performance schema yields contact and response history metrics at the channel, channel-offer, channel-segment, channel-interaction point, interactive cell, interactive cell-offer, interactive cell-interaction point, interactive offer, interactive offer-cell and interactive offer-interaction point levels.

**Audience Key**

Specifies the name of the column that is the Audience Key for the audience level supported by this reporting schema.

**Valid Values**

A string value no longer than 255 characters.

If the key includes more than one column, use commas between the column names. For example, ColumnX,ColumnY.

**Default Value**

CustomerID

**Detailed Contact History Table**

Specifies the name of the Detailed Contact History table for the audience level supported by this reporting schema.

**Default Value**

UA_DtlContactHist

**Response History Table**

Specifies the name of the Response History table for the audience level supported by this reporting schema.

**Default Value**

UA_ResponseHistory

**Over Time Variations**

Specifies the calendar time periods used by the "over time" reports supported by this schema.

**Valid Values**

Hour, Day, Week, Month, Quarter, Year

**Default Value**

Hour, Day
Reports > Schemas > eMessage

eMessage Tracking Datasource (JNDI)

Specifies the name of the JNDI data source that identifies the eMessage tracking tables, which are located in the Campaign system tables. This data source must exist if you want to use the Reports SQL generation tool to validate scripts that create reporting tables. The SQL generation tool can generate scripts that create reporting views without this data source, but it cannot validate them.

The database type of this data source must match the database type you select when you generate the SQL scripts for the views or reporting tables.

Default Value
campaignPartition1DS

Unica Campaign configuration properties

This section describes the Unica Campaign configuration properties found on the Configuration page.

Campaign

These configuration properties specify the component applications and locales that your installation of Unica Campaign supports.

currencyLocale

The currencyLocale property is a global setting that controls how currency is displayed in the Unica Campaign web application, regardless of the display locale.

No currency conversion is performed by Unica Campaign when the display locale changes (for example, if the multi-locale feature is implemented and the display locale changes based on user-specific locales). You must be aware that when a locale is switched, for example, from English US, in which a currency amount is, for example, US$10.00, to a French locale, the currency amount is unchanged (10,00) even if the currency symbol changes with the locale.

Default Value
en_US

supportedLocales

The supportedLocales property specifies the locales or language–locale pairs that Unica Campaign supports. The value of this property is set by the installer when you install Unica Campaign.
Default Value
All languages/locales into which Unica Campaign has been localized.

**defaultLocale**
The `defaultLocale` property specifies which of the locales specified in the `supportedLocales` property is considered the default display locale for Unica Campaign. The value of this property is set by the installer when you install Unica Campaign.

Default Value
en

**acoInstalled**
The `acoInstalled` property specifies whether Unica Optimize is installed.

When Unica Optimize is installed and configured, set the value to `yes`, which causes the Unica Optimize process to be displayed in flowcharts. If the value is `true` and Unica Optimize is not installed or configured, the process is displayed but disabled (grayed out).

**path**
Affinium/Campaign/acoInstalled

**Valid Values**
false and true

Default Value
false

**collaborateInstalled**
The `collaborateInstalled` property specifies whether Unica Distributed Marketing is installed. When Unica Distributed Marketing is installed and configured, set the value to `true`, which causes the Unica Distributed Marketing features to be available in the Unica Campaign user interface.

**Valid Values**
true | false

Default Value
false

**Campaign > Collaborate**
The properties in this category pertain to Unica Distributed Marketing configuration.
**CollaborateIntegrationServicesURL**

The `CollaborateIntegrationServicesURL` property specifies the server and port number of Unica Distributed Marketing. This URL is used by Unica Campaign when a user publishes a flowchart to Unica Distributed Marketing.

**Default Value**

http://localhost:7001/collaborate/services/CollaborateIntegrationServices/1.0

**Campaign > navigation**

Some of the properties in this category are used internally and should not be changed.

**welcomePageURI**

The `welcomePageURI` property is used internally by Unica applications. It specifies the Uniform Resource Identifier of the Unica Campaign index page. You should not change this value.

**Default Value**

No default value defined.

**seedName**

The `seedName` property is used internally by Unica applications. You should not change this value.

**Default Value**

No default value defined.

**type**

The `Campaign > navigation > type` property is used internally by Unica applications. You should not change this value.

**Default Value**

No default value defined.

**httpPort**

This property specifies the port used by the Unica Campaign web application server. If your installation of Unica Campaign uses a port that is different from the default, you must edit the value of this property.

**Default Value**

7001
**httpsPort**

If SSL is configured, this property specifies the port used by the Unica Campaign web application server for secure connections. If your installation of Unica Campaign uses a secure port that is different from the default, you must edit the value of this property.

**Default Value**

7001

**serverURL**

The Campaign > navigation > serverURL property specifies the URL used by Unica Campaign. If your installation of Unica Campaign has a URL that is different from the default, you should edit the value as follows:

```
http://machine_name_or_IP_address:port_number/context-root
```

**Default Value**

http://localhost:7001/Campaign

**serverURLInternal**

The serverURLInternal property specifies the URL for the Unica Campaign web application when SiteMinder is used. If the property is empty, the value in the serverURL property is used. If you use SiteMinder, you must set this value to the URL for the Unica Campaign web application server, formatted as follows:

```
http://machine_name_or_IP_address:port_number/context-root
```

**Default Value**

No default value defined.

**campaignDetailPageURI**

The campaignDetailPageURI property is used internally by Unica applications. It specifies the Uniform Resource Identifier of the Unica Campaign detail page. You should not change this value.

**Default Value**

campaignDetails.do?id=

**flowchartDetailPageURI**

The flowchartDetailPageURI property is used to construct a URL to navigate to the details of a flowchart in a specific Campaign. You should not change this value.
Unica Campaign configuration properties

**Default Value**

`flowchartDetails.do?campaignID=&id=`

**offerDetailPageURI**

The `offerDetailPageURI` property is used to construct a URL to navigate to the details of a specific offer. You should not change this value.

**Default Value**

`offerDetails.do?id=`

**offerlistDetailPageURI**

The `offerlistDetailPageURI` property is used to construct a URL to navigate to the details of a specific offer list. You should not change this value.

**Default Value**

`displayOfferList.do?offerListId=`

**displayName**

The `displayName` property specifies the link text used for the Unica Campaign link in the Affinium drop-down menu that exists in the GUI of each Unica product.

**Default Value**

`Campaign`

**Campaign > caching**

The properties in the caching category specify the length of time that cached data for channels, initiatives, campaigns, sessions, and offers is retained.

**offerTemplateDataTTLSeconds**

The `offerTemplateDataTTLSeconds` property specifies the length of time, in seconds, that the system retains the Offer Template cache data (Time to Live). An empty value means the cache data is never purged.

**Default Value**

`600 (10 minutes)`

**campaignDataTTLSeconds**

The `campaignDataTTLSeconds` property specifies the length of time, in seconds, that the system retains the Unica Campaign cache data (Time to Live). An empty value means the cache data is never purged.
**sessionDataTTLSeconds**
The `sessionDataTTLSeconds` property specifies the length of time, in seconds, that the system retains the Session cache data (Time to Live). An empty value means the cache data is never purged.

**Default Value**
600 (10 minutes)

**folderTreeDataTTLSeconds**
The `folderTreeDataTTLSeconds` property specifies the length of time, in seconds, that the system retains the Folder Tree cache data (Time to Live). An empty value means the cache data is never purged.

**Default Value**
600 (10 minutes)

**attributeDataTTLSeconds**
The `attributeDataTTLSeconds` property specifies the length of time, in seconds, that the system retains the Offer Attribute cache data (Time to Live). An empty value means the cache data is never purged.

**Default Value**
600 (10 minutes)

**initiativeDataTTLSeconds**
The `initiativeDataTTLSeconds` property specifies the length of time, in seconds, that the system retains the Initiative cache data (Time to Live). An empty value means the cache data is never purged.

**Default Value**
600 (10 minutes)

**offerDataTTLSeconds**
The `offerDataTTLSeconds` property specifies the length of time, in seconds, that the system retains the Offer cache data (Time to Live). An empty value means the cache data is never purged.

**Default Value**
600 (10 minutes)
**segmentDataTTLSeconds**

The `segmentDataTTLSeconds` property specifies the length of time, in seconds, that the system retains the Segment cache data (Time to Live). An empty value means the cache data is never purged.

**Default Value**

600 (10 minutes)

---

**Campaign > partitions**

This category contains properties used to configure all Unica Campaign partitions, including the default partition, which is named partition1. One category should be created for each Unica Campaign partition. This section describes the properties in the `partition[n]` category, which apply to all partitions you configure in Unica Campaign.

---

**Campaign > partitions > partition[n] > eMessage**

Properties in this category allow you to define characteristics of recipient lists and specify the location of resources that upload the lists to Unica Hosted Services.

**eMessagePluginJarFile**

This property specifies location of the plugin to Unica Campaign that uploads OLT data and associated metadata to the remote services hosted by Unica.

**Valid Values**

location in your local environment where you installed the Recipient List Uploader (RLU)

**Default Value**

No default value defined.

---

**defaultSeedInterval**

The number of messages between seed messages if `defaultSeedType` is `Distribute list`.

**Default Value**

1000

---

**defaultSeedType**

The default method that eMessage uses to insert seed addresses into a recipient list.
Valid Values

- **Distribute IDS** - Distribute IDs evenly, based on the size of the recipient list and the number of seed addresses available, inserts seed addresses at equal intervals throughout the entire recipient list.

- **Distribute list** - Insert seed address for every `defaultSeedInterval` IDs in main list. Inserts the entire list of available seed addresses at specified intervals throughout the recipient list. You must specify the interval between insertion points.

**Default Value**

`Distribute IDS`

**oltTableNamePrefix**

Used in the generated schema for the output list table. You must define this parameter.

**Valid Values**

The prefix can contain no more than 8 alphanumeric or underscore characters, and must start with a letter.

**Default Value**

`OLT`

**Campaign > partitions > partition[n] > reports**

These configuration properties define folders for reports.

**offerAnalysisTabCachedFolder**

The `offerAnalysisTabCachedFolder` property specifies the location of the folder that contains the specification for bursted offer reports listed on the Analysis tab when you reach it by clicking the Analysis link on the navigation pane. The path is specified using XPath notation.

**Default Value**

`/content/folder[@name='Affinium Campaign - Object Specific Reports']/folder[@name='offer']/folder[@name='cached']`

**segmentAnalysisTabOnDemandFolder**

The `segmentAnalysisTabOnDemandFolder` property specifies the location of the folder that contains the segment reports listed on the Analysis tab of a segment. The path is specified using XPath notation.

**Default Value**

`/content/folder[@name='Affinium Campaign - Object Specific Reports']/folder[@name='segment']/folder[@name='cached']`
offerAnalysisTabOnDemandFolder

The offerAnalysisTabOnDemandFolder property specifies the location of the folder that contains the offer reports listed on the Analysis tab of an offer. The path is specified using XPath notation.

Default Value

/content/folder[@name='Affinium Campaign - Object Specific Reports']/folder[@name='offer']

segmentAnalysisTabCachedFolder

The segmentAnalysisTabCachedFolder property specifies the location of the folder that contains the specification for bursted segment reports listed on the Analysis tab when you reach it by clicking the Analysis link on the navigation pane. The path is specified using XPath notation.

Default Value

/content/folder[@name='Affinium Campaign - Object Specific Reports']/folder[@name='segment']

analysisSectionFolder

The analysisSectionFolder property specifies the location of the root folder where report specifications are stored. The path is specified using XPath notation.

Default Value

/content/folder[@name='Affinium Campaign']

campaignAnalysisTabOnDemandFolder

The campaignAnalysisTabOnDemandFolder property specifies the location of the folder that contains the campaign reports listed on the Analysis tab of a campaign. The path is specified using XPath notation.

Default Value

/content/folder[@name='Affinium Campaign - Object Specific Reports']/folder[@name='campaign']

campaignAnalysisTabCachedFolder

The campaignAnalysisTabCachedFolder property specifies the location of the folder that contains the specification for bursted campaign reports listed on the Analysis tab when you reach it by clicking the Analysis link on the navigation pane. The path is specified using XPath notation.

Default Value

/content/folder[@name='Affinium Campaign - Object Specific Reports']/folder[@name='campaign']/folder[@name='cached']
**campaignAnalysisTabEmessageOnDemandFolder**

The `campaignAnalysisTabEmessageOnDemandFolder` property specifies the location of the folder that contains the Unica eMessage reports listed on the Analysis tab of a campaign. The path is specified using XPath notation.

**Default Value**

```
/content/folder[@name='Affinium Campaign']/folder[@name='eMessage Reports']
```

**campaignAnalysisTabInteractOnDemandFolder**

Report server folder string for Interact reports.

**Default Value**

```
/content/folder[@name='Affinium Campaign']/folder[@name='Interact Reports']
```

**Availability**

This property is applicable only if you have installed Unica Interact.

**interactiveChannelAnalysisTabOnDemandFolder**

Report server folder string for Interactive Channel analysis tab reports

**Default Value**

```
/content/folder[@name='Affinium Campaign - Object Specific Reports']/folder[@name='interactive channel']
```

**Availability**

This property is applicable only if you have installed Unica Interact.

**Campaign > partition[n] > validation**

The Validation Plugin Development Kit (PDK), delivered with Unica Campaign, allows third parties to develop custom validation logic for use in Unica Campaign. Properties in the `partition[n] > validation` category specify the classpath and class name of the custom validation program, and an optional configuration string.

**validationClass**

The `validationClass` property specifies the name of the class used for validation in Unica Campaign. The path to the class is specified in the `validationClasspath` property. The class must be fully qualified with its package name.

For example:

```
com.unica.campaign.core.validation.samples.SimpleCampaignValidator
```

indicates the `SimpleCampaignValidator` class from the sample code.
This property is undefined by default, which causes Unica Campaign to perform no custom validation.

**Default Value**

No default value defined.

**validationConfigString**

The `validationConfigString` property specifies a configuration string that is passed into the validation plugin when Unica Campaign loads it. The use of the configuration string may vary, depending on the plugin used.

This property is undefined by default.

**Default Value**

No default value defined.

**validationClasspath**

The `validationClasspath` property specifies the path to the class used for custom validation in Unica Campaign.

You may specify the path as follows:

- The value may be either full path or a relative path. If the path is not an absolute path, the behavior depends on the application server that is running Unica Campaign. WebLogic uses the path to the domain work directory which by default is `c:\bea\user_projects\domains\mydomain`.

  - If the path ends in a slash (forward slash `/` for UNIX or backslash `\` for Windows), then Unica Campaign assumes the path is to a directory that contains the Java plug-in class that should be used. If the path does not end in a slash, then Unica Campaign assumes that it is the name of a jar file that contains the java class. For example: The value `/opt/affinium/campaign/pdk/lib/validation.jar` is the path on a UNIX platform that would point to the jar file that comes out of the box with the plug-in developer kit.

  This property is undefined by default, which causes the property to be ignored.

**Default Value**

No default value defined.

**Campaign > partitions > partition[n] > audienceLevels > audienceLevel**

The `partition[n] > audienceLevels` category contains sub-categories and properties that are created and populated when a user creates audience levels in Unica Campaign. You should not edit properties in this category.
Properties in the `partition[n] > audienceLevels > audienceLevel` category specify the number of fields in the audience level and the name of an audience level. These properties are populated when a user creates audience levels in Unica Campaign. You should not edit properties in this category.

**numFields**

This property is populated when a user creates audience levels on the Administration page in Unica Campaign. You should not edit this property.

**Default Value**

No default value defined.

**audienceName**

This property is populated when a user creates audience levels on the Administration page in Unica Campaign. You should not edit this property.

**Default Value**

No default value defined.

**Campaign > partitions > partition[n] > audienceLevels > audienceLevel > field[n]**

Properties in this category define an audience level field. These properties are populated when a user creates audience levels on the Administration page in Unica Campaign. You should not edit properties in this category.

**type**

The `partition[n] > audienceLevels > audienceLevel > field[n] > type` property is populated when a user creates audience levels on the Administration page in Unica Campaign. You should not edit this property.

**Default Value**

No default value defined.

**name**

The `partition[n] > audienceLevels > audienceLevel > field[n] > name` property is populated when a user creates audience levels on the Administration page in Unica Campaign. You should not edit this property.

**Default Value**

No default value defined.
Unica Campaign configuration properties

Campaign > Partitions > partition[n] > dataSources

Properties in this category configure the way Unica Campaign interacts with databases, including its own system tables. These properties specify the databases which Unica Campaign can access and many aspects of how queries are formed.

Each data source that you add in Unica Campaign is represented by a category under partition[n] > dataSources > [DATA_SOURCE_NAME].

🌟 The Unica Campaign system tables data source for each partition must be named UA_SYSTEM_TABLES in the Unica Marketing Platform, and a dataSources > UA_SYSTEM_TABLES category must exist in the Configuration page for every Unica Campaign partition.

AccessLibrary

Unica Campaign chooses its data source access library according to the data source type. For example, libora4d.so is used for Oracle connectivity, while libdb24d.so is used for DB2 connectivity. In most cases, the default selections are appropriate. However, the AccessLibrary property can be changed if the default value proves to be incorrect in your Unica Campaign environment. For example, 64-bit Unica Campaign provides two ODBC access libraries: one appropriate for ODBC data sources compatible with the unixODBC implementation (libodb4d.so — used by Unica Campaign to access, for example, Informix), and the other compatible with the DataDirect implementation (libodb4dDD.so — used by Unica Campaign to access, for example, Teradata).

Additional libraries for AIX

Unica Campaign includes two additional libraries for AIX ODBC driver managers that support the ODBC ANSI API rather than the ODBC Unicode API:

- libodb4dAO.so (32- and 64-bit) — ANSI-only library for unixODBC-compatible implementations
- libodb4dDDAO.so (64-bit only) — ANSI-only library for DataDirect-compatible implementations

If you determine that the default access library should be overridden (for example, if you purchase a DataDirect driver manager and driver for Informix), set this parameter as required (in the example, to libodb4dDD.so, overriding the default selection of libodb4d.so).

This property is empty by default.

Default Value

No default value defined.
**ASMSaveDBAuthentication**

The **ASMSaveDBAuthentication** property specifies whether, when you log in to Unica Campaign and map a table in a data source you have not previously logged in to, Unica Campaign saves your user name and password in Unica Marketing.

If you set this property to **TRUE**, Unica Campaign does not prompt you for a user name and password when you subsequently log in to the data source. If you set this property to **FALSE**, Unica Campaign prompts you for a user name and password each time you log in to the data source.

**Valid Values**

TRUE | FALSE

**Default Value**

TRUE

**ASMUserForDBCredentials**

The **ASMUserForDBCredentials** property specifies the Unica Marketing user name assigned to the Unica Campaign system user (required for accessing the Unica Campaign system tables).

This property is undefined by default.

**Default Value**

No default value defined.

**AllowBaseJoinsInSelect**

Determines whether Unica Campaign attempts to perform a SQL join of base tables (from the same data source) used in a Select process; otherwise, the equivalent join is performed on the Unica Campaign server.

**Valid Values**

TRUE | FALSE

**Default Value**

TRUE

**AliasPrefix**

The **AliasPrefix** property specifies the way Unica Campaign forms the alias name that Unica Campaign creates automatically when using a dimension table and writing to a new table.

Note that each database has a maximum identifier length; check the documentation for the database you are using to be sure that the value you set does not exceed the maximum identifier length for your database.
**Unica Campaign configuration properties**

**Default Value**

A

**AllowSegmentUsingSQLCase**

The `AllowSegmentUsingSQLCase` property specifies whether the Unica Campaign Segment process consolidates multiple SQL statements into a single SQL statement, when specific configuration conditions are met.

Setting this property to **TRUE** results in significant performance improvements when all of the following conditions are met:

- Segments are mutually exclusive.
- All segments come from a single table.
- Criteria for each segment are based on the Unica macro language.

In this case, Unica Campaign generates a single SQL `CASE` statement to perform segmentation, followed by segment-by-field processing on the Unica Campaign application server.

**Valid Values**

**TRUE | FALSE**

**Default Value**

**TRUE**

**AllowTempTables**

The `AllowTempTables` property specifies whether Unica Campaign creates temporary tables in the database. Creating temporary tables can significantly improve the performance of campaigns. When the value is **TRUE**, temporary tables are enabled.

When temporary tables are enabled, each time a query is issued against the database (for example, by the Segment process), the resulting IDs are written in a temporary table in the database. When an additional query is issued, Unica Campaign may use that temporary table to retrieve rows from the database.

If temporary tables are not enabled, Unica Campaign retains the selected IDs in the server memory. The additional query retrieves IDs from the database and matches them to the IDs in server memory.

For more information on controlling temporary table joins, see `MaxTempTableJoinPctSelectAll` and `MaxTempTableJoinPctWithCondition`.

You must have appropriate privileges to write in the database to use temporary tables. This is determined by the database login you provide when you connect to the database.

**Default Value**

**TRUE**
**UseTempTablePool**

⚠️ This property is supported only for Teradata data sources. For all other supported databases, this option should be set to **FALSE**.

When the `UseTempTablePool` property is set to **TRUE**, temp tables will not be dropped from the database. Temp tables will be truncated and reused from the pool of tables maintained by Unica Campaign. When set to **FALSE**, temp tables are dropped and re-created every time a flowchart is run.

**Valid Values**

**TRUE | FALSE**

**Default Value**

**FALSE**

**TempTablePreTruncateRunScript**

⚠️ This property is supported only for Teradata data sources. For all other supported databases, this property should not be set.

Use the `TempTablePreTruncateRunScript` property to specify a script or executable that will be run before a temp table is truncated. The script that you specify can be used to negate the effect of a SQL statement specified in the `PostTempTableCreateRunScript` property.

For example, with the `PostTempTableCreateRunScript` property, you could specify a script that includes the following SQL statement to create an index:

```sql
CREATE INDEX <TABLENAME>Idx_1 (<KEYCOLUMNS>) ON <TABLENAME>
```

Then, specify another script with the following statement in the `TempTablePreTruncateRunScript` property to drop the index:

```sql
DROP INDEX <TABLENAME>Idx_1 ON <TABLENAME>
```

**Valid Values**

File name of a shell script or executable

**Default Value**

Not defined

**TempTablePreTruncateExecutionSQL**

⚠️ This property is supported only for Teradata data sources. For all other supported databases, this property should not be set.
Use the TempTablePreTruncateExecutionSQL property to specify a SQL query that will be run before a temp table is truncated. The query that you specify can be used to negate the effect of a SQL statement specified in the TempTablePostExecutionSQL property.

For example, with the TempTablePostExecutionSQL property, you could specify the following SQL statement to create an index:

```
CREATE INDEX <TABLENAME>Idx_1 (<KEYCOLUMNS>) ON <TABLENAME>
```

Then, specify the following query in the TempTablePreTruncateExecutionSQL property to drop the index:

```
DROP INDEX <TABLENAME>Idx_1 ON <TABLENAME>
```

**Valid Values**

A valid SQL query

**Default Value**

Not defined

**BulkInsertBlockSize**

The BulkInsertBlockSize property defines the maximum size of a data block, in number of records, that Unica Campaign passes to the database at a time.

**Default Value**

100

**BulkReaderBlockSize**

The BulkReaderBlockSize property defines the size of a data block, in number of records, that Unica Campaign reads from the database at a time.

**Default Value**

2500

**ConditionalSQLCloseBracket**

The ConditionalSQLCloseBracket property specifies the type of bracket used to indicate the end of a conditional segment in raw SQL custom macros. Conditionalized segments enclosed within the brackets specified by the ConditionalSQLOpenBracket and ConditionalSQLCloseBracket properties are used only if temp tables exist, and are ignored if there are no temp tables.

**Default Value**

```
} (closing curly brace)
```
**ConditionalSQLOpenBracket**

The `ConditionalSQLOpenBracket` property specifies the type of bracket used to indicate the start of a conditional segment in raw SQL custom macros. Conditionalized segments enclosed within the brackets specified by the `ConditionalSQLOpenBracket` and `ConditionalSQLCloseBracket` properties are used only if temp tables exist, and are ignored if there are no temp tables.

**Default Value**

`
{ (opening curly brace)
`  

**ConnectionCacheSize**

The `ConnectionCacheSize` property specifies the number of connections that Unica Campaign maintains in a cache for each data source.

By default (N=0), Unica Campaign establishes a new connection to a data source for each operation; if Unica Campaign maintains a cache of connections and a connection is available for reuse, Unica Campaign uses the cached connection rather than establishing a new connection.

If the setting is not 0, once a process is done with a connection, Unica Campaign keeps up to the specified number of connections open for an amount of time specified by the `InactiveConnectionTimeout` property. After this time expires, the connections are removed from the cache and closed.

**Default Value**

0 (zero)

**DSN**

Use the `DSN` property to identify the physical data source for the Unica Campaign data source you are defining. This value is undefined by default.

You can specify multiple logical data sources that refer to the same physical data source. For example, you can create two Unica Campaign data sources, one with `AllowTempTables = TRUE` and the other with `AllowTempTables = FALSE`. Each of these data sources would have a different data source name in Unica Campaign, but if they refer to the same physical data source they will have the same DSN value.

**Default Value**

No default value defined.

**DSNUsingOSAuthentication**

The `DSNUsingOSAuthentication` property applies only when an Unica Campaign data source is SQL Server. Set the the value to `TRUE` when the DSN is configured to use Windows Authentication mode.

**Valid Values**

`TRUE | FALSE`
Default Value
FALSE

**DateFormat**

Unica Campaign uses the value of the `DateFormat` property to determine how to parse data in **date** formats when using the Unica Campaign macro language or when interpreting data from date columns.

Set the value of the `DateFormat` property to the format in which Unica Campaign expects to receive dates from this data source. The value must match the format your database uses to display dates on select. For most databases, this setting is the same as the setting for the `DateOutputFormatString` property.

* If you use the multi-locale feature, you should not use date formats containing 3-letter months (MMM), %b (abbreviated month name), or %B (full month name). Instead, you should use a delimited or fixed format with a numeric value for the month.

To determine the date format your database uses, select a date from the database as described in the following table.

**Selecting a date by database**

<table>
<thead>
<tr>
<th>Database</th>
<th>To determine the correct setting ...</th>
</tr>
</thead>
<tbody>
<tr>
<td>DB2</td>
<td>Connect to the database from a machine running the Unica Campaign server. Use <code>db2test</code>, located in the <code>Campaign\bin</code> directory, to connect and issue the following command: <code>values current date</code></td>
</tr>
<tr>
<td>Informix</td>
<td>Informix has different formats for writing and selecting from the database. Connect to the database from a machine running the Unica Campaign server. Use <code>odbctest</code>, located in the <code>Campaign\bin</code> directory, to connect and issue the following command: <code>select today from informix.systables where tabid=1;</code></td>
</tr>
<tr>
<td>Database</td>
<td>To determine the correct setting ...</td>
</tr>
<tr>
<td>-----------</td>
<td>-------------------------------------</td>
</tr>
</tbody>
</table>
| Netezza   | Connect to the database from a machine running the Unica Campaign server. Use odbctest, located in the Campaign\bin directory, to connect and issue the following command:  
  ```
  CREATE TABLE date_test (f1 DATE);  
  INSERT INTO date_test values (current_date);  
  SELECT f1 FROM date_test;  
  ```  
  Another way to select date format is to run following command:  
  ```
  limit 1;
  SELECT current_date FROM ANY_TABLE
  ```  
  where ANY_TABLE is the name of any existing table  
| Oracle    | Log into the database from the machine running the Unica Campaign server. Use SQL *Plus to connect and issue the following command:  
  ```
  SELECT sysdate FROM dual
  ```  
  The current date is returned in NLS_DATE_FORMAT for that client.  
| SQL Server| Connect to the database from a machine running the Unica Campaign listener. Use odbctest, located in the Campaign\bin directory, to connect and issue the following command:  
  ```
  SELECT getdate()
  ```  
| Sybase    | Connect to the database from a machine running the Unica Campaign server. Use odbctest, located in the Campaign\bin directory, to connect and issue the following command:  
  ```
  select today(*) from sys.dummy;
  ```  

### Additional considerations

Note the following database-specific instructions.

**Teradata**

Teradata allows you to define the date format on a per-column basis. In addition to `dateFormat` and `dateOutputFormatString`, you need to set `SuffixOnCreateDateField`. To be consistent with our system table settings, use:

- `SuffixOnCreateDateField = FORMAT 'YYYY-MM-DD'`
Unica Campaign configuration properties

- **DateFormat** = `DELIM_Y_M_D`
- **DateOutputFormatString** = `%Y-%m-%d`

**SQL Server**

If the **Use regional settings when outputting currency, numbers, dates, and times** option is not checked in the ODBC data source configuration, then you cannot reset the date format. In general, it is easier to leave this setting unchecked so that the date format configuration does not change for each language.

**Valid Values**

Any of the formats specified in the `DATE` macro

**Default Value**

`DELIM_Y_M_D`

**DateOutputFormatString**

The **DateOutputFormatString** property specifies the format of the date datatype to be used when Unica Campaign writes any date, such as a campaign start or end date, to a database. Set the value of the **DateOutputFormatString** property to the format that the data source expects for columns of the type `date`. For most databases, this setting is the same as the setting for the `[data_source_name] > DateFormat` property.

The **DateOutputFormatString** property can be set to any of the formats specified for `format_str` in the `DATE_FORMAT` macro. Note that the `DATE_FORMAT` macro accepts two different kinds of formats. One is an identifier (for example, `DELIM_M_D_Y`, `DDMMYYYY`, the same as accepted by the `DATE` macro), while the other is a format string. The value of the **DateOutputFormatString** property must be a format string - it must not be one of the `DATE` macro identifiers. Typically, use one of the delimited formats.

You can verify whether you have selected the correct format by creating a table and inserting a date in the format you selected, as described in the following procedure.

**To verify DateOutputFormatString**

1. Connect to the database using the appropriate tool, as described in the table for "Selecting a date by database".

   Do not use the query tools that come with the database (such as SQL Server’s Query Analyzer) to verify that dates are being sent to the database correctly. These query tools might convert the date format to something other than what Unica Campaign actually sent to the database.

2. Create a table and insert a date in the format you selected. For example, if you selected `%m/%d/%Y`:

   ```sql
   CREATE TABLE date_test (F1 DATE)
   INSERT INTO date_test VALUES ('03/31/2004')
   ```
If the database allows the `INSERT` command to complete successfully, then you have selected the correct format.

**Default Value**

`%Y/%m/%d`

**DateTimeFormat**

The value of the `[data_source_name] > DateTimeFormat` property specifies the format in which Unica Campaign expects to receive datetime/timestamp data from a database. It must match the format your database uses to display datetime/timestamp data on select. For most databases, this setting is the same as the setting for `DateTimeOutputFormatString`.

Typically, you should set the `DateTimeFormat` by prepending your `DateFormat` value with `DT_` after determining the `DateFormat` value as described in the table for "Selecting a date by database".

突发事件 If you use the multi-locale feature, you should not use date formats containing 3-letter months (MMM), `%b` (abbreviated month name), or `%B` (full month name). Instead, you should use a delimited or fixed format with a numeric value for the month.

**Valid Values**

Only delimited formats are supported, as follows:

- `DT_DELIM_M_D`
- `DT_DELIM_M_D_Y`
- `DT_DELIM_Y_M`
- `DT_DELIM_Y_M_D`
- `DT_DELIM_M_Y`
- `DT_DELIM_D_M`
- `DT_DELIM_D_M_Y`

**Default Value**

`DT_DELIM_Y_M_D`

**DateTimeOutputFormatString**

The `DateTimeOutputFormatString` property specifies the format of the datetime datatype to be used when Unica Campaign writes any datetime, such as a campaign start or end date and time, to a database. Set the value of the `DateTimeOutputFormatString` property to the format that the data source expects for columns of the type `datetime`. For most databases, this setting is the same as the setting for the `[data_source_name] > DateTimeFormat` property.
See DateOutputFormatString for a method for verifying that the format you select is correct.

**Default Value**

%Y/%m/%d %H:%M:%S

**DB2NotLoggedInitially**

The `DB2NotLoggedInitially` property determines whether Unica Campaign uses the `not logged initially` SQL syntax when populating temporary tables in DB2. When set to `TRUE`, this property disables logging for inserts into temp tables, which improves performance and decreases database resource consumption.

If your version of DB2 does not support the `not logged initially` syntax, set this property to `FALSE`.

**Valid Values**

TRUE | FALSE

**Default Value**

TRUE

**DB2NotLoggedInitiallyUserTables**

The `DB2NotLoggedInitiallyUserTables` property determines whether Unica Campaign uses the `not logged initially` SQL syntax for inserts into DB2 user tables. When set to `TRUE`, this property disables logging for inserts into the user tables, which improves performance and decreases database resource consumption.

- When set to `TRUE`, if a user table transaction fails for any reason, the table will become corrupted and must be dropped. All data previously contained in the table will be lost.

- The `DB2NotLoggedInitiallyUserTables` property is not used for the Unica Campaign system tables.

**Valid Values**

TRUE | FALSE

**Default Value**

FALSE

**DefaultScale**

The `DefaultScale` property determines floating point precision when a Unica Campaign Snapshot process exports numeric fields to a table. When the value is 0 (zero) Unica Campaign preserves the floating point precision in the field being exported.
You can limit the floating point precision by changing this property. For example, if you set the value at 3, floating point precision would be three places (0.00N).

**Default Value**
0 (zero)

**DeleteAsRecreate**
The `DeleteAsRecreate` property specifies whether, when an output process is configured to REPLACE TABLE and if TRUNCATE is not supported, Unica Campaign drops and recreates the table or only deletes from the table.

When the value is TRUE, Unica Campaign drops the table and recreates it.

When the value is FALSE, Unica Campaign executes a DELETE FROM from the table.

**Valid Values**
TRUE | FALSE

**Default Value**
FALSE

**DeleteAsTruncate**
The `DeleteAsTruncate` property specifies whether, when an output process is configured to REPLACE TABLE, Unica Campaign uses TRUNCATE TABLE or deletes from the table.

When the value is TRUE, Unica Campaign executes a TRUNCATE TABLE from the table.

When the value is FALSE, Unica Campaign executes a DELETE FROM from the table.

The default value depends on the database type.

**Valid Values**
TRUE | FALSE

**Default Value**
- TRUE for Netezza, Oracle, Sybase and SQLServer.
- FALSE for other database types.

**DisallowTempTableDirectCreate**
The `DisallowTempTableDirectCreate` property specifies the way Unica Campaign adds data to a temp table.

When set to FALSE, Unica Campaign performs direct create-and-populate SQL syntax using one command; for example, CREATE TABLE <table_name> AS ... (for Oracle and Netezza) and SELECT <field_names> INTO <table_name> ... (for SQL Server).
When set to TRUE, Unica Campaign creates the temp table and then populates it directly from table to table using separate commands.

Valid Values
TRUE | FALSE

Default Value
FALSE

EnableSelectDistinct

The EnableSelectDistinct property specifies whether the internal lists of IDs for Unica Campaign are de-duplicated by the Unica Campaign server or by the database.

When the value is TRUE, the database performs de-duplication, and SQL queries generated against the database then have the form (when appropriate):

```
SELECT DISTINCT key FROM table
```

When the value is FALSE, the Unica Campaign server performs de-duplication, and SQL queries generated against the database have the form:

```
SELECT key FROM table
```

You should leave the default value of FALSE if:

- Your database is constructed so that unique identifiers (primary keys of base tables) are already guaranteed to be de-duped.
- You want the Unica Campaign application server to perform de-duplication to reduce resource consumption/burden on the database.

Regardless of what value you specify for this property, Unica Campaign automatically ensures that keys are de-duplicated as required. This property merely controls where the de-duplication effort occurs (on the database or on the Unica Campaign server).

Valid Values
TRUE | FALSE

Default Value
TRUE

EnableSelectOrderBy

The EnableSelectOrderBy property specifies whether the internal lists of IDs for Unica Campaign are sorted by the Unica Campaign server or by the database.

When the value is TRUE, the database performs the sorting, and SQL queries generated against the database have the form:
When the value is \texttt{FALSE}, the Unica Campaign server performs the sorting, and SQL queries generated against the database have the form:

\begin{verbatim}
SELECT \texttt{key} FROM \texttt{table} ORDER BY \texttt{key}
\end{verbatim}

Only set this property to \texttt{FALSE} if the audience levels used are text strings on a non-English database. All other scenarios can use the default of \texttt{TRUE}.

\textbf{Valid Values}

\begin{itemize}
  \item True
  \item False
\end{itemize}

\textbf{Default Value}

\texttt{TRUE}

\textbf{ExcludeFromTableDisplay}

The \texttt{ExcludeFromTableDisplay} parameter allows you to limit the database tables that are displayed during table mapping in Unica Campaign. It does not reduce the number of table names retrieved from the database.

Table names matching the specified patterns are not displayed.

For example, if you set the value of this parameter to \texttt{sys.*}, tables with names that begin with \texttt{sys.} are not displayed. Note that the values for this parameter are case-sensitive.

\textbf{Default Value}

\texttt{UAC_*}, which excludes temp tables and Extract tables, when the \texttt{ExtractTablePrefix} property’s value is the default value

\textbf{ExtractTablePrefix}

The \texttt{ExtractTablePrefix} property specifies a string that is automatically prepended to all Extract table names in Unica Campaign.

\textbf{Default Value}

\texttt{UAC_EX}

\textbf{ForceNumeric}

The \texttt{ForceNumeric} property specifies whether Unica Campaign retrieves numeric values as the data type \texttt{double}. When the value is set to \texttt{TRUE}, Unica Campaign retrieves all numeric values as the data type \texttt{double}. 

\url{https://www.unica.com/support/unica-campaign/administrator-guide/appendix-a-configuration-properties-on-the-configuration-page/}
Valid Values
TRUE | FALSE

Default Value
FALSE

**InactiveConnectionTimeout**
The `InactiveConnectionTimeout` property specifies the number of seconds an inactive Unica Campaign database connection is left open before it is closed. Setting the value to 0 disables the timeout, leaving the connection open.

Default Value
120

**InsertLogSize**
The `InsertLogSize` property specifies when a new entry is entered in the log file while the Unica Campaign Snapshot process is running. Every time the number of records written by the Snapshot process reaches a multiple of the number specified in the `InsertLogSize` property, a log entry is written. The log entries can help you determine how far a running Snapshot process has progressed. Note that setting this value too low may create large log files.

Valid Values
Positive integers

Default Value
100000 (one hundred thousand records)

**JndiName**
The `JndiName` property is used only when configuring the Unica Campaign system tables (not for other data sources, such as customer tables). Set its value to the Java Naming and Directory Interface (JNDI) data source that is defined in the application server (Websphere or WebLogic).

Default Value
campaignPartition1DS

**LoaderCommand**
The `LoaderCommand` property specifies the command issued to invoke your database load utility in Unica Campaign. If you set this parameter, Unica Campaign enters the database loader utility mode for all output files from the Snapshot process that are used with the “replace all records” settings. This parameter also invokes the database loader utility mode when Unica Campaign uploads ID lists into temp tables.
The valid value for this property is any full path name either to the database load utility executable or to a script that launches the database load utility. Using a script allows you to perform additional setup before invoking the load utility (for example, moving files to a database server first or invoking ISQL to use the load command in Sybase IQ).

Most database load utilities require several arguments to be launched successfully. These arguments can include specifying the data file and control file to load from and the database and table to load into. Unica Campaign supports the following tokens, which are replaced by the specified elements when the command is run. Consult your database load utility documentation for the correct syntax to use when invoking your database load utility.

This parameter is undefined by default.

Tokens available to LoaderCommand are described in the following table:

<table>
<thead>
<tr>
<th>Token</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;AMUSER&gt;</td>
<td>This token is replaced with the Unica Marketing user name associated with the flowchart being run.</td>
</tr>
<tr>
<td>&lt;CAMPAIGNCODE&gt;</td>
<td>This token is replaced with the code for the campaign associated with the flowchart.</td>
</tr>
<tr>
<td>&lt;CAMPAIGNNAME&gt;</td>
<td>This token is replaced with the name of the campaign associated with the flowchart being run.</td>
</tr>
<tr>
<td>&lt;CONTROLFILE&gt;</td>
<td>This token is replaced with the full path and file name to the temporary control file that Unica Campaign generates according to the template that is specified in the LoaderControlFileTemplate parameter.</td>
</tr>
<tr>
<td>&lt;DATABASE&gt;</td>
<td>This token is replaced with the name of the data source that Unica Campaign is loading data into. This is the same data source name used in the category name for this data source.</td>
</tr>
<tr>
<td>&lt;DATAFILE&gt;</td>
<td>This token is replaced with the full path and file name to the temporary data file created by Unica Campaign during the loading process. This file is in the Unica Campaign Temp directory, UNICA_ACTMPDIR.</td>
</tr>
<tr>
<td>&lt;DBUSER&gt;</td>
<td>This token is replaced with the database user name for the database.</td>
</tr>
<tr>
<td>&lt;DSN&gt;</td>
<td>This token is replaced with the value of the DSN property. If the DSN property is not set, the &lt;DSN&gt; token is replaced by the data source name used in the category name for this data source (the same value used to replace the &lt;DATABASE&gt; token).</td>
</tr>
</tbody>
</table>
### Token Description

<table>
<thead>
<tr>
<th>Token</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><code>&lt;FLOWCHARTNAME&gt;</code></td>
<td>This token is replaced with the name of the flowchart being run.</td>
</tr>
<tr>
<td><code>&lt;NUMFIELDS&gt;</code></td>
<td>This token is replaced with the number of fields in the table.</td>
</tr>
<tr>
<td><code>&lt;PASSWORD&gt;</code></td>
<td>This token is replaced with the database password from the current flowchart connection to the data source.</td>
</tr>
<tr>
<td><code>&lt;TABLE&gt;</code></td>
<td>This token is obsolete, but is supported for backward compatibility. See <code>&lt;TABLENAME&gt;</code>, which replaced <code>&lt;TABLE&gt;</code> as of version 4.6.3.</td>
</tr>
<tr>
<td><code>&lt;TABLENAME&gt;</code></td>
<td>This token is replaced with the database table name that Unica Campaign is loading data into. This is the target table from your Snapshot process or the name of the Temp Table being created by Unica Campaign.</td>
</tr>
<tr>
<td><code>&lt;USER&gt;</code></td>
<td>This token is replaced with the database user from the current flowchart connection to the data source.</td>
</tr>
</tbody>
</table>

### Valid Values

Any full path name either to the database load utility executable or to a script that launches the database load utility

### Default Value

No default value defined.

### LoaderCommandForAppend

The `LoaderCommandForAppend` parameter specifies the command issued to invoke your database load utility for appending records to a database table in Unica Campaign. If you set this parameter, Unica Campaign enters database loader utility mode for all output files from the Snapshot process that are used with the “append records” settings.

This parameter is specified as a full path name either to the database load utility executable or to a script that launches the database load utility. Using a script allows you to perform additional setup before invoking the load utility (for example, moving files to a database server first or invoking ISQL to use the load command in Sybase IQ).

Most database load utilities require several arguments to be successfully launched. These can include specifying the data file and control file to load from and the database and table to load into. The tokens are replaced by the specified elements when the command is run.

Consult your database load utility documentation for the correct syntax to use when invoking your database load utility.
This parameter is undefined by default.

**Tokens available to LoaderCommandForAppend are described in the following table:**

<table>
<thead>
<tr>
<th>Token</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;AMUSER&gt;</td>
<td>This token is replaced with the Unica Marketing user name associated with the flowchart being run.</td>
</tr>
<tr>
<td>&lt;CAMPAIGNCODE&gt;</td>
<td>This token is replaced with the code for the campaign associated with the flowchart being run.</td>
</tr>
<tr>
<td>&lt;CAMPAIGNNAME&gt;</td>
<td>This token is replaced with the name of the campaign associated with the flowchart being run.</td>
</tr>
<tr>
<td>&lt;CONTROLFILE&gt;</td>
<td>This token is replaced with the full path and file name to the temporary control file that Unica Campaign generates according to the template that is specified in the LoaderControlFileTemplate parameter.</td>
</tr>
<tr>
<td>&lt;DATABASE&gt;</td>
<td>This token is replaced with the name of the data source that Unica Campaign is loading data into. This is the same data source name used in the category name for this data source.</td>
</tr>
<tr>
<td>&lt;DATAFILE&gt;</td>
<td>This token is replaced with the full path and file name to the temporary data file created by Unica Campaign during the loading process. This file is in the Unica Campaign Temp directory, UNICA_ACTMPDIR.</td>
</tr>
<tr>
<td>&lt;DBUSER&gt;</td>
<td>This token is replaced with the database user name for the database where the temp tables were created.</td>
</tr>
<tr>
<td>&lt;DSN&gt;</td>
<td>This token is replaced with the value of the DSN property. If the DSN property is not set, the &lt;DSN&gt; token is replaced by the data source name used in the category name for this data source (the same value used to replace the &lt;DATABASE&gt; token).</td>
</tr>
<tr>
<td>&lt;FLOWCHARTNAME&gt;</td>
<td>This token is replaced with the name of the flowchart associated with the temp table creation.</td>
</tr>
<tr>
<td>&lt;NUMFIELDS&gt;</td>
<td>This token is replaced with the number of fields in the table.</td>
</tr>
<tr>
<td>&lt;PASSWORD&gt;</td>
<td>This token is replaced with the database password from the current flowchart connection to the data source.</td>
</tr>
</tbody>
</table>
## Unica Campaign configuration properties

### Token Description

<table>
<thead>
<tr>
<th>Token</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><code>&lt;TABLE&gt;</code></td>
<td>This token is obsolete, but is supported for backward compatibility. See <code>&lt;TABLENAME&gt;</code>, which replaced <code>&lt;TABLE&gt;</code> as of version 4.6.3.</td>
</tr>
<tr>
<td><code>&lt;TABLENAME&gt;</code></td>
<td>This token is replaced with the database table name that Unica Campaign is loading data into. This is the target table from your Snapshot process or the name of the Temp Table being created by Unica Campaign.</td>
</tr>
<tr>
<td><code>&lt;USER&gt;</code></td>
<td>This token is replaced with the database user from the current flowchart connection to the data source.</td>
</tr>
</tbody>
</table>

### Default Value

No default value defined.

### LoaderControlFileTemplate

The `LoaderControlFileTemplate` property specifies the full path and file name to the control file template that has been previously configured in Unica Campaign. When this parameter is set, Unica Campaign dynamically builds a temporary control file based on the template that you specify here. The path and name of this temporary control file is available to the `<CONTROLFILE>` token that is available to the LoaderCommand parameter.

Before you use Unica Campaign in the database loader utility mode, you must configure the control file template that is specified by this parameter. The control file template supports the following tokens, which are dynamically replaced when the temporary control file is created by Unica Campaign.

For the correct syntax required for your control file, please see your database loader utility documentation.

This parameter is undefined by default.

Tokens available to `LoaderControlFileTemplate` are the same as those described for the `LoaderCommand` property, plus the following special tokens, which are repeated once for each field in the outbound table.

<table>
<thead>
<tr>
<th>Token</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><code>&lt;DBCOLUMNNUMBER&gt;</code></td>
<td>This token is replaced with the column ordinal in the database.</td>
</tr>
<tr>
<td><code>&lt;FIELDLENGTH&gt;</code></td>
<td>This token is replaced with the length of the field being loaded into the database.</td>
</tr>
<tr>
<td><code>&lt;FIELDNAME&gt;</code></td>
<td>This token is replaced with the name of the field being loaded into the database.</td>
</tr>
</tbody>
</table>
### Token Descriptions

<table>
<thead>
<tr>
<th>Token</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><code>&lt;FIELDNUMBER&gt;</code></td>
<td>This token is replaced with the number of the field being loaded into the database.</td>
</tr>
<tr>
<td><code>&lt;FIELDTYPE&gt;</code></td>
<td>This token is replaced with the literal &quot;CHAR( )&quot;. The length of this field is specified between the (). If your database happens to not understand the field type, CHAR, you can manually specify the appropriate text for the field type and use the <code>&lt;FIELDLENGTH&gt;</code> token. For example, for SQLSVR and SQL2000 you would use &quot;SQLCHAR(&lt;FIELDLENGTH&gt;)&quot;.</td>
</tr>
<tr>
<td><code>&lt;NATIVETYPE&gt;</code></td>
<td>This token is replaced with the actual database type that this field is loaded into.</td>
</tr>
<tr>
<td><code>&lt;xyz&gt;</code></td>
<td>This token places the specified character(s) on all fields being loaded into the database, except the last. A typical use is <code>&lt;,&gt;</code> which repeats a comma all fields except the last.</td>
</tr>
<tr>
<td><code>&lt;~xyz&gt;</code></td>
<td>This token places the specified characters only on the last repeated line.</td>
</tr>
<tr>
<td><code>&lt;!xyz&gt;</code></td>
<td>This token places the specified character(s), including the angle brackets <code>&lt; &gt;</code>, on all lines.</td>
</tr>
</tbody>
</table>

**Default Value**

No default value defined.

### LoaderControlFileTemplateForAppend

The `LoaderControlFileTemplateForAppend` property specifies the full path and file name to the control file template that has been previously configured in Unica Campaign. When this parameter is set, Unica Campaign dynamically builds a temporary control file based on the template that is specified here. The path and name of this temporary control file is available to the `<CONTROLFILE>` token that is available to the `LoaderCommandForAppend` property.

Before you use Unica Campaign in the database loader utility mode, you must configure the control file template that is specified by this parameter. The control file template supports the following tokens, which are dynamically replaced when the temporary control file is created by Unica Campaign.

See your database loader utility documentation for the correct syntax required for your control file. Tokens available to your control file template are the same as those for the `LoaderControlFileTemplate` property.

This parameter is undefined by default.
Unica Campaign configuration properties

**Default Value**
No default value defined.

**LoaderDelimiter**
The *LoaderDelimiter* property specifies whether the temporary data file is a fixed-width or delimited flat file, and, if it is delimited, the characters Unica Campaign uses as delimiters.

If the value is undefined, Unica Campaign creates the temporary data file as a fixed width flat file.

If you specify a value, it is used when the loader is invoked to populate a table that is known to be empty. Unica Campaign creates the temporary data file as a delimited flat file, using the value of this property as the delimiter.

This property is undefined by default.

**Valid Values**
Characters, which can be enclosed in double quotes, if desired.

**Default Value**
No default value defined.

**LoaderDelimiterAtEnd**
Some external load utilities require that the data file be delimited and that each line end with the delimiter (for example, Informix's dbaccess using External Tables). To accommodate this requirement, set the *LoaderDelimiterAtEnd* value to TRUE, so that when the loader is invoked to populate a table that is known to be empty, Unica Campaign uses delimiters at the end of each line.

**Valid Values**
TRUE | FALSE

**Default Value**
FALSE

**LoaderDelimiterAtEndForAppend**
Some external load utilities require that the data file be delimited and that each line end with the delimiter (for example, Informix's dbaccess using External Tables). To accommodate this requirement, set the *LoaderDelimiterAtEndForAppend* value to TRUE, so that when the loader is invoked to populate a table that is not known to be empty, Unica Campaign uses delimiters at the end of each line.

**Valid Values**
TRUE | FALSE
**Default Value**

FALSE

**LoaderDelimiterForAppend**

The `LoaderDelimiterForAppend` property specifies whether the temporary Unica Campaign data file is a fixed-width or delimited flat file, and, if it is delimited, the character or set of characters used as delimiters.

If the value is undefined, Unica Campaign creates the temporary data file as a fixed width flat file.

If you specify a value, it is used when the loader is invoked to populate a table that is not known to be empty. Unica Campaign creates the temporary data file as a delimited flat file, using the value of this property as the delimiter.

This property is undefined by default.

**Valid Values**

Characters, which you may enclose in double quotes, if desired.

**Default Value**

No default value defined.

**LoaderUseLocaleDP**

The `LoaderUseLocaleDP` property specifies, when Unica Campaign writes numeric values to files to be loaded by a database load utility, whether the locale-specific symbol is used for the decimal point.

Set this value to `FALSE` to specify that the period (.) is used as the decimal point.

Set this value to `TRUE` to specify that the decimal point symbol appropriate to the locale is used.

**Valid Values**

`TRUE | FALSE`

**Default Value**

FALSE

**MaxItemsInList**

Allows you to specify the maximum number of items that Unica Campaign is allowed to include in a single list in SQL (for example, the list of values following an IN operator in a WHERE clause).

**Valid Values**

integers
Default Value

1000 (Oracle only), 0 (unlimited) for all other databases

MaxQueryThreads

The MaxQueryThreads property specifies the upper limit on the number of simultaneous queries allowed to run against each database source from a single Unica Campaign flowchart.

Unica Campaign executes database queries using independent threads. Because Unica Campaign processes run in parallel, it is common to have multiple queries executing simultaneously against a single data source. If the number of queries to be run in parallel exceeds the value specified by this property, the Unica Campaign server automatically limits the number of simultaneous queries to this value.

The maximum value is unlimited. Note that when the maxReuseThreads property is set to a non-zero value, it should be greater than or equal to the value of MaxQueryThreads.

Default Value

Varies depending on the database

MaxRowFetchRecords

When the selected number of IDs is less than the value specified by the MaxRowFetchRecords property, Unica Campaign passes the IDs to the database, one at a time in a separate SQL query. This process may be very time-consuming. If the number of selected IDs is greater than the value specified by this parameter, Unica Campaign uses temporary tables (if allowed against the database source), or it pulls down all the values from the table, not including any unnecessary values.

For performance reasons, it is recommended to keep this number low.

Default Value

100

MaxTempTableJoinPctSelectAll

When a query is issued, Unica Campaign creates a temporary table on the database containing the exact list of IDs, as a result of the query. When an additional query that selects all records is issued against the database, the MaxTempTableJoinPctSelectAll property specifies whether a join is performed with the temporary table.

If the relative size of the temporary table (specified as a percentage) is greater than the value of the MaxTempTableJoinPctWithCondition property, no join is performed. All records are selected first, then unwanted records are discarded.

If the relative size of the temporary table (specified as a percentage) is less than or equal to the value of MaxTempTableJoinPctWithCondition property, the join is performed with the temporary table first, and then the resulting IDs are retrieved to the server.
This property is applicable only if the value of the `AllowTempTables` property is set to `TRUE`. This property is ignored if the `useInDbOptimization` property is set to `YES`.

**Valid Values**
Integers between 0-100. A value of 0 means that temporary table joins are never used; a value of 100 means that table joins are always used, regardless of the size of the temporary table.

**Default Value**
90

**Example**
Assume that `MaxTempTableJoinPctSelectAll` is set to 90. First, you might want to select customers (`CustID`) with account balances (`Accnt_balance`) greater than $1,000 from the database table (`Customer`).

The corresponding SQL expression generated by the Select process may look like this:

```sql
SELECT CustID FROM Customer
WHERE Accnt_balance > 1000
```

The Select process may retrieve 100,000 IDs from the total table size of 1,000,000, which is 10%. If temporary tables are allowed, Unica Campaign writes the selected IDs (`TempID`) into a temporary table (`Temp_table`) in the database.

Then, you might want to snapshot the selected IDs (`CustID`) together with the actual balance (`Accnt_balance`). Since the relative size of the temporary table (`Temp_table`) is less than 90 percent (`MaxTempTableJoinPctSelectAll`), the join is done with the temporary table first. The SQL expression generated by the Snapshot process may look like this:

```sql
SELECT CustID, Accnt_balance FROM Customer, Temp_table WHERE CustID = TempID
```

If the Select process retrieves more than 90 percent the subsequent Snapshot process retrieves all the records, and matches them with the first set of IDs, discarding the unnecessary ones.

The SQL expression generated by the Snapshot process may look like this:

```sql
SELECT CustID, Accnt_balance FROM Customer
```

**MaxTempTableJoinPctWithCondition**
When a query is issued, Unica Campaign creates a temporary table on the database containing the exact list of IDs, as a result of the query. When an additional query, selecting records with limitation conditions is issued against the database, the `MaxTempTableJoinPctWithCondition` property specifies whether a join should be performed with the temporary table.
If the relative size of the temporary table (specified as a percentage) is greater than the value of `MaxTempTableJoinPctWithCondition`, no join is performed. This avoids the overhead in the database where it may not be needed. In this case, the query is issued against the database, the resulting list of IDs retrieved, and then unwanted records are discarded as they are matched to the list in server memory.

If the relative size of the temporary table (in percentage) is less than or equal to the value of `MaxTempTableJoinPctWithCondition`, the join is done with the temporary table first, and then the resulting IDs are retrieved to the server.

This property is applicable only if the value of the `AllowTempTables` property is set to `TRUE`.

**Valid Values**

Integers between 0-100. A value of 0 means temporary table joins are never used; a value of 100 means that table joins are always used, regardless of the size of the temporary table.

**Default Value**

20

**MinReqForLoaderCommand**

Use this property to set the threshold for using the bulk loader. Unica Campaign invokes the script assigned to the `LoaderCommand` parameter when the number of unique IDs in the input cell exceeds the value defined here. The value of this property does not represent the number of records that will be written.

If this property is not configured, Unica Campaign assumes the value is the default value (zero). If this property is configured but a negative value or non-integer value is set as the value, Unica Campaign assumes the value is zero.

**Valid Values**

Integers

**Default Value**

0 (zero)

**MinReqForLoaderCommandForAppend**

Use this property to set the threshold for using the bulk loader. Unica Campaign invokes the script assigned to the `LoaderCommandForAppend` parameter when the number of unique IDs in the input cell exceeds the value defined here. The value of this property does not represent the number of records that will be written.

If this property is not configured, Unica Campaign assumes the value is the default value (zero). If this property is configured but a negative value or non-integer value is set as the value, Unica Campaign assumes the value is zero.

**Valid Values**

Positive integers
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Default Value
0 (zero)

**NumberOfRetries**

The **NumberOfRetries** property specifies the number of times Unica Campaign automatically retries a database operation on failure. Unica Campaign automatically resubmits queries to the database this number of times before reporting a database error or failure.

Default Value
0 (zero)

**ODBCTableTypes**

The **ODBCTableTypes** property is required to support Sybase IQ/ASE data sources only. Unica Campaign requires this property to be set in order to display the list of tables in the table mapping window. Add the following values to this property to enable mapping for Sybase IQ/ASE data sources:

'TABLE','VIEW','SYNONYM','ALIAS'

This property is empty by default, which is appropriate for data sources other than Sybase IQ/ASE.

**Valid Values**

'TABLE','VIEW','SYNONYM','ALIAS'

Default Value
Not defined

**ODBCUnicode**

The **ODBCUnicode** property specifies the type of encoding used in Unica Campaign ODBC calls. It is used only with ODBC data sources and is ignored when used with Oracle or DB2 native connectivity.

> If this property is set to UTF-8 or UCS-2, the data source's StringEncoding value must be set to either UTF-8 or WIDEUTF-8, otherwise the ODBCUnicode property's setting is ignored.

**Valid Values**

Possible values for this property are:

- **Disabled** - Unica Campaign uses ANSI ODBC calls.
- **UTF-8** - Unica Campaign uses Unicode ODBC calls and assumes a SQLWCHAR is a single byte. This is compatible with DataDirect ODBC drivers.
- **UCS-2** - Unica Campaign uses Unicode ODBC calls and assumes a SQLWCHAR is 2 bytes. This is compatible with Windows and unixODBC ODBC drivers.
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**Default Value**
disabled

**ODBCv2**
Use the ODBCv2 property to specify which ODBC API specification Unica Campaign should use for the data source.

The default value of FALSE allows Unica Campaign to use the v3 API specification, while a setting of TRUE causes Campaign to use the v2 API specification. Set the ODBCv2 property to TRUE for data sources that do not support the ODBC v3 API specification.

When the ODBCv2 property is set to TRUE, Campaign does not support the ODBC Unicode API, and values other than disabled for the ODBCUnicode property are not recognized.

**Valid Values**
TRUE | FALSE

**Default Value**
FALSE

**OwnerForTableDisplay**
The OwnerForTableDisplay property allows you to limit the table mapping display in Unica Campaign to tables owned by a specified user, or to one or more sets of tables owned by the specified user(s).

To display only those tables owned by one or more users, specify the database user IDs using a comma-separated list. For example:

```xml
<property name="OwnerForTableDisplay">user1,user2,user3</property>
```

To specify a table name pattern in addition to the user name, append the pattern to the user ID. For example, the following setting limits the table display to tables beginning with ABC for user1 and XYZ for user2:

```xml
OwnerForTableDisplay=user1.ABC%,user2.XYZ%
```

**Default Value**
No default value defined.

**PostSegmentTableCreateRunScript**
Specifies a script or executable that Unica Campaign runs after a Segment temp table has been created and populated.

Tokens available to PostSegmentTableCreateRunScript are described in the following table:
**Token** | **Description**  
---|---  
<DBUSER> | This token is replaced with the database user name for the database where the Segment temp table was created. 

<AMUSER> | This token is replaced with the Unica Marketing user name associated with the flowchart for which the Segment temp table was created. 

<CAMPAIGNNAME> | This token is replaced with the name of the campaign associated with the flowchart for which the Segment temp table was created. 

<CAMPAIGNCODE> | This token is replaced with the code for the campaign associated with the flowchart for which the Segment temp table was created. 

<FLOWCHARTNAME> | This token is replaced with the name of the flowchart associated with the Segment temp table creation. 

<PASSWORD> | This token is replaced with the database password from the current flowchart connection to the data source. 

<KEYCOLUMNS> | This token is replaced with the Segment temp table column name(s). 

### Valid Values
File name of a script or executable

### Default Value
Not defined

**PostSnapshotTableCreateRunScript**

Use the `PostSnapshotTableCreateRunScript` property to specify a script or executable that Unica Campaign runs after a Snapshot table has been created and populated.

Tokens available to `PostSnapshotTableCreateRunScript` are described in the following table:

<table>
<thead>
<tr>
<th>Token</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;DBUSER&gt;</td>
<td>This token is replaced with the database user name for the database where the Snapshot table was created.</td>
</tr>
</tbody>
</table>
Unica Campaign configuration properties

<table>
<thead>
<tr>
<th>Token</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;AMUSER&gt;</td>
<td>This token is replaced with the Unica Marketing user name associated with the flowchart for which the Snapshot table was created.</td>
</tr>
<tr>
<td>&lt;CAMPAIGNNAME&gt;</td>
<td>This token is replaced with the name of the campaign associated with the flowchart for which the Snapshot table was created.</td>
</tr>
<tr>
<td>&lt;CAMPAIGNCODE&gt;</td>
<td>This token is replaced with the code for the campaign associated with the flowchart for which the Snapshot table was created.</td>
</tr>
<tr>
<td>&lt;FLOWCHARTNAME&gt;</td>
<td>This token is replaced with the name of the flowchart associated with the Snapshot table creation.</td>
</tr>
<tr>
<td>&lt;PASSWORD&gt;</td>
<td>This token is replaced with the database password from the current flowchart connection to the data source.</td>
</tr>
<tr>
<td>&lt;KEYCOLUMNS&gt;</td>
<td>This token is replaced with the Snapshot table column name(s).</td>
</tr>
</tbody>
</table>

Valid Values
File name of a shell script or executable

Default Value
Not defined

PostExtractTableCreateRunScript

Use the PostExtractTableCreateRunScript property to specify a script or executable for Unica Campaign to run after an Extract table has been created and populated.

Tokens available to PostExtractTableCreateRunScript are described in the following table:

<table>
<thead>
<tr>
<th>Token</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;DBUSER&gt;</td>
<td>This token is replaced with the database user name for the database where the Extract table was created.</td>
</tr>
<tr>
<td>&lt;AMUSER&gt;</td>
<td>This token is replaced with the Unica Marketing user name associated with the flowchart for which the Extract table was created.</td>
</tr>
</tbody>
</table>
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<table>
<thead>
<tr>
<th>Token</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;CAMPAIGNNAME&gt;</td>
<td>This token is replaced with the name of the campaign associated with the flowchart for which the Extract table was created.</td>
</tr>
<tr>
<td>&lt;CAMPAIGNCODE&gt;</td>
<td>This token is replaced with the code for the campaign associated with the flowchart for which the Extract table was created.</td>
</tr>
<tr>
<td>&lt;FLOWCHARTNAME&gt;</td>
<td>This token is replaced with the name of the flowchart associated with the Extract table creation.</td>
</tr>
<tr>
<td>&lt;PASSWORD&gt;</td>
<td>This token is replaced with the database password from the current flowchart connection to the data source.</td>
</tr>
<tr>
<td>&lt;KEYCOLUMNS&gt;</td>
<td>This token is replaced with the Extract table column name(s).</td>
</tr>
</tbody>
</table>

**Valid Values**

File name of a shell script or executable

**Default Value**

Not defined

**PadTextWithSpaces**

When set to TRUE, the PadTextWithSpaces property causes Unica Campaign to pad text values with spaces until the string is the same width as the database field.

**Valid Values**

TRUE | FALSE

**Default Value**

FALSE

**PostTempTableCreateRunScript**

Use the PostTempTableCreateRunScript property to specify a script or executable for Unica Campaign to run after a temp table has been created and populated in a user data source or in the system tables database.

Tokens available to PostTempTableCreateRunScript are described in the following table:
## Unica Campaign configuration properties

<table>
<thead>
<tr>
<th>Token</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><code>&lt;DBUSER&gt;</code></td>
<td>This token is replaced with the database user name for the database where the temp tables were created.</td>
</tr>
<tr>
<td><code>&lt;AMUSER&gt;</code></td>
<td>This token is replaced with the Unica Marketing user name associated with the flowchart for which temp tables were created.</td>
</tr>
<tr>
<td><code>&lt;CAMPAIGNNAME&gt;</code></td>
<td>This token is replaced with the name of the campaign associated with the flowchart for which temp tables were created.</td>
</tr>
<tr>
<td><code>&lt;CAMPAIGNCODE&gt;</code></td>
<td>This token is replaced with the code for the campaign associated with the flowchart for which temp tables were created.</td>
</tr>
<tr>
<td><code>&lt;FLOWCHARTNAME&gt;</code></td>
<td>This token is replaced with the name of the flowchart associated with the temp table creation.</td>
</tr>
<tr>
<td><code>&lt;PASSWORD&gt;</code></td>
<td>This token is replaced with the database password from the current flowchart connection to the data source.</td>
</tr>
<tr>
<td><code>&lt;KEYCOLUMNS&gt;</code></td>
<td>This token is replaced with the temp table column name(s).</td>
</tr>
</tbody>
</table>

**Default Value**

No default value defined.

## PrefixOnSelectSQL

Use the `PrefixOnSelectSQL` property to specify a string that is automatically prepended to all `SELECT` SQL expressions generated by Unica Campaign.

This property applies only to SQL generated by Unica Campaign, and does not apply to SQL in “raw SQL” expressions used in the Select process.

This property is automatically added to the `SELECT` SQL expression without checking its syntax. If you use this property, make sure it is a legal expression.

This property is undefined by default.

Tokens available to `PrefixOnSelectSQL` are described in the following table:

<table>
<thead>
<tr>
<th>Token</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><code>&lt;AMUSER&gt;</code></td>
<td>This token is replaced with the Unica Marketing user name associated with the flowchart for which temp tables were created.</td>
</tr>
</tbody>
</table>
### Token Description

<table>
<thead>
<tr>
<th>Token</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><code>&lt;CAMPAIGNCODE&gt;</code></td>
<td>This token is replaced with the code for the campaign associated with the flowchart for which temp tables were created.</td>
</tr>
<tr>
<td><code>&lt;CAMPAIGNNAME&gt;</code></td>
<td>This token is replaced with the name of the campaign associated with the flowchart for which temp tables were created.</td>
</tr>
<tr>
<td><code>&lt;DBUSER&gt;</code></td>
<td>This token is replaced with the database user name for the database where the temp tables were created.</td>
</tr>
<tr>
<td><code>&lt;FLOWCHARTNAME&gt;</code></td>
<td>This token is replaced with the name of the flowchart associated with the temp table creation.</td>
</tr>
<tr>
<td><code>&lt;USER&gt;</code></td>
<td>This token is replaced with the Unica Campaign user name of the user running the flowchart.</td>
</tr>
</tbody>
</table>

**Default Value**

No default value defined.

#### QueryThreadSleep

The `QueryThreadSleep` property affects the CPU utilization of the Unica Campaign server process (`UNICA_ACSVR`). When the value is `TRUE`, the thread that the Unica Campaign server process uses to check for query completion sleeps between checks. When the value is `FALSE`, the Unica Campaign server process checks continuously for query completion.

**Default Value**

`TRUE`

#### ReaderLogSize

The `ReaderLogSize` parameter defines when Unica Campaign makes a new entry in the log file when reading data from the database. Every time the number of records read from the database reaches a multiple of the number defined by this parameter, a log entry is written in the log file.

This parameter can help you determine how far a process has progressed in its run. Setting this value too low may create large log files.

**Valid Values**

Integers
Unica Campaign configuration properties

**Default Value**

1,000,000 (one million records)

**SegmentTempTablePrefix**

Sets the prefix for Segment tables created by the CreateSeg process in this data source.

**Default Value**

UACS

**SQLOnConnect**

The SQLOnConnect property defines a complete SQL statement that Unica Campaign executes immediately after each database connection.

The SQL statement generated by this property is automatically passed to your database without checking its syntax. If you use this property, make sure it is a legal expression. The string may be enclosed in quotes, but this is not required.

This property is undefined by default.

Tokens available to SQLOnConnect are described in the following table:

<table>
<thead>
<tr>
<th>Token</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><code>&lt;AMUSER&gt;</code></td>
<td>This token is replaced with the Unica Marketing user name associated with the flowchart for which temp tables were created.</td>
</tr>
<tr>
<td><code>&lt;CAMPAIGNCODE&gt;</code></td>
<td>This token is replaced with the code for the campaign associated with the flowchart for which temp tables were created.</td>
</tr>
<tr>
<td><code>&lt;CAMPAIGNNAME&gt;</code></td>
<td>This token is replaced with the name of the campaign associated with the flowchart for which temp tables were created.</td>
</tr>
<tr>
<td><code>&lt;DBUSER&gt;</code></td>
<td>This token is replaced with the database user name for the database where the temp tables were created.</td>
</tr>
<tr>
<td><code>&lt;FLOWCHARTNAME&gt;</code></td>
<td>This token is replaced with the name of the flowchart associated with the temp table creation.</td>
</tr>
<tr>
<td><code>&lt;USER&gt;</code></td>
<td>This token is replaced with the Unica Campaign user name of the user running the flowchart.</td>
</tr>
</tbody>
</table>

**Default Value**

No default value defined.
**ShareConnection**

The `ShareConnection` property controls the number of connections Unica Campaign uses for database operations. When the value is `FALSE` each database operation is performed on a new connection. When the value is `TRUE` a single connection is used to execute all database operations.

**Valid Values**

`TRUE | FALSE`

**Default Value**

`FALSE`

**StringEncoding**

The `StringEncoding` property specifies the character encoding of the database. When Unica Campaign retrieves data from the database, the data is transcoded from the encoding specified to the internal encoding of Unica Campaign (UTF-8). Likewise, when Unica Campaign sends a query to the database, character data is transcoded from the internal encoding of Unica Campaign to the encoding specified in the `StringEncoding` property.

The value of this property must match the encoding used on the database client.

You should not leave this value blank although it is undefined by default. If you use ASCII data, set this value to `UTF-8`.

- If your database client's encoding is set for UTF-8, the recommended setting for this value is `WIDEUTF-8`. The WIDE-UTF-8 setting only works if your database client is set to UTF-8.

- If you use the `partitions > partition[n] > dataSources > [data_source_name] > ODBCUnicode` property, this property is set to either `UTF-8` or `WIDEUTF-8`, otherwise the `ODBCUnicode` property's setting is ignored.

See Appendix C, Internationalization and Encodings for a list of supported encodings.

See the following sections for important exceptions and additional considerations.

**Default Value**

No default value defined.

**Example**

**Database-specific considerations**

For DB2 or SQL Server, you should use a code page rather than an iconv encoding. For Teradata, you should override some default behavior. This section describes set the correct value for the `StringEncoding` property with these databases.

DB2
Unica Campaign configuration properties

To determine the correct value for the StringEncoding property with a DB2 database, look up the code page that corresponds to the regional settings of the Unica Campaign server's operating system.

To set the value of the StringEncoding property for a DB2 database, add this command to the Unica Campaign server startup script:

```
db2set DB2CODEPAGE=CPIBM_code_page
```

For example, to use UTF-8:

```
db2set DB2CODEPAGE=1208
```

This affects all DB2 data sources and may affect other running programs.

**SQL Server**

To determine the correct value for the StringEncoding property with a SQL Server database, look up the code page that corresponds to the regional settings of the server's operating system.

For example, to use Code Page 932 (Japanese Shift-JIS):

```
StringEncoding=CP932
```

**Teradata**

Note that Teradata supports per-column character encoding, while Unica Campaign supports only per-data source encoding. UTF-8 cannot be used with Unica Campaign due to a bug in the Teradata ODBC driver. Teradata sets a default character encoding for each login. You can override this using a parameter in the ODBC data source configuration on Windows or in the `odbc.ini` on UNIX platforms as follows:

```
CharacterSet=UTF8
```

The default encoding for a Teradata table is LATIN. Teradata has very few built-in encodings, but it supports user-defined encodings.

The default value of the StringEncoding property is ASCII.

For many situations involving a UTF-8 database, we recommend that you use WIDEUTF-8 pseudo-encoding, described in the WIDEUTF-8 section.

**WIDEUTF-8**

Unica Campaign is normally responsible for transcoding between its internal encoding, UTF-8, and the encoding of the database. When the database is encoded in UTF-8, the value UTF-8 can be specified for StringEncoding (except for SQLServer), and no transcoding will be needed. Traditionally, these have been the only viable models for Unica Campaign to access non-English data within a database.
In the 7.0 version of Unica Campaign, a new database encoding called **WIDEUTF-8** was introduced as a valid value for the **StringEncoding** property. By using this encoding, Unica Campaign still uses **UTF-8** to communicate with the database client, but allows the client to perform the task of transcoding between **UTF-8** and the encoding of the actual database. This enhanced version of **UTF-8** is needed to alter the widths of table column mappings so that they will be wide enough for transcoded text.

-The **WIDEUTF-8** pseudo-encoding may be used only in the database configuration. It should not be used for any other purpose.

- Oracle does not support transcoding through the client.

**SuffixOnAllOtherSQL**

The **SuffixOnAllOtherSQL** property specifies a string that is automatically appended to every SQL expression, generated by Unica Campaign, which are not covered by the **SuffixOnInsertSQL**, **SuffixOnSelectSQL**, **SuffixOnTempTableCreation**, **SuffixOnUserTableCreation**, or **SuffixOnUserBaseTableCreation** properties.

This property applies only to SQL generated by Unica Campaign, and does not apply to SQL in "raw SQL" expressions used in the Select process.

**SuffixOnAllOtherSQL** is used for the following expression types, when generated by Unica Campaign:

```
TRUNCATE TABLE table
DROP TABLE table
DELETE FROM table [WHERE ...]
UPDATE table SET ...
```

This property is automatically added to the SQL expression without checking its syntax. If you use this parameter, make sure it is a legal expression. The string may be enclosed in quotes, but this is not required.

This property is undefined by default.

Tokens available to **SuffixOnAllOtherSQL** are described in the following table:

<table>
<thead>
<tr>
<th>Token</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;AMUSER&gt;</td>
<td>This token is replaced with the Unica Marketing user name associated with the flowchart for which temp tables were created.</td>
</tr>
<tr>
<td>&lt;CAMPAIGNCODE&gt;</td>
<td>This token is replaced with the code for the campaign associated with the flowchart for which temp tables were created.</td>
</tr>
</tbody>
</table>
Unica Campaign configuration properties

<table>
<thead>
<tr>
<th>Token</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;CAMPAIGNNAME&gt;</td>
<td>This token is replaced with the name of the campaign associated with the flowchart for which temp tables were created.</td>
</tr>
<tr>
<td>&lt;DBUSER&gt;</td>
<td>This token is replaced with the database user name for the database where the temp tables were created.</td>
</tr>
<tr>
<td>&lt;FLOWCHARTNAME&gt;</td>
<td>This token is replaced with the name of the flowchart associated with the temp table creation.</td>
</tr>
<tr>
<td>&lt;USER&gt;</td>
<td>This token is replaced with the Unica Campaign user name of the user running the flowchart.</td>
</tr>
</tbody>
</table>

Default Value
No default value defined.

**SuffixOnCreateDateField**

The SuffixOnCreateDateField property specifies a string that Unica Campaign automatically appends to any DATE fields in the CREATE TABLE SQL statement.

For example, you might set this property as follows:

```
SuffixOnCreateDateField = FORMAT 'YYYY-MM-DD'
```

If this property is undefined (the default), the CREATE TABLE command is unchanged.

See the table in the description of the DateFormat property.

Default Value
No default value defined.

**SuffixOnInsertSQL**

The SuffixOnInsertSQL property specifies a string that is automatically appended to all INSERT SQL expressions generated by Unica Campaign. This property applies only to SQL generated by Unica Campaign, and does not apply to SQL in "raw SQL" expressions used in the Select process.

SuffixOnInsertSQL is used for the following expression type, when generated by Unica Campaign:

```
INSERT INTO table ...
```
This property is automatically added to the SQL expression without checking its syntax. If you use this property, make sure it is a legal expression. The string may be enclosed in quotes, but this is not required.

This property is undefined by default.

Tokens available to SuffixOnInsertSQL are described in the following table:

<table>
<thead>
<tr>
<th>Token</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;AMUSER&gt;</td>
<td>This token is replaced with the Unica Marketing user name associated with the flowchart for which temp tables were created.</td>
</tr>
<tr>
<td>&lt;CAMPAIGNCODE&gt;</td>
<td>This token is replaced with the code for the campaign associated with the flowchart for which temp tables were created.</td>
</tr>
<tr>
<td>&lt;CAMPAIGNNAME&gt;</td>
<td>This token is replaced with the name of the campaign associated with the flowchart for which temp tables were created.</td>
</tr>
<tr>
<td>&lt;DBUSER&gt;</td>
<td>This token is replaced with the database user name for the database where the temp tables were created.</td>
</tr>
<tr>
<td>&lt;FLOWCHARTNAME&gt;</td>
<td>This token is replaced with the name of the flowchart associated with the temp table creation.</td>
</tr>
<tr>
<td>&lt;USER&gt;</td>
<td>This token is replaced with the Unica Campaign user name of the user running the flowchart.</td>
</tr>
</tbody>
</table>

Default Value

No default value defined.

SuffixOnSelectSQL

The SuffixOnSelectSQL property specifies a string that is automatically appended to all SELECT SQL expressions generated by Unica Campaign. This property applies only to SQL generated by Unica Campaign, and does not apply to SQL in “raw SQL” expressions used in the Select process.

This property is automatically added to the SQL expression without checking its syntax. If you use this property, make sure it is a legal expression. The string may be enclosed in quotes, but this is not required.

This property is undefined by default.

Tokens available to SuffixOnSelectSQL are described in the following table:
Unica Campaign configuration properties

<table>
<thead>
<tr>
<th>Token</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;AMUSER&gt;</td>
<td>This token is replaced with the Unica Marketing user name associated with the flowchart for which temp tables were created.</td>
</tr>
<tr>
<td>&lt;CAMPAIGNCODE&gt;</td>
<td>This token is replaced with the code for the campaign associated with the flowchart for which temp tables were created.</td>
</tr>
<tr>
<td>&lt;CAMPAIGNNAME&gt;</td>
<td>This token is replaced with the name of the campaign associated with the flowchart for which temp tables were created.</td>
</tr>
<tr>
<td>&lt;DBUSER&gt;</td>
<td>This token is replaced with the database user name for the database where the temp tables were created.</td>
</tr>
<tr>
<td>&lt;FLOWCHARTNAME&gt;</td>
<td>This token is replaced with the name of the flowchart associated with the temp table creation.</td>
</tr>
<tr>
<td>&lt;USER&gt;</td>
<td>This token is replaced with the Unica Campaign user name of the user running the flowchart.</td>
</tr>
</tbody>
</table>

**Default Value**

No default value defined.

**SuffixOnTempTableCreation**

Use the `SuffixOnTempTableCreation` property to specify a string that is automatically appended to the SQL expression generated by Unica Campaign when a temp table is created. This property applies only to SQL generated by Unica Campaign, and does not apply to SQL in “raw SQL” expressions used in the Select process. To use this property, the `AllowTempTables` property must be set to `TRUE`.

You may want to use tokens to substitute the table name and the column name(s) (`<TABLENAME>` and `<KEYCOLUMNS>`) in this SQL statement, since these are generated dynamically during the execution of the campaign.

This property is automatically added to the SQL expression without checking its syntax. If you use this property, make sure it is a legal expression. The string may be enclosed in quotes, but this is not required.

This property is undefined by default.

For Oracle databases, the configuration parameter is appended to the temp table creation SQL expression after the table name.

Tokens available to `SuffixOnTempTableCreation` are described in the following table:
### Token and Description

<table>
<thead>
<tr>
<th>Token</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;AMUSER&gt;</td>
<td>This token is replaced with the Unica Marketing user name associated with the flowchart for which temp tables were created.</td>
</tr>
<tr>
<td>&lt;CAMPAIGNCODE&gt;</td>
<td>This token is replaced with the code for the campaign associated with the flowchart for which temp tables were created.</td>
</tr>
<tr>
<td>&lt;CAMPAIGNNAME&gt;</td>
<td>This token is replaced with the name of the campaign associated with the flowchart for which temp tables were created.</td>
</tr>
<tr>
<td>&lt;DBUSER&gt;</td>
<td>This token is replaced with the database user name for the database where the temp tables were created.</td>
</tr>
<tr>
<td>&lt;FLOWCHARTNAME&gt;</td>
<td>This token is replaced with the name of the flowchart associated with the temp table creation.</td>
</tr>
<tr>
<td>&lt;KEYCOLUMNS&gt;</td>
<td>This token is replaced with the temp table column name(s).</td>
</tr>
<tr>
<td>&lt;TABLENAME&gt;</td>
<td>This token is replaced with the temp table name.</td>
</tr>
<tr>
<td>&lt;USER&gt;</td>
<td>This token is replaced with the Unica Campaign user name of the user running the flowchart.</td>
</tr>
</tbody>
</table>

#### Default Value

No default value defined.

### SuffixOnSegmentTableCreation

Specifies a string that is automatically appended to the SQL expression generated by Unica Campaign when a Segment temp table is created.

Tokens available to SuffixOnSegmentTableCreation are described in the following table:

<table>
<thead>
<tr>
<th>Token</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;AMUSER&gt;</td>
<td>This token is replaced with the Unica Marketing user name associated with the flowchart for which the Segment temp table was created.</td>
</tr>
</tbody>
</table>
### Unica Campaign configuration properties

<table>
<thead>
<tr>
<th>Token</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><code>&lt;CAMPAIGNCODE&gt;</code></td>
<td>This token is replaced with the code for the campaign associated with the flowchart for which the Segment temp table was created.</td>
</tr>
<tr>
<td><code>&lt;CAMPAIGNNAME&gt;</code></td>
<td>This token is replaced with the name of the campaign associated with the flowchart for which the Segment temp table was created.</td>
</tr>
<tr>
<td><code>&lt;DBUSER&gt;</code></td>
<td>This token is replaced with the database user name for the database where the Segment temp table was created.</td>
</tr>
<tr>
<td><code>&lt;FLOWCHARTNAME&gt;</code></td>
<td>This token is replaced with the name of the flowchart associated with the Segment temp table creation.</td>
</tr>
<tr>
<td><code>&lt;KEYCOLUMNS&gt;</code></td>
<td>This token is replaced with the Segment temp table column name(s).</td>
</tr>
<tr>
<td><code>&lt;TABLENAME&gt;</code></td>
<td>This token is replaced with the Segment temp table name.</td>
</tr>
<tr>
<td><code>&lt;USER&gt;</code></td>
<td>This token is replaced with the Unica Campaign user name of the user running the flowchart.</td>
</tr>
</tbody>
</table>

#### Valid Values

Valid SQL

#### Default Value

Not defined

---

**SuffixOnSnapshotTableCreation**

Use the `SuffixOnSnapshotTableCreation` property to specify a string that is automatically appended to the SQL expression generated by Unica Campaign when a Snapshot table is created.

Tokens available to `SuffixOnSnapshotTableCreation` are described in the following table:

<table>
<thead>
<tr>
<th>Token</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><code>&lt;AMUSER&gt;</code></td>
<td>This token is replaced with the Unica Marketing user name associated with the flowchart for which the Snapshot table was created.</td>
</tr>
</tbody>
</table>
### Token Description

<table>
<thead>
<tr>
<th>Token</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><code>&lt;CAMPAIGNCODE&gt;</code></td>
<td>This token is replaced with the code for the campaign associated with the flowchart for which the Snapshot table was created.</td>
</tr>
<tr>
<td><code>&lt;CAMPAIGNNAME&gt;</code></td>
<td>This token is replaced with the name of the campaign associated with the flowchart for which the Snapshot table was created.</td>
</tr>
<tr>
<td><code>&lt;DBUSER&gt;</code></td>
<td>This token is replaced with the database user name for the database where the Snapshot table was created.</td>
</tr>
<tr>
<td><code>&lt;FLOWCHARTNAME&gt;</code></td>
<td>This token is replaced with the name of the flowchart associated with the Snapshot table creation.</td>
</tr>
<tr>
<td><code>&lt;KEYCOLUMNS&gt;</code></td>
<td>This token is replaced with the Snapshot table column name(s).</td>
</tr>
<tr>
<td><code>&lt;TABLENAME&gt;</code></td>
<td>This token is replaced with the Snapshot table name.</td>
</tr>
<tr>
<td><code>&lt;USER&gt;</code></td>
<td>This token is replaced with the Unica Campaign user name of the user running the flowchart.</td>
</tr>
</tbody>
</table>

### Valid Values

Valid SQL

### Default Value

Not defined

### SuffixOnExtractTableCreation

Use the `SuffixOnExtractTableCreation` property to specify a string that is automatically appended to the SQL expression generated by Unica Campaign when an Extract table is created.

Tokens available to `SuffixOnExtractTableCreation` are described in the following table:

<table>
<thead>
<tr>
<th>Token</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><code>&lt;AMUSER&gt;</code></td>
<td>This token is replaced with the Unica Marketing user name associated with the flowchart for which the Extract table was created.</td>
</tr>
</tbody>
</table>
Unica Campaign configuration properties

<table>
<thead>
<tr>
<th>Token</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;CAMPAIGNCODE&gt;</td>
<td>This token is replaced with the code for the campaign associated with the flowchart for which the Extract table was created.</td>
</tr>
<tr>
<td>&lt;CAMPAIGNNAME&gt;</td>
<td>This token is replaced with the name of the campaign associated with the flowchart for which the Extract table was created.</td>
</tr>
<tr>
<td>&lt;DBUSER&gt;</td>
<td>This token is replaced with the database user name for the database where the Extract table was created.</td>
</tr>
<tr>
<td>&lt;FLOWCHARTNAME&gt;</td>
<td>This token is replaced with the name of the flowchart associated with the Extract table creation.</td>
</tr>
<tr>
<td>&lt;KEYCOLUMNS&gt;</td>
<td>This token is replaced with the Extract table column name(s).</td>
</tr>
<tr>
<td>&lt;TABLENAME&gt;</td>
<td>This token is replaced with the Extract table name.</td>
</tr>
<tr>
<td>&lt;USER&gt;</td>
<td>This token is replaced with the Unica Campaign user name of the user running the flowchart.</td>
</tr>
</tbody>
</table>

**Valid Values**

Valid SQL

**Default Value**

Not defined

**SuffixOnUserBaseTableCreation**

*Use the SuffixOnUserBaseTableCreation property to specify a string that is automatically appended to the SQL expression that Unica Campaign generates when a user creates a Base table (for example, in an Extract process). This property applies only to SQL generated by Unica Campaign, and does not apply to SQL in "raw SQL" expressions used in the Select process.*

You may want to use tokens to substitute the table name and the column name(s) (<TABLENAME> and <KEYCOLUMNS>) in this SQL statement, since these are generated dynamically during the execution of the campaign.

This property is automatically added to the SQL expression without checking its syntax. If you use this property, make sure it is a legal expression. The string may be enclosed in quotes, but this is not required.

This property is undefined by default.

Tokens available to SuffixOnUserBaseTableCreation are described in the following table:
### Tokens and Descriptions

<table>
<thead>
<tr>
<th>Token</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;AMUSER&gt;</td>
<td>This token is replaced with the Unica Marketing user name associated with the flowchart for which temp tables were created.</td>
</tr>
<tr>
<td>&lt;CAMPAIGNCODE&gt;</td>
<td>This token is replaced with the code for the campaign associated with the flowchart for which temp tables were created.</td>
</tr>
<tr>
<td>&lt;CAMPAIGNNAME&gt;</td>
<td>This token is replaced with the name of the campaign associated with the flowchart for which temp tables were created.</td>
</tr>
<tr>
<td>&lt;DBUSER&gt;</td>
<td>This token is replaced with the database user name for the database where the temp tables were created.</td>
</tr>
<tr>
<td>&lt;FLOWCHARTNAME&gt;</td>
<td>This token is replaced with the name of the flowchart associated with the temp table creation.</td>
</tr>
<tr>
<td>&lt;KEYCOLUMNS&gt;</td>
<td>This token is replaced with the temp table column name(s).</td>
</tr>
<tr>
<td>&lt;TABLENAME&gt;</td>
<td>This token is replaced with the temp table name.</td>
</tr>
<tr>
<td>&lt;USER&gt;</td>
<td>This token is replaced with the Unica Campaign user name of the user running the flowchart.</td>
</tr>
</tbody>
</table>

### Default Value

No default value defined.

---

### SuffixOnUserTableCreation

Use the SuffixOnUserTableCreation property to specify a string that is automatically appended to the SQL expression that Unica Campaign generates when a user creates a General table (for example, in a Snapshot process). This property applies only to SQL generated by Unica Campaign, and does not apply to SQL in “raw SQL” expressions used in the Select process.

This property is automatically added to the SQL expression without checking its syntax. If you use this property, make sure it is a legal expression. The string may be enclosed in quotes, but this is not required.

This property is undefined by default.

Tokens available to SuffixOnUserTableCreation are described in the following table:
Unica Campaign configuration properties

<table>
<thead>
<tr>
<th>Token</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;AMUSER&gt;</td>
<td>This token is replaced with the Unica Marketing user name associated with the flowchart for which temp tables were created.</td>
</tr>
<tr>
<td>&lt;CAMPAIGNCODE&gt;</td>
<td>This token is replaced with the code for the campaign associated with the flowchart for which temp tables were created.</td>
</tr>
<tr>
<td>&lt;CAMPAIGNNAME&gt;</td>
<td>This token is replaced with the name of the campaign associated with the flowchart for which temp tables were created.</td>
</tr>
<tr>
<td>&lt;DBUSER&gt;</td>
<td>This token is replaced with the database user name for the database where the temp tables were created.</td>
</tr>
<tr>
<td>&lt;FLOWCHARTNAME&gt;</td>
<td>This token is replaced with the name of the flowchart associated with the temp table creation.</td>
</tr>
<tr>
<td>&lt;TABLENAME&gt;</td>
<td>This token is replaced with the temp table name.</td>
</tr>
</tbody>
</table>

**Default Value**
No default value defined.

**SystemTableSchema**
Specifies the schema used for Unica Campaign system tables.

The default value is blank. This parameter is only relevant for the UA_SYSTEM_TABLES data source.

Leave this value blank unless the UA_SYSTEM_TABLES data source contains multiple schemas (for example, an Oracle database used by multiple groups). (In this context, “schema” indicates the initial portion of a “qualified” table name of the form X.Y (for example, dbo.UA_Folder). In this form, X is the schema and Y is the unqualified table name. This terminology for this syntax differs among the different database systems supported by Unica Campaign.)

If multiple schemas exist in the system tables database, then set this value to the name of the schema in which the Unica Campaign system tables were created.

**Default Value**
No default value defined.
**TempTablePostExecutionSQL**

Use the `TempTablePostExecutionSQL` property to specify a complete SQL statement that Unica Campaign executes immediately after the creation of a temporary table in a user data source or in the system tables database. The `AllowTempTables` property must be set to `TRUE` to enable the creation of temp tables in a data source.

You may want to use tokens to substitute the table name and the column name(s) (`<TABLENAME>` and `<KEYCOLUMNS>`) in this SQL statement, since these are generated dynamically during the execution of the campaign.

This property is automatically added to the SQL expression without checking its syntax. If you use this property, make sure it is a legal expression. The string may be enclosed in quotes, but this is not required.

The `TempTablePostExecutionSQL` property treats semicolons as delimiters to execute multiple SQL statements. If your SQL statement contains semicolons and you want it to execute as one statement, use a backslash as an escape character before the semicolons.

If you are using stored procedures with the `TempTablePostExecutionSQL` property, be sure that you use the correct syntax for your database. The following example for Oracle calls a stored procedure and uses backslashes to escape the semicolon:

```
begin dbms_stats.collect_table_stats(); end;
```

 Tokens available to `TempTablePostExecutionSQL` are described in the following table:

<table>
<thead>
<tr>
<th>Token</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><code>&lt;AMUSER&gt;</code></td>
<td>This token is replaced with the Unica Marketing user name associated with the flowchart for which temp tables were created.</td>
</tr>
<tr>
<td><code>&lt;CAMPAIGNCODE&gt;</code></td>
<td>This token is replaced with the code for the campaign associated with the flowchart for which temp tables were created.</td>
</tr>
<tr>
<td><code>&lt;CAMPAIGNNAME&gt;</code></td>
<td>This token is replaced with the name of the campaign associated with the flowchart for which temp tables were created.</td>
</tr>
<tr>
<td><code>&lt;DBUSER&gt;</code></td>
<td>This token is replaced with the database user name for the database where the temp tables were created.</td>
</tr>
<tr>
<td><code>&lt;FLOWCHARTNAME&gt;</code></td>
<td>This token is replaced with the name of the flowchart associated with the temp table creation.</td>
</tr>
<tr>
<td><code>&lt;KEYCOLUMNS&gt;</code></td>
<td>This token is replaced with the temp table column name(s).</td>
</tr>
</tbody>
</table>
Unica Campaign configuration properties

<table>
<thead>
<tr>
<th>Token</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;TABLENAME&gt;</td>
<td>This token is replaced with the temp table name.</td>
</tr>
<tr>
<td>&lt;USER&gt;</td>
<td>This token is replaced with the Unica Campaign user name of the user running the flowchart.</td>
</tr>
</tbody>
</table>

Default Value
No default value defined.

SegmentTablePostExecutionSQL
Use the SegmentTablePostExecutionSQL property to specify a complete SQL statement that Unica Campaign runs after a Segment temp table has been created and populated.

Tokens available to SegmentTablePostExecutionSQL are described in the following table:

<table>
<thead>
<tr>
<th>Token</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;AMUSER&gt;</td>
<td>This token is replaced with the Unica Marketing user name associated with the flowchart for which the Segment temp table was created.</td>
</tr>
<tr>
<td>&lt;CAMPAIGNCODE&gt;</td>
<td>This token is replaced with the code for the campaign associated with the flowchart for which the Segment temp table was created.</td>
</tr>
<tr>
<td>&lt;CAMPAIGNNAME&gt;</td>
<td>This token is replaced with the name of the campaign associated with the flowchart for which the Segment temp table was created.</td>
</tr>
<tr>
<td>&lt;DBUSER&gt;</td>
<td>This token is replaced with the database user name for the database where the Segment temp table was created.</td>
</tr>
<tr>
<td>&lt;FLOWCHARTNAME&gt;</td>
<td>This token is replaced with the name of the flowchart associated with the Segment temp table creation.</td>
</tr>
<tr>
<td>&lt;KEYCOLUMNS&gt;</td>
<td>This token is replaced with the Segment temp table column name(s).</td>
</tr>
<tr>
<td>&lt;TABLENAME&gt;</td>
<td>This token is replaced with the Segment temp table name.</td>
</tr>
<tr>
<td>&lt;USER&gt;</td>
<td>This token is replaced with the Unica Campaign user name of the user running the flowchart.</td>
</tr>
</tbody>
</table>
Valid Values
A valid SQL statement

Default Value
Not defined

**SnapshotTablePostExecutionSQL**
Use the **SnapshotTablePostExecutionSQL** property to specify one or more complete SQL statements that are executed immediately after a Snapshot table has been created and populated.

Tokens available to **SnapshotTablePostExecutionSQL** are described in the following table:

<table>
<thead>
<tr>
<th>Token</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;AMUSER&gt;</td>
<td>This token is replaced with the Unica Marketing user name associated with the flowchart for which the Snapshot table was created.</td>
</tr>
<tr>
<td>&lt;CAMPAIGNCODE&gt;</td>
<td>This token is replaced with the code for the campaign associated with the flowchart for which the Snapshot table was created.</td>
</tr>
<tr>
<td>&lt;CAMPAIGNNAME&gt;</td>
<td>This token is replaced with the name of the campaign associated with the flowchart for which the Snapshot table was created.</td>
</tr>
<tr>
<td>&lt;DBUSER&gt;</td>
<td>This token is replaced with the database user name for the database where the Snapshot table was created.</td>
</tr>
<tr>
<td>&lt;FLOWCHARTNAME&gt;</td>
<td>This token is replaced with the name of the flowchart associated with the Snapshot table creation.</td>
</tr>
<tr>
<td>&lt;KEYCOLUMNS&gt;</td>
<td>This token is replaced with the Snapshot table column name(s).</td>
</tr>
<tr>
<td>&lt;TABLENAME&gt;</td>
<td>This token is replaced with the Snapshot table name.</td>
</tr>
<tr>
<td>&lt;USER&gt;</td>
<td>This token is replaced with the Unica Campaign user name of the user running the flowchart.</td>
</tr>
</tbody>
</table>

Valid Values
A valid SQL statement
Default Value
Not defined

**ExtractTablePostExecutionSQL**

Use the `ExtractTablePostExecutionSQL` property to specify one or more complete SQL statements that are executed immediately after the creation and population of an Extract table.

Tokens available to `ExtractTablePostExecutionSQL` are described in the following table:

<table>
<thead>
<tr>
<th>Token</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><code>&lt;AMUSER&gt;</code></td>
<td>This token is replaced with the Unica Marketing user name associated with the flowchart for which the Extract table was created.</td>
</tr>
<tr>
<td><code>&lt;CAMPAIGNCODE&gt;</code></td>
<td>This token is replaced with the code for the campaign associated with the flowchart for which the Extract table was created.</td>
</tr>
<tr>
<td><code>&lt;CAMPAIGNNAME&gt;</code></td>
<td>This token is replaced with the name of the campaign associated with the flowchart for which the Extract table was created.</td>
</tr>
<tr>
<td><code>&lt;DBUSER&gt;</code></td>
<td>This token is replaced with the database user name for the database where the Extract table was created.</td>
</tr>
<tr>
<td><code>&lt;FLOWCHARTNAME&gt;</code></td>
<td>This token is replaced with the name of the flowchart associated with the Extract table creation.</td>
</tr>
<tr>
<td><code>&lt;KEYCOLUMNS&gt;</code></td>
<td>This token is replaced with the Extract table column name(s).</td>
</tr>
<tr>
<td><code>&lt;TABLENAME&gt;</code></td>
<td>This token is replaced with the Extract table name.</td>
</tr>
<tr>
<td><code>&lt;USER&gt;</code></td>
<td>This token is replaced with the Unica Campaign user name of the user running the flowchart.</td>
</tr>
</tbody>
</table>

**Valid Values**

A valid SQL statement

**Default Value**

Not defined
TempTablePrefix

The TempTablePrefix parameter specifies a string that is automatically prepended to the names of all temporary tables created by Unica Campaign. Unica recommends that you use this parameter to help you identify and manage your temp tables. You also can use this property to cause temp tables to be created in a particular location.

For example, if the user token corresponds to a schema, you can set

```
TempTablePrefix="<USER>"
```

and all temp tables will be created in the schema of whatever user is connected to the data source.

Tokens available to TempTablePrefix are described in the following table:

<table>
<thead>
<tr>
<th>Token</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;AMUSER&gt;</td>
<td>This token is replaced with the Unica Marketing user name associated with the flowchart for which temp tables were created.</td>
</tr>
<tr>
<td>&lt;CAMPAIGNCODE&gt;</td>
<td>This token is replaced with the code for the campaign associated with the flowchart for which temp tables were created.</td>
</tr>
<tr>
<td>&lt;CAMPAIGNNAME&gt;</td>
<td>This token is replaced with the name of the campaign associated with the flowchart for which temp tables were created.</td>
</tr>
<tr>
<td>&lt;DBUSER&gt;</td>
<td>This token is replaced with the database user name for the database where the temp tables were created.</td>
</tr>
<tr>
<td>&lt;FLOWCHARTNAME&gt;</td>
<td>This token is replaced with the name of the flowchart associated with the temp table creation.</td>
</tr>
<tr>
<td>&lt;USER&gt;</td>
<td>This token is replaced with the Unica Campaign user name of the user running the flowchart.</td>
</tr>
</tbody>
</table>

🌟 You must make sure the final temp table name after resolving tokens does not exceed any database-specific name length restrictions.

🌟 In tokens used for TempTablePrefix, any characters that are not valid for database table names will be stripped. After tokens are resolved, the resulting temp table prefixes must start with an alphabetic character, and must contain only alphanumerical characters or underscore characters. Illegal characters will be removed silently. If any resulting temp table prefix does not begin with an alphabetic character, Unica Campaign prepends the letter "U" to the prefix.
Unica Campaign configuration properties

**Default Value**

**UAC**

**TeradataDeleteBeforeDrop**

The TeradataDeleteBeforeDrop parameter applies only to Teradata data sources. It specifies whether records are deleted prior to a table being dropped.

Set this value to **TRUE** to delete all records from a table prior to dropping the table.

If Unica Campaign is unable to delete the records for any reason, it will not drop the table.

Set this value to **FALSE** to drop a table without first deleting all records.

**Default Value**

**TRUE**

**Type**

The partitions > partition[n] > dataSources > [data_source_name] > type property specifies the database type of this data source.

**Valid Values**

Valid values for system tables are:

- SQLServer
- DB2
- DB2ODBC
- ORACLE
- ORACLE8
- ORACLE9

Valid values for customer tables also include:

- SYBASE
- INFORMIX7
- INFORMIX8
- INFORMIX9
- TERADATA
- NETEZZA
- SAS
- SASDB
Default Value

The default value depends on the database template used to create the data source configuration.

UseExceptForMerge

When Unica Campaign performs exclusions in the Merge process or in the Segment process, by default it uses "NOT EXISTS" syntax, as:

```
SELECT IncludeTable.ID FROM IncludeTable WHERE NOT EXISTS (SELECT * FROM ExcludeTable WHERE IncludeTable.ID = ExcludeTable.ID)
```

If UseExceptForMerge is enabled (value set to YES) and we cannot use "NOT IN" (because UseNotInForMerge is disabled, or because the audience level is comprised of multiple fields and the data source is not Oracle), then the syntax will be altered as:

**Oracle**

```
SELECT IncludeTable.ID FROM IncludeTable MINUS (SELECT ExcludeTable.ID FROM ExcludeTable)
```

**Others**

```
SELECT IncludeTable.ID FROM IncludeTable EXCEPT (SELECT ExcludeTable.ID FROM ExcludeTable)
```

Valid Values

YES | NO

Default Value

NO

UseMergeForTrack

Implements SQL MERGE syntax to improve the performance of the Track process. The UseMergeForTrack property can be set to TRUE for DB2, Oracle, SQL Server 2008, and Teradata 12. It can also be used with other databases that support the SQL MERGE statement.

Valid Values

TRUE | FALSE

Default Value

TRUE (DB2 and Oracle) | FALSE (all others)
UseNonANSIJoin

The UseNonANSIJoin property specifies whether this data source uses non-ANSI join syntax (for example, for Oracle versions earlier than 8, and Informix8).

- If the data source type is set to Informix8, the value of UseNonANSIJoin is ignored, and non-ANSI join syntax appropriate for Informix8 is always used.
- If the data source type is set to Oracle7 or Oracle8, and the value of UseNonANSIJoin is set to TRUE, the data source uses non-ANSI join syntax appropriate for Oracle.
- If the data source type is set to Sybase, and the value of UseNonANSIJoin is set to TRUE, the data source uses non-ANSI join syntax appropriate for Sybase.

Valid Values
TRUE | FALSE

Default Value
FALSE

UseNotInForMerge

When Unica Campaign performs exclusions in the Merge process or in the Segment process, by default it uses "NOT EXISTS" syntax, as:

```
SELECT IncludeTable.ID FROM IncludeTable WHERE NOT EXISTS (SELECT * 
FROM ExcludeTable WHERE IncludeTable.ID = ExcludeTable.ID)
```

If UseNotInForMerge is enabled (value set to YES), and either (1) the audience level is comprised of a single ID field, or (2) the data source is Oracle, then the syntax will be altered as:

```
SELECT IncludeTable.ID FROM IncludeTable WHERE IncludeTable.ID NOT IN 
(SELECT ExcludeTable.ID FROM ExcludeTable)
```

Valid Values
YES | NO

Default Value
NO

UseSQLToProfile

The UseSQLToProfile property allows you to configure Unica Campaign to submit the SQL query GROUP BY to the database to compute profiles (using “SELECT field, count(*) FROM table GROUP BY field”), rather than fetching records.
• A value of **FALSE** (the default) causes Unica Campaign to profile a field by retrieving the field's value for all records in the table and to track the count of each distinct value.

• A value of **TRUE** causes Unica Campaign to profile a field by issuing a query similar to the following:

```
SELECT field, COUNT(*) FROM table GROUP BY field
```

which pushes the burden to the database.

**Valid Values**

**TRUE | FALSE**

**Default Value**

**FALSE**

### Campaign > partitions > partition[n] > systemTableMapping

Properties in the systemTableMapping category are populated automatically if you remap any system tables or map Contact or Response history tables. You should not edit properties in this category.

### Campaign > partitions > partition[n] > server > systemCodes

Properties in this category specify, for Unica Campaign, whether variable length codes are allowed, the format and generator of the campaign and cell codes, whether offer codes are displayed, and the offer code delimiter.

**offerCodeDelimiter**

The **offerCodeDelimiter** property is used internally to concatenate multiple code parts (for example, to output the OfferCode field in Unica Campaign Generated Fields) and for incoming offer codes in the Unica Campaign Response process, to split the offer code into multiple parts. The value must be only a single character.

Note that in this version of Unica Campaign, the **NumberOfOfferCodesToUse** parameter no longer exists. This value now comes from the offer template (every offer template can have a different number of offer codes).

**Default Value**

-
allowVariableLengthCodes
The allowVariableLengthCodes property specifies whether variable length codes are allowed in Unica Campaign.

If the value is yes, and if the trailing part of the code format is x, the length of the code can vary. For example, if the code format is nnnnxxxx, then the code can be from 4 to 8 characters long. This applies to campaign, offer, version, tracking, and cell codes.

If the value is no, variable length codes are not allowed.

Valid Values
yes | no

Default Value
no

displayOfferCodes
The displayOfferCodes property specifies whether to show offer codes beside their names in the Unica Campaign GUI.

If the value is yes, offer codes are displayed.

If the value is no, offer codes are not displayed.

Valid Values
yes | no

Default Value
no

cellCodeFormat
The cellCodeFormat property is used by the campaign code generator to define the format of the cell code that is automatically created by the default cell code generator.

For a list of valid values, see campCodeFormat.

Default Value
Annnnnnnnnnn

campCodeFormat
The campCodeFormat property is used by the campaign code generator to define the format of the campaign code that is automatically generated by the default campaign code generator when you create a campaign.

Valid Values
The possible values are as follows:
- A-Z or any symbol - treated as a constant
- a - random letters A-Z (upper case only)
- c - random letters A-Z or numbers 0-9
- n - random digit 0-9
- x - any single ASCII character from 0-9 or A-Z. You can edit the generated campaign code and replace the ASCII character that Unica Campaign substituted for the x with any ASCII character, and Unica Campaign will use that character instead.

Default Value

Cnnnnnnnnn

cellCodeGenProgFile

The cellCodeGenProgFile property specifies the name of the cell code generator, and if the generator is the default one supplied by Unica Campaign, any supported options. Note that the properties that control the format of the code generated are set in the cellCodeFormat property. See campCodeGenProgFile for a list of supported options.

If you write your own cell code generator, replace the default value with the absolute path of your custom program, including the file name and extension, and using forward slashes (/) for UNIX and backslashes (\) for Windows.

Default Value

uaccampcodegen (the code generator supplied by Unica Campaign)

campCodeGenProgFile

The campCodeGenProgFile property specifies the name of the campaign code generator, and if the generator is the default one supplied by Unica Campaign, any supported options.

Note that the properties that control the format of the code generated are set in the campCodeFormat property.

If you write your own campaign code generator, replace the default value with the absolute path of your custom program, including the file name and extension, and using forward slashes (/) for UNIX and backslashes (\) for Windows.

The default campaign code generator can be called with the following options:
- -y Year (four integers)
- -m Month (one or two integers, cannot exceed value of twelve)
- -d Day (one or two integers, cannot exceed value of 31)
- -n Campaign name (any string, cannot exceed 64 characters)
- -o Campaign owner (any string, cannot exceed 64 characters)
Unica Campaign configuration properties

- **–u** Campaign code (any integer). Allows you to specify the exact campaign ID rather than having the application generate one for you.
- **–f** Code format if overriding the default. Takes the values specified in campCodeFormat.
- **–i** Other integer.
- **–s** Other string.

**Default Value**

uaccampcodegen (the code generator supplied by Unica Campaign)

**Campaign > partitions > partition[n] > server > encoding**

The property in this category specifies the text encoding for values written to files, to support non-English data.

**stringEncoding**

The partition[n] > server> encoding > stringEncoding property how Unica Campaign reads in and writes out flat files. It should match the encoding used for all flat files. If not configured elsewhere, this is the default setting for flat file encoding.

- **WideUTF-8 is not supported for this setting.**

By default, no value is specified, and outgoing text files are encoded as UTF-8, which is the default encoding for Unica Campaign.

Unica strongly recommends that you explicitly set this value to an encoding appropriate for your system, even if the value is UTF-8, the same as the implicit default.

- **If you do not set the value of the stringEncoding property for data sources in the dataSources category, the value of this stringEncoding property is used as the default value. This can cause unnecessary confusion -- you should always explicitly set the stringEncoding property in the dataSources category.**

See the Unica Campaign Administrator's Guide for a list of supported encodings.

**Default Value**

No default value defined.

**forceDCTOneBytePerChar**

The forceDCTOneBytePerChar property specifies whether Unica Campaign should use the original field width for output files, rather than the potentially expanded width reserved to allow sufficient space for transcoding into UTF-8.
A text value may have different lengths, depending on the encoding used to represent it. When the text value comes from a data source whose `stringEncoding` property is neither ASCII nor UTF-8, Campaign reserves three times the field width in order to ensure sufficient space for transcoding into UTF-8. For example, if the `stringEncoding` property is set to `LATIN1`, and the field in the database is defined as `VARCHAR(25)`, Campaign will reserve 75 bytes to hold the transcoded UTF-8 value. Set the `forceDCTOneBytePerChar` property to `TRUE` if you want to use the original field width.

**Valid Values**

TRUE | FALSE

**Default Value**

FALSE

### Campaign > partitions > partition[n] > server > timeout

The properties in this category specify the number of seconds an Unica Campaign flowchart waits, after the user has disconnected and all runs have completed, before exiting, and the Unica Campaign server process waits for a response from external servers before reporting an error.

**waitForGracefulDisconnect**

The `waitForGracefulDisconnect` property specifies whether the Unica Campaign server process continues to run until the user gracefully disconnects, or exits regardless of whether the user intended to disconnect.

If the value is `yes`, the default, the server process continues to run until it can determine that the user wants it to exit. This option prevents changes from being lost, but can result in server processes accumulating.

If the value is `no`, the server process shuts down and server processes are prevented from accumulating, but users can lose work if a network interruption occurs or if they do not follow the recommended sequence of actions to exit gracefully.

**Valid Values**

yes | no

**Default Value**

yes

**urlRequestTimeout**

The `urlRequestTimeout` property specifies the number of seconds the Unica Campaign server process waits for a response from external servers. Currently, this applies to requests to Unica Marketing servers and Unica eMessage components that operate with Unica Campaign.
If the Unica Campaign server process does not receive a response within this period, a communication timeout error is reported.

**Default Value**

60

**delayExitTimeout**

The `delayExitTimeout` property specifies the number of seconds an Unica Campaign flowchart waits, after the user has disconnected and all runs have completed, before exiting.

Setting this property to a non-0 value enables subsequent Unica Campaign flowcharts to make use of existing instances rather than starting a new instance.

**Default Value**

10

**Campaign > partitions > partition[n] > server > collaborate**

**collaborateInactivityTimeout**

The `collaborateInactivityTimeout` property specifies the number of seconds the `unica_acsvr` process waits after it finishes servicing a Unica Distributed Marketing request before it exits. This waiting period allows the process to remain available in the typical scenario in which Unica Distributed Marketing makes a series of requests prior to running the Flowchart.

The minimum value is 1. Setting this property to 0 causes it to default to 60.

**Default Value**

60

**Campaign > partitions > partition[n] > server > permissions**

The properties in this category specify the permissions set on folders created by Unica Campaign, and the UNIX group and permissions set on files contained in the `profile` directory.

**userFileGroup (UNIX only)**

The `userFileGroup` property specifies a group associated with user-generated Unica Campaign files. The group will be set only if the user is a member of the specified group.

This property is undefined by default.
Default Value
No default value defined.

catalogFolderPermissions
The catalogFolderPermissions property specifies the permissions of directories created by Unica Campaign through the Stored Table Catalogs > Create Folder window.

Default Value
755 (owner has read/write/execute access, group and world have execute/read access)

templateFolderPermissions
The templateFolderPermissions property specifies the permissions of template directories created by Unica Campaign through the Stored Templates > Create Folder window.

Default Value
755 (owner has read/write/execute access, group and world have read/execute access)

adminFilePermissions (UNIX only)
The adminFilePermissions property specifies a permission bit mask for the files contained in the profile directory.

Default Value
660 (owner and group have read/write access only)

userFilePermissions (UNIX only)
The userFilePermissions property specifies a permission bit mask for user generated Unica Campaign files (for example, log files, summary files, exported flat files).

Default Value
666 (everyone can read and write files created by Unica Campaign in the server)

adminFileGroup (UNIX only)
The adminFileGroup property specifies a UNIX admin group associated with files contained in the profile directory.

This property is undefined by default.

Default Value
No default value defined.
**Unica Campaign configuration properties**

**Campaign > partitions > partition[n] > server > flowchartConfig**

Properties in this category specify the behavior of the Unica Campaign Generated Field, whether duplicate cell codes are allowed, and whether the Log to Contact History option defaults to enabled.

**allowDuplicateCellcodes**

The `allowDuplicateCellcodes` property specifies whether the cell codes in the Unica Campaign Snapshot process can have duplicate values.

If the value is `no`, the Unica Campaign server enforces unique cell codes.

If the value is `yes`, the Unica Campaign server does not enforce unique cell codes.

**Default Value**

`yes`

**allowResponseNDaysAfterExpiration**

The `allowResponseNDaysAfterExpiration` property specifies the maximum number of days after all offer's expiration dates that responses can tracked. These late responses can be included in performance reports.

**Default Value**

`90`

**agfProcessnameOutput**

The `agfProcessnameOutput` property specifies the output behavior of the Unica Campaign Generated Field (UCGF) in the List, Optimize, Response, and Snapshot processes.

If the value is `PREVIOUS`, the UCGF contains the process name associated with the incoming cell.

If the value is `CURRENT`, the UCGF holds the process name of the process in which it is used.

**Valid Values**

`PREVIOUS | CURRENT`

**Default Value**

`PREVIOUS`

**logToHistoryDefault**

The `logToHistoryDefault` property specifies whether the Log to Contact History and Tracking Tables option in the Log tab of the Unica Campaign contact processes defaults to enabled.
If the value is **yes**, the option is enabled.
If the value is **no**, the option is disabled in any newly created contact processes.

**Valid Values**

- yes | no

**Default Value**

- yes

---

**defaultBehaviorWhenOutputToFile**

Specifies the behavior for contact processes in Unica Campaign when outputting to a file. This property applies only within the current partition. This default behavior (if set) is only applied for processes when they are newly added to flowcharts; once a process is added to a flowchart, the output behavior can be changed in the process configuration.

**Valid Values**

- Append to Existing Data
- Create New File
- Replace All Records

**Default Value**

- Append to Existing Data

---

**defaultBehaviorWhenOutputToDB**

Specifies the behavior for contact processes in Unica Campaign when outputting to a database table. This property applies only within the current partition. This default behavior (if set) is only applied for processes when they are newly added to flowcharts; once a process is added to a flowchart, the output behavior can be changed in the process configuration.

**Valid Values**

- Append to Existing Data
- Replace All Records

**Default Value**

- Append to Existing Data
**replaceEmbeddedNames**

When the `replaceEmbeddedNames` property is set to **TRUE**, Unica Campaign replaces user variable and UCGF names embedded in query text with actual values, although these names must be separated by a non-alphanumeric character, such as an underscore (for example, `ABCUserVar.v1` will not be substituted, while `ABC_UserVar.v1` will be substituted). Set this property to **TRUE** for backwards compatibility with Affinium Campaign 7.2 and earlier.

When set to **FALSE**, Unica Campaign replaces only distinct user variable and UCGF names with actual values (in both Unica and raw SQL expressions). Set this property to **FALSE** for backwards compatibility with Affinium Campaign 7.3 and higher.

**Valid Values**

**TRUE | FALSE**

**Default Value**

**FALSE**

---

**Campaign > partitions > partition[n] > server > flowchartSave**

The properties in this category specify the default settings for a new Unica Campaign flowchart’s auto-save and checkpoint properties.

**checkpointFrequency**

The `checkpointFrequency` property specifies (in minutes) the default setting for a new Unica Campaign flowchart’s checkpoint property, configurable for each flowchart through the client-side Advanced Settings window. The checkpoint feature provides the ability to capture a snapshot of a running flowchart for recovery purposes.

**Valid Values**

Any integer

**Default Value**

0 (zero)

---

**autosaveFrequency**

The `autosaveFrequency` property specifies (in minutes) the default setting for a new Unica Campaign flowchart’s auto-save property, configurable for each flowchart through the client-side Advanced Settings window. The auto-save function performs a forced save of flowcharts during editing and configuration.

**Valid Values**

Any integer
**Campaign > partitions > partition[n] > server > dataProcessing**

Properties in this category specify how Unica Campaign handles string comparisons and empty fields in flat files, and the behavior of the macro `STRING_CONCAT`.

**longNumericIdsAsText**

The `longNumericIdsAsText` property specifies whether the Unica Campaign macro language will treat numeric IDs longer than 15 digits as text.

Set the value to `yes` to specify that numeric IDs longer than 15 digits will be treated as text.

Set the value to `no` to specify that numeric IDs longer than 15 digits are treated as numeric values (and thus might lose precision or uniqueness if truncated or rounded).

Matchers are ignored if the `partitions > partition[n] > dataSources > [data_source_name] > ForceNumeric` property is set to `TRUE` for fields coming from this data source.

**Valid Values**

`yes | no`

**Default Value**

`no`

**stringConcatWithNullIsNull**

The `stringConcatWithNullIsNull` property controls the behavior of the Unica Campaign macro `STRING_CONCAT`.

When the value is `yes`, `STRING_CONCAT` returns `NULL` if any of its inputs is `NULL`.

When the value is `no`, `STRING_CONCAT` returns the concatenation of all of its non-`NULL` properties; in this case, `STRING_CONCAT` returns `NULL` only if all of its inputs are `NULL`.

**Valid Values**

`yes | no`

**Default Value**

`yes`
**performCaseInsensitiveComparisonAs**

The `performCaseInsensitiveComparisonAs` property specifies how Unica Campaign compares data values when the `compareCaseSensitive` property is set to `no` (that is, during case-insensitive comparisons). This property is ignored if the value of `compareCaseSensitive` is `yes`.

When the value is `UPPER`, Unica Campaign converts all data to upper case before comparing.

When the value is `LOWER`, Unica Campaign converts all data to lower case before comparing.

**Valid Values**

`UPPER | LOWER`

**Default Value**

`LOWER`

**upperAllowsDate**

The `upperAllowsDate` property specifies whether the `UPPER` database function allows a `DATE/DATETIME` parameter, and therefore whether the operation may be performed in the database or must be performed by the Unica Campaign server.

Set the value to `yes` if the database is SQL Server or Oracle. The `UPPER` function in these databases allows a `DATE/DATETIME` parameter.

Set the value to `no` if the database is DB2, Teradata, Sybase, or Informix. The `UPPER` function in these databases does not allow a `DATE/DATETIME` parameter.

Note that this setting is global, not per data source. If a value of `no` is recommended for any data source in use, set the value to `no`. If a value of `yes` is recommended for all data sources in use, set the value to `yes`.

**Valid Values**

`yes | no`

**Default Value**

`yes`

**compareCaseSensitive**

The `compareCaseSensitive` property specifies whether the Unica Campaign data comparisons are sensitive to alphabetic case (UPPER vs. lower).

When the value is `no`, Unica Campaign ignores case differences when comparing data values and sorts textual data in a binary, case-insensitive manner. This setting is strongly recommended when English data is used.
When the value is yes, Unica Campaign distinguishes data values based on case differences, performing a true binary-value comparison of each character. This setting is strongly recommended when non-English data is used.

**Valid Values**

yes | no

**Default Value**

no

**lowerAllowsDate**

The `lowerAllowsDate` property specifies whether the LOWER database function allows a DATE/DATETIME parameter, and therefore whether the operation may be performed in the database or must be performed by the Unica Campaign server.

Set the value to yes if the database is SQL Server or Oracle. The LOWER function in these databases allows a DATE/DATETIME parameter.

Set the value to no if the database is DB2, Teradata, Sybase, or Informix. The LOWER function in these databases does not allow a DATE/DATETIME parameter.

Note that this setting is global, not per data source. If a value of no is recommended for any data source in use, set the value to no. If a value of yes is recommended for all data sources in use, set the value to yes. Typically, only one database type is in use at a customer site, but there are some installations in which multiple database types are in use.

**Valid Values**

yes | no

**Default Value**

yes

**substrAllowsDate**

The `substrAllowsDate` property specifies whether the SUBSTR/SUBSTRING database function allows a DATE/DATETIME parameter, and therefore whether the operation may be performed in the database or must be performed by the Unica Campaign server.

Set the value to yes if the database is Oracle or Teradata. The SUBSTR/SUBSTRING function in these databases allows a DATE/DATETIME parameter.

Set the value to no if the database is SQL Server, DB2, Sybase, or Informix. The SUBSTR/SUBSTRING function in SQL Server, DB2, and Sybase does not allow a DATE/DATETIME parameter. Informix SUBSTR does accept a DATE parameter, but the DATE is first converted to text, and the conversion changes the format. So SUBSTR would return different results in the database compared with the Unica Campaign server, so the best practice is to set `substrAllowsDate` to no when the database is Informix.
Note that this setting is global, not per data source. If a value of no is recommended for any data source in use, set the value to no. If a value of yes is recommended for all data sources in use, set the value to yes.

**Valid Values**

yes | no

**Default Value**

yes

---

### ltrimAllowsDate

The ltrimAllowsDate property specifies whether the LTRIM database function allows a DATE/DATETIME parameter, and therefore whether the operation may be performed in the database or must be performed by the Unica Campaign server.

Set the value to yes if the database is SQL Server, Oracle, or Teradata. The LTRIM function in these databases allows a DATE/DATETIME parameter.

Set the value to no if the database is DB2, Sybase, or Informix. The LTRIM function in these databases does not allow a DATE/DATETIME parameter.

Note that this setting is global, not per data source. If a value of no is recommended for any data source in use, set the value to no. If a value of yes is recommended for all data sources in use, set the value to yes. Typically, only one database type is in use at a customer site, but there are some installations in which multiple database types are in use.

**Valid Values**

yes | no

**Default Value**

yes

---

### rtrimAllowsDate

The rtrimAllowsDate property specifies whether the RTRIM database function allows a DATE/DATETIME parameter, and therefore whether the operation may be performed in the database or must be performed by the Unica Campaign server.

Set the value to yes if the database is SQL Server, Oracle, or Teradata. The RTRIM function in these databases allows a DATE/DATETIME parameter.

Set the value to no if the database is DB2, Sybase, or Informix. The RTRIM function in these databases does not allow a DATE/DATETIME parameter.

Note that this setting is global, not per data source. If a value of no is recommended for any data source in use, set the value to no. If a value of yes is recommended for all data sources in use, set the value to yes.
Valid Values
yes | no

Default Value
yes

**likeAllowsDate**

The `likeAllowsDate` property specifies whether the LIKE database function allows a DATE/DATETIME parameter, and therefore whether the operation may be performed in the database or must be performed by the Unica Campaign server.

Set the value to **yes** if the database is SQL Server or Oracle. The LIKE function in these databases allows a DATE/DATETIME parameter.

Set the value to **no** if the database is DB2, Teradata, Sybase, or Informix. The LIKE function in these databases does not allow a DATE/DATETIME parameter.

This setting is global, not per data source. If a value of **no** is recommended for any data source in use, set the value to **no**. If a value of **yes** is recommended for all data sources in use, set the value to **yes**.

Valid Values
yes | no

Default Value
yes

**fileAllSpacesIsNull**

The `fileAllSpacesIsNull` property controls how Unica Campaign interprets an empty field in a mapped flat file by specifying whether an all-spaces value in a flat file should be considered to be a NULL value.

When the value is **yes**, an all-spaces value is considered to be a NULL value. Unica Campaign matches queries such as `<field> is null`, but fails queries such as `<field> = ""`.

When the value is **no**, an all-spaces value is treated as a non-NULL empty string. Unica Campaign matches queries such as `<field> = ""`, but fails `<field> is null`.

Valid Values
yes | no

Default Value
yes
**Campaign > partitions > partition[n] > server > optimization**

Properties in this category specify the number of operating system threads that Unica Campaign caches for reuse, the default setting for a new flowchart’s Virtual Memory Usage property, and whether in-database optimization is enabled.

* This category of parameters is not related to Unica Optimize.

### maxVirtualMemory

The **maxVirtualMemory** property specifies a default setting for a new Unica Campaign flowchart’s Affinium Virtual Memory Usage property, configurable for each flowchart through the client-side Advanced Settings window. The units are in megabytes.

**Default Value**

128

### useInDbOptimization

The **useInDbOptimization** property specifies whether Unica Campaign tries to perform as many operations as possible in the database instead of in the Unica Campaign server.

If the value is no, Unica Campaign maintains lists of IDs in the Unica Campaign server at all times.

If the value is yes, Unica Campaign avoids pulling the ID lists if possible.

**Valid Values**

yes | no

**Default Value**

no

### maxReuseThreads

The **maxReuseThreads** property specifies the number of operating system threads cached by the server process *(unica_acsvr)* for reuse. By default, the cache is disabled as this property is set to 0.

Unica recommends that you use the cache when you want to reduce the overhead of thread allocation, or with operating systems that can exhibit an inability to release threads when asked to do so by an application.

Note that when the **maxReuseThreads** property is set to a non-zero value, it should be greater than or equal to the value of **MaxQueryThreads**.
Default Value

0 (zero), which disables the cache

tempTableDataSourcesForSegments

The tempTableDataSourcesForSegments property defines the list of data sources where persistent Segment temp tables should be created by the Create Seg process. This list is comma-separated.

By default, this property is blank.

Default Value

No default value defined.

doNotCreateServerBinFile

When this option is set to TRUE, strategic segments will not create binary files on the Campaign server; instead, strategic segments create Segment temp tables in the data source. When the value is set to TRUE, at least one data source must be specified in the Create Seg process configuration.

Valid Values

TRUE | FALSE

Default Value

FALSE

Campaign > partitions > partition[n] > server > logging

Properties in this category specify, for the Unica Campaign server, whether standard and Windows event logging are enabled, logging levels and categories, and other logging behavior.

enableWindowsEventLogging

The enableWindowsEventLogging property enables or disables Unica Campaign server logging to the Windows event log.

If the value is yes, logging to the Windows event log is enabled.

If the value is no, logging to the Windows event log is disabled. If disabled, the windowsEventLoggingLevel and windowsEventLoggingCategory settings are ignored.

Valid Values

yes | no
**logFileBufferSize**

The `logFileBufferSize` property is used when the value of the `keepFlowchartLogOpen` property is `yes`. It sets an upper bound on the number of log messages after which the messages will be written to file.

If the value is 1, every log message is written immediately to file, effectively disabling buffering but causing somewhat worse performance.

This property is ignored if the value of `keepFlowchartLogOpen` is set to `no`.

**Default Value**

5

**keepFlowchartLogOpen**

The `keepFlowchartLogOpen` property specifies whether Unica Campaign opens and closes the flowchart log file each time a line is written to the log file.

If the value is `no`, Unica Campaign opens and closes the flowchart log file.

If the value is `yes`, Unica Campaign opens the flowchart log file only once, and closes the flowchart log file only when the flowchart's server process exits. A value of `yes` may improve performance of real-time flowcharts. A side effect of using the `yes` setting is that recently-logged messages may not be immediately visible in the log file, as Unica Campaign flushes the log messages to file only when its internal buffer becomes full or when the number of logged messages equals the value of the `logFileBufferSize` property.

**Valid Values**

yes | no

**Default Value**

no

**logProcessId**

The `logProcessId` property controls whether the process ID (pid) of the Unica Campaign Server process is logged in the log file.

If the value is `yes`, the process ID is logged.

If the value is `no`, the process ID is not logged.

**Valid Values**

yes | no
**Default Value**

yes

**logMaxBackupIndex**

The `logMaxBackupIndex` property specifies the number of backup Unica Campaign server log files that are kept before the oldest is erased.

If the value is 0 (zero), no backup files are created, and the log file is truncated when it reaches the size specified by the `logFileSize` property.

For a value of \( n \), where \( n \) is greater than zero, the files \{File.1, ..., File.n-1\} are renamed to \{File.2, ..., File.n\}. Also, File is renamed File.1 and closed. A new File is created to receive further log output.

**Default Value**

1 (creates one backup log file)

**loggingCategories**

The `loggingCategories` property specifies the category of messages written to the Unica Campaign server log file. This works in conjunction with `loggingLevels`, which determines which messages are logged based on severity (for all selected categories). You can specify multiple categories in a comma-separated list. The special category `all` provides a shorthand for specifying all logging categories.

**Valid Values**

Supported categories are:

- **ALL**
- **BAD_ORDER**
- **CELL_ACCESS**
- **CONFIG**
- **DATA_ERRORS**
- **DBLOAD**
- **FILE_ACCESS**
- **GENERAL**
- **COMMANDS**
- **MEMORY**
- **PROCRUN**
- **QUERY**
- **SORT**
- **SYSQUERY**
Unica Campaign configuration properties

- TABLE_ACCESS
- TABLE_MAPPING
- TABLE_IO
- WEBPROC

Default Value
ALL

loggingLevels
The loggingLevels property controls the amount of detail written to the Unica Campaign server log file, based on severity.

Valid Values
- LOW
- MEDIUM
- HIGH
- ALL

LOW represents the least detail (the most severe errors only), and ALL includes trace messages and is intended primarily for diagnostic purposes. You can adjust these settings from within a flowchart through the Tools >Logging Options menu.

🌟 You may want to set the loggingLevels property to ALL during configuration and testing, to maximize the logging output from Unica Campaign for diagnostic purposes. This setting generates a large amount of data and therefore may not be advisable for production operation.

Default Value
MEDIUM

windowsEventLoggingCategories
The windowsEventLoggingCategories property specifies the category of messages written to the Unica Campaign server windows event log. This works in conjunction with windowsEventLoggingLevels, which determines which messages are logged based on severity (for all selected categories).

You can specify multiple categories in a comma-separated list. The special category all provides a shorthand for specifying all logging categories.

Valid Values
- ALL
- BAD_ORDER
- CELL_ACCESS
A - Configuration Properties on the Configuration Page

- CONFIG
- DATA_ERRORS
- DBLOAD
- FILE_ACCESS
- GENERAL
- COMMANDS
- MEMORY
- PROCRUN
- QUERY
- SORT
- SYSQUERY
- TABLE_ACCESS
- TABLE_MAPPING
- TABLE_IO
- WEBPROC

**Default Value**

ALL

**logFileMaxSize**

The `logFileMaxSize` property specifies the maximum size, in bytes, that the Unica Campaign server log file is allowed to reach before being rolled over to backup files.

**Default Value**

10485760 (10 MB)

**windowsEventLoggingLevels**

The `windowsEventLoggingLevels` property controls the amount of detail written to the Unica Campaign server windows event log based on severity.

**Valid Values**

- LOW
- MEDIUM
- HIGH
- ALL

LOW represents the least detail (the most severe errors only), and ALL includes trace messages and is intended primarily for diagnostic purposes.
Unica Campaign configuration properties

**Default Value**

MEDIUM

**enableLogging**

The `enableLogging` property specifies whether Unica Campaign server logging is turned on at session startup.

- If the value is `yes`, logging is turned on.
- If the value is `no`, logging is turned off.

**Valid Values**

`yes | no`

**Default Value**

`yes`

**Campaign > partitions > partition[n] > server > flowchartRun**

Properties in this category specify how many errors are allowed in a Unica Campaign Snapshot export, what files are saved when you save a flowchart, and the maximum number of IDs for each top-level process in a test run.

**maxDataErrorsAllowed**

The `maxDataErrorsAllowed` property specifies the maximum number of data conversion errors allowed in an Unica Campaign Snapshot export.

**Default Value**

0 (zero), which allows no errors

**saveRunResults**

The `saveRunResults` property specifies what files are saved when you save an Unica Campaign flowchart.

- If the value is `yes`, the “underscore” files are saved and, if the value of `useInDbOptimization` is `yes`, database temp tables persist.
- If the value is `no`, only the `.ses` file is saved and you cannot view intermediate results if you reload the flowchart.

**Valid Values**

`yes | no`

**Default Value**

`yes`
**testRunDefaultSize**

The `testRunDefaultSize` property specifies the default maximum number of IDs for each top-level process in an Unica Campaign test run. A value of 0 (zero) removes the limitation on the number of IDs.

**Default Value**

0 (zero)

**Campaign > partitions > partition[n] > server > profile**

Properties in this category specify the maximum number of categories created during profiling for numeric and text values in Unica Campaign.

**profileMaxTextCategories**

The `profileMaxTextCategories` and `profileMaxNumberCategories` properties specify the maximum number of categories created in Unica Campaign during profiling for text and numeric values, respectively.

These values are different from the setting for the number of bins displayed to the user, which can be modified through the user interface.

**Default Value**

1048576

**profileMaxNumberCategories**

The `profileMaxNumberCategories` and `profileMaxTextCategories` properties specify the maximum number of categories created in Unica Campaign during profiling for numeric and text values, respectively.

These values are different from the setting for the number of bins displayed to the user, which can be modified through the user interface.

**Default Value**

1024

**Campaign > partitions > partition[n] > server > internal**

Properties in this category specify the internalID upper and lower limits for Unica Campaign.
**internalIdLowerLimit**

The `internalIdUpperLimit` and `internalIdLowerLimit` properties constrain the Unica Campaign internal IDs to be within the specified range. Note that the values are inclusive: that is, Unica Campaign may use both the lower and upper limit.

**Default Value**

0 (zero)

**internalIdUpperLimit**

The `internalIdUpperLimit` and `internalIdLowerLimit` properties constrain the Unica Campaign internal IDs to be within the specified range. Note that the values are inclusive: that is, Unica Campaign may use both the lower and upper limit.

**Default Value**

4294967295

**eMessageInstalled**

The `eMessageInstalled` property specifies whether Unica eMessage is installed. When Unica eMessage is installed and configured, set the value to yes, which causes the Unica eMessage features to be available in the Unica Campaign user interface.

**Valid Values**

yes | no

**Default Value**

no

**interactInstalled**

After installing the Unica Interact design environment, this configuration property should be set to yes to enable the Unica Interact design environment in Unica Campaign.

If you do not have Unica Interact installed, set to no. Setting this property to no does not remove Unica Interact menus and options from the user interface. To remove menus and options, you must manually unregister Unica Interact using the `configTool` utility.

**Valid Values**

yes | no

**Default Value**

no

**Availability**

This property is applicable only if you have installed Unica Interact.
**MO_UC_integration**

Enables integration with Unica Marketing Operations.

**Valid Values**

yes | no

**Default Value**

no

**Legacy_campaigns**

When the MO_UC_integration property is set to Yes, the Legacy_campaigns property enables access to campaigns created before enabling integration, including campaigns created in Affinium Campaign 7.x and linked to Affinium Plan 7.x projects.

**Valid Values**

yes | no

**Default Value**

no

**Campaign > partitions > partition[n] > server > fileDialog**

Properties in this category specify the default directories for Unica Campaign input and output data files.

**defaultOutputDirectory**

The defaultOutputDirectory property specifies the path used to initialize the Unica Campaign File Selection dialog. The defaultOutputDirectory property is used when an output data file is mapped into Unica Campaign. If no value is specified, the path is read from the environment variable UNICA_ACDFDIR.

**Default Value**

No default value defined.

**defaultInputDirectory**

The defaultInputDirectory property specifies the path used to initialize the Unica Campaign File Selection dialog. The defaultInputDirectory property is used when an input data file is mapped into Unica Campaign. If no value is specified, the path is read from the environment variable UNICA_ACDFDIR.

**Default Value**

No default value defined.
Unica Campaign configuration properties

Campaign > partitions > partition[n] > server > offerCodeGenerator

Properties in this category specify the class, classpath, and configuration string for the offer code generator, and also the cell code generator used to assign a contact process to a Target Cell Spreadsheet cell.

offerCodeGeneratorClass

The offerCodeGeneratorClass property specifies the name of the class Unica Campaign uses as its offer code generator. The class must be fully qualified with its package name.

Default Value
com.unica.campaign.core.codegenerator.samples.ExecutableCodeGenerator

offerCodeGeneratorConfigString

The offerCodeGeneratorConfigString property specifies a string that is passed into the offer code generator plug-in when it is loaded by Unica Campaign. By default, the ExecutableCodeGenerator (shipped with Unica Campaign) uses this property to indicate the path (relative to Unica Campaign application home directory) to the executable to run.

Default Value
./bin

defaultGenerator

The defaultGenerator property specifies the generator for the cell codes that appear in contact-style process boxes and are used to assign cells to Target Control Spreadsheet cells. The Target Control Spreadsheet manages cell and offer mappings for campaigns and flowcharts.

Default Value
uacoffercodegen.exe

offerCodeGeneratorClasspath

The offerCodeGeneratorClasspath property specifies the path to the class Unica Campaign uses as its offer code generator. It can be either a full path or a relative path. If the path ends in a slash (forward slash / for UNIX or backslash \ for Windows), Unica Campaign assumes it to be a path to a directory that contains the Java plug-in class that should be used. If the path does not end in a slash, Unica Campaign assumes it is the name of a jar file that contains the Java class.
If the path is relative, Unica Campaign assumes it is relative to the Unica Campaign application home directory.

**Default Value**

codeGenerator.jar*(packaged in the Campaign.war file)*

### Campaign > monitoring

Properties in the this category specify whether the Operational Monitoring feature is enabled, the URL of the Operational Monitoring server, and caching behavior. Operational Monitoring displays and allows you to control active flowcharts.

**cacheCleanupInterval**

The `cacheCleanupInterval` property specifies the interval, in seconds, between automatic cleanups of the flowchart status cache.

This property is not available in versions of Affinium Campaign earlier than 7.0.

**Default Value**

600 *(10 minutes)*

**cacheRunCompleteTime**

The `cacheRunCompleteTime` property specifies the amount of time, in minutes, that completed runs are cached and display on the Monitoring page.

This property is not available in versions of Affinium Campaign earlier than 7.0.

**Default Value**

4320

**monitorEnabled**

The `monitorEnabled` property specifies whether the monitor is turned on.

This property is not available in versions of Affinium Campaign earlier than 7.0.

**Default Value**

yes

**serverURL**

The `Campaign > monitoring > serverURL` property specifies the URL of the Operational Monitoring server. This is a mandatory setting; modify the value if the Operational Monitoring server URL is not the default.

If Unica Campaign is configured to use Secure Sockets Layer (SSL) communications, the Operational Monitoring URL must begin with https, and the port must be set to 443. For example:
Unica Campaign configuration properties

https://localhost:443/Campaign/OperationMonitor

Default Value
http://localhost:7001/Campaign/OperationMonitor

monitorEnabledForInteract
If set to yes, enables Unica Campaign JMX connector server for Unica Interact. Unica Campaign has no JMX security.
If set to no, you cannot connect to the Unica Campaign JMX connector server.
This JMX monitoring is for the Unica Interact contact and response history module only.

Valid Values
True | False

Default Value
False

Availability
This property is applicable only if you have installed Unica Interact.

protocol
Listening protocol for the Unica Campaign JMX connector server, if monitorEnabledForInteract is set to yes.
This JMX monitoring is for the Unica Interact contact and response history module only.

Valid Values
JMXMP | RMI

Default Value
JMXMP

Availability
This property is applicable only if you have installed Unica Interact.

port
Listening port for the Unica Campaign JMX connector server, if monitorEnabledForInteract is set to yes.
This JMX monitoring is for the Unica Interact contact and response history module only.

Valid Values
An integer between 1025 and 65535.
Default Value
2004

Availability
This property is applicable only if you have installed Unica Interact.

**Campaign > ProductReindex**

The creator of an offer can specify the products that are associated with that offer. When list of products available for association with offers changes, the offer/product associations must be updated. Properties in the Unica Campaign > ProductReindex category specify the frequency of these updates and the time of day that the first update runs.

**startTime**
The `startTime` property specifies the time of day when offer/product associations are updated for the first time. The first update occurs on the day after the Unica Campaign server is started, and subsequent updates occur at intervals specified in the `interval` parameter. The format is `HH:mm:ss`, using a 24-hour clock.

Default Value
12:00:00 (noon)

**interval**
The `interval` property specifies the time, in minutes, between updates of offer/product associations. The update occurs for the first time at the time specified in the `startTime` parameter, on the day after the Unica Campaign server is started.

Default Value
3600 (60 hours)

**Campaign > unicaACLListener**

Properties in this category specify logging levels, certain access privileges, language encodings, number of operating system threads, and the protocol, host, and port of the Unica Campaign listener. These properties need to be set only once per instance of Unica Campaign; they do not need to be set for every partition.

**enableWindowsImpersonation**
The `enableWindowsImpersonation` property specifies whether Windows Impersonation is enabled in Unica Campaign Windows. For more details about Windows Impersonation in Unica Campaign, see the *Unica Campaign Administrator's Guide*.

Set the value to `TRUE` to use Windows Impersonation.
Unica Campaign configuration properties

Set the value to **FALSE** if Windows Impersonation is not used.

**Valid Values**

TRUE | FALSE

**Default Value**

FALSE

**enableWindowsEventLogging**

The `Campaign > unicaACListener > enableWindowsEventLogging` property controls logging to the Windows event log. Set this property to **TRUE** to log to the Windows event log.

**Valid Values**

TRUE | FALSE

**Default Value**

FALSE

**serverHost**

The `serverHost` property specifies the name or IP address of the machine where the Unica Campaign listener is installed. If the Unica Campaign listener is not installed on the same machine where Unica Marketing is installed, change the value to the machine name or IP address of the machine where the Unica Campaign listener is installed.

**Default Value**

localhost

**logMaxBackupIndex**

The `logMaxBackupIndex` property specifies how many backup files can exist before the oldest one is deleted. If you set this property to 0 (zero), Unica Campaign does not create any backup files and the log file stops logging when it reaches the size you specified in the `logMaxFileSize` property.

If you specify a number (N) for this property, when the log file (File) reaches the size you specified in the `logMaxFileSize` property, Unica Campaign renames the existing backup files (File.1 ... File.N-1) to File.2 ... File.N, renames the current log file File.1, closes it, and starts a new log file named File.

**Default Value**

1 (creates one backup file)
**logStringEncoding**

The `logStringEncoding` property controls the encoding used for all log files. This value should match the encoding used on the operating system. For multi-locale environments, UTF-8 is the preferred setting.

If you change this value, you should empty or remove all affected log files to prevent writing multiple encodings into a single file.

⚠️ **WIDEUTF-8 is not supported for this setting.**

**Valid Values**

See the *Unica Campaign Administrator's Guide* for a list of supported encodings.

**Default Value**

`native`

**systemStringEncoding**

The `systemStringEncoding` property specifies the encoding(s) used to interpret values coming into Unica Campaign from the operating system (file system paths and filenames, for example), as well as the encoding in which Unica Campaign presents values back to the operating system. This value should be generally be set to `native`.

For multi-locale environments, UTF-8 is the preferred setting.

The value can include more than one encoding, separated by commas: for example, `UTF-8,ISO-8859,CP950`

⚠️ **WIDEUTF-8 is not supported for this setting.**

**Valid Values**

See the *Unica Campaign Administrator's Guide* for a list of supported encodings.

**Default Value**

`native`

**loggingLevels**

The `Campaign > unicaACListener > loggingLevels` property controls the amount of detail written to the log file.

**Valid Values**

- LOW
- MEDIUM
- HIGH
Unica Campaign configuration properties

**Default Value**

MEDIUM

**maxReuseThreads**

The Campaign > unicaACLlistener > maxReuseThreads property sets the number of operating system threads cached by the Unica Campaign listener process (unica_aclsnr) for reuse.

Unica recommends that you use the cache when you want to reduce the overhead of thread allocation, or with operating systems that can exhibit an inability to release threads when asked to do so by an application.

**Default Value**

0 (zero), which disables the cache

**logMaxFileSize**

The logMaxFileSize property specifies the maximum size, in bytes, that the log file can reach before rolling into the backup file.

**Default Value**

10485760 (10 MB)

**windowsEventLoggingLevels**

The windowsEventLoggingLevels property controls the amount of detail written to the Windows event log file based on severity.

**Valid Values**

- LOW
- MEDIUM
- HIGH
- ALL

The ALL level includes trace messages intended for diagnostic purposes.

**Default Value**

MEDIUM

**serverPort**

The serverPort property specifies the port where the Unica Campaign listener is installed.

**Default Value**

4664
**useSSL**

The `useSSL` property specifies whether to use Secure Sockets Layer for communications between the Unica Campaign listener and the Unica Campaign web application.

**Valid Values**

yes | no

**Default Value**

no

**keepalive**

Use the `keepalive` property to specify, in seconds, the frequency with which the Unica Campaign web application server sends keep alive messages on otherwise-inactive socket connections to the Unica Campaign listener.

Using the `keepalive` configuration parameter enables socket connections to remain open through extended periods of application inactivity in environments configured to close inactive connections between the web application and the listener (for example, a firewall).

When there is activity on a socket, the keep alive period is automatically reset. At the DEBUG logging level in the web application server, the `campaignweb.log` will show evidence of the keep alive messages as they are sent to the listener.

**Valid Values**

positive integers

**Default Value**

0, which disables the keepalive feature

**Campaign > server**

The property in this category specifies a URL that is used internally, and does not need to be changed.

**fullContextPath**

The `fullContextPath` property is used internally, and specifying a value is optional. It specifies the URL that the ActiveX control uses to communicate to the application server Listener proxy.

This property is undefined by default, which causes the system to determine the URL dynamically.

**Default Value**

No default value defined.
**Campaign > logging**

The property in this category specifies the location of the Unica Campaign log properties file.

**log4jConfig**

The `log4jConfig` property specifies the location of the Unica Campaign log properties file, `campaign_log4j.properties`. Specify the path relative to the Unica Campaign home directory, including the file name. Use forward slashes (`/`) for UNIX and backslashes (`\`) for Windows.

**Default Value**

`./conf/campaign_log4j.properties`
B Special Characters in Unica Campaign Object Names

- About special characters
- Special characters not supported
- Objects with no naming restrictions
- Objects with specific naming restrictions

About special characters

Names of objects in Unica Campaign can have specific requirements. Some special characters are not supported in any Unica Campaign object names. In addition, some objects have specific naming restrictions.

🌟 If you pass object names to your database (for example, if you use a user variable that contains a flowchart name), you must ensure that the object name contains only characters supported by your particular database. Otherwise, you will receive a database error.

Special characters not supported

Do not use any of the characters listed in the following table in the names of these objects:

- campaigns
- flowcharts
Objects with specific naming restrictions

- folders
- offers
- offer lists
- segments
- sessions

<table>
<thead>
<tr>
<th>Character</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>Percent</td>
</tr>
<tr>
<td>*</td>
<td>Asterisk</td>
</tr>
<tr>
<td>?</td>
<td>Question mark</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>:</td>
<td>Colon</td>
</tr>
<tr>
<td>,</td>
<td>Comma</td>
</tr>
<tr>
<td>&lt;</td>
<td>Less than symbol</td>
</tr>
<tr>
<td>&gt;</td>
<td>Greater than symbol</td>
</tr>
<tr>
<td>&amp;</td>
<td>Ampersand</td>
</tr>
<tr>
<td>\</td>
<td>Backward slash</td>
</tr>
<tr>
<td>/</td>
<td>Forward slash</td>
</tr>
<tr>
<td>&quot;</td>
<td>Double quotation mark</td>
</tr>
</tbody>
</table>

Objects with no naming restrictions

The following objects in Unica Campaign have no restrictions for characters used in their names:

- audience levels (audience level field names have naming restrictions)
- custom attribute display names (custom attribute internal names have naming restrictions)
- offer templates
Objects with specific naming restrictions

The following objects in Unica Campaign have specific restrictions on their names:

- custom attribute internal names (custom attribute display names have no naming restrictions).
- audience level field names (audience level names have no naming restrictions)
- cells
- derived fields
- user table and field names

For these objects, names must:

- contain only alphabetic or numeric characters, or the underscore (_) character
- start with an alphabetic character

Derived field names have additional restrictions. For details, see Naming restrictions for derived fields.
Supported data types for user tables

This topic lists the data types that Unica Campaign supports for user tables created in each supported database. Any other data types not listed here are unsupported. Before mapping user tables in Unica Campaign, ensure that your tables use only supported data types.

**DB2**
- bigint
- char
- date
- decimal
- double
- float
- int
- numeric
- real
- smallint
- timestamp
- varchar
C - Supported data types for user tables

Netezza

bigint
byteint
char(n) [1]
date
float(p)int
nchar(n) [2]
numeric(p, s)
nvarchar(n) [2]
smallint
timestamp
varchar(n) [1]

1. Not supported when used in the same table with nchar or nvarchar.
2. Not supported when used in the same table with char or varchar.

Oracle

DATE
FLOAT (p)
NUMBER [ (p , s) ] [1]
timeStamp
VARCHAR2 (size BYTE)

1. If precision is unspecified when using NUMBER, Unica Campaign assumes it can store the values in a data type that preserves 15 digits of precision. If the field holds values whose precision exceeds 15 digits, precision will be lost when the value is brought into Campaign.

SQL Server

bigint
bit
char(n) [1]
datetime
decimal
float
int
nchar [2]
numeric
nvarchar [2]
real
smallint
text
tinyint
varchar(n) [1]

1. Not supported when used in the same table with nchar or nvarchar.
2. Not supported when used in the same table with char or varchar.

**Teradata**

bigint
byteint
char
date
decimal
float
int
numeric
smallint
timestamp
varchar
D  Internationalization and Encodings

- Introduction
- Character encodings in Unica Campaign
- Date and time formats

Introduction

This section provides information on character encodings and language-sensitive database considerations, and lists the encodings supported by Unica Campaign and Unica PredictiveInsight.

Character encodings in Unica Campaign

On most operating systems, Unica Campaign uses the GNU iconv library. Note that Unica does not ship an iconv for AIX installations. For an AIX system, you must obtain the appropriate character sets. For a list, see the National Language Support Guide and Reference:


This section lists the encodings that are supported by Unica Campaign. The values in these lists are valid values for setting the Unica Campaign internationalization parameters listed in . Note the following:
• Each bullet within an encoding group is a space-separated list of different names for the same encoding. Each name in a bullet with multiple names is an alias for the other encodings in the group. You can set the Unica Campaign configuration parameters to any of the values in a group, depending on how your system uses the encodings.

• When setting values for the Campaign StringEncoding configuration parameters, the pseudo-encoding WIDEUTF-8 is the recommended value in most cases. However, you can use one of the encodings included in the following lists. Additionally, if the database is DB2 or SQL Server, you should use a code page rather than one of the encodings in this list. For details, see the context help or the Unica Marketing Platform Administrator's Guide.

• Unica Campaign uses two character encodings that are treated slightly differently than other encodings: “ASCII” and “UTF-8.” Both are case-sensitive. These encodings are accepted on all platforms including AIX. They have slightly different behaviors in Unica Campaign for column widths during table mapping, and for transcoding operations.

**Western Europe**

- CP819 IBM819 ISO-8859-1 ISO-IR-100 ISO8859-1 ISO_8859-1 ISO_8859-1:1987 L1 LATIN1 CSISOLATIN1
- CP1252 MS-ANSI WINDOWS-1252
- 850 CP850 IBM850 CSPC850MULTILINGUAL
- MAC MACINTOSH MACROMAN CSMACINTOSH
- NEXTSTEP
- HP-ROMAN8 R8 ROMAN8 CSHPROMAN8

**Unicode encodings**

- ISO-10646-UCS-2 UCS-2 CSUNICODE
- UCS-2BE UNICODE-1-1 UNICODEBIG CSUNICODE11
- UCS-2LE UNICODELITTLE
- ISO-10646-UCS-4 UCS-4 CSUCS4
- UTF-8
- UCS-4BE
- UCS-4LE
- UTF-16
- UTF-16BE
- UTF-16LE
• UTF-32
• UTF-32BE
• UTF-32LE
• UNICODE-1-1-UTF-7 UTF-7 CSUNICODE1UTF7
• UCS-2-INTERNAL
• UCS-2-SWAPPED
• UCS-4-INTERNAL
• UCS-4-SWAPPED
• JAVA
• C99

Arabic
• ARABIC ASMO-708 ECMA-114 ISO-8859-6 ISO-IR-127 ISO8859-6
  ISO_8859-6 ISO_8859-6:1987 CSISOLATINARABIC
• CP1256 MS-ARAB WINDOWS-1256
• MACARABIC
• CP864 IBM864 CSIBM864

Armenian
• ARMSCII-8

Baltic Rim
• CP1257 WINBALTRIM WINDOWS-1257
• CP775 IBM775 CSPC775BALTIC

Celtic
  ISO_8859-14:1998 L8 LATIN8

Central Europe
  LATIN2 CSISOLATIN2CP1250 MS-EE WINDOWS-1250
Character encodings in Unica Campaign

- MACCENTRALEUROPE
- 852 CP852 IBM852 CSPCP852
- MACCROATIAN

**Chinese (both Simplified and Traditional)**

- ISO-2022-CN CSISO2022CN
- ISO2022CNISO-2022-CN-EXT

**Chinese (Simplified)**

- CHINESE GB_2312-80 ISO-IR-58 CSISO58GB231280
- CN-GB-ISOIR165 ISO-IR-165
- CN-GB EUC-CN EUCCN GB2312 CSGB2312
- CP936 GBK
- GB18030
- HZ HZ-GB-2312

**Chinese (Traditional)**

- EUC-TW EUCTW CSEUCTWB
- IG-5 BIG-FIVE BIG5 BIGFIVE CN-BIG5 CSBIG5
- CP950
- BIG5-HKSCS BIG5HKSCS

**Cyrillic**

- CP1251 MS-CYRL WINDOWS-1251
- MACCYRILLIC
- KOI8-R CSKOI8R
- KOI8-U
- KOI8-RU
- KOI8-T
• 866 CP866 IBM866 CSIBM866
• 855 CP855 IBM855 CSIBM855
• CP1125 ("PC, Cyrillic, Ukrainian")
• MACUKRAINE

**English**

• 437 CP437 IBM437 CSPC8CODEPAGE437

**Georgian**

• GEORGIAN-ACADEMY
• GEORGIAN-PS

**Greek**

• CP1253 MS-GREEK WINDOWS-1253
• MACGREEK
• CP737869 CP-GR CP
• 869 IBM869 CSIBM869

**Hebrew**

• CP1255 MS-HEBR WINDOWS-1255
• 862 CP862 IBM862 CSPC862LATINHEBREW
• MACHEBREW

**Icelandic**

• MACICELAND
• 861 CP-IS CP861 IBM861 CSIBM861
Japanese

- JIS0201-1976 JIS_X0201 X0201 CSHALFWIDTHKATAKANA
- ISO-IR-159 JIS_X0212 JIS_X0212-1990 JIS_X0212.1990-0 X0212 CSISO159JISX02121990
- EUC-JP EUJCJP EXTENDED_UNIX_CODE_PACKED_FORMAT_FOR_JAPANESE CSEUCPKDFMTJAPANESE
- MS_KANJI SHIFT-JIS SHIFT_JIS SJIS CSSHIFTJI
- CP932

Korean

- EUC-KR EUCKR CSEUCKR
- CP949 UHC
- CP1361 JOHAB

Lao

Note that Lao uses the same alphabet as Thai.

- MULELAO-1
- CP1133 IBM-CP1133

Northern Europe

Romanian

- MACROMANIA

Southern Europe

- LATIN3 CSISOLATIN3
- CP853

Thai

- MACTHAI
- ISO-IR-166 TIS-620 TIS620 TIS620-0 TIS620.2529-1 TIS620.2533-0
- TIS620.2533-1
- CP874 WINDOWS-874

Turkish

- CP1254 MS-TURK WINDOWS-1254
- MACTURKISH
- 857 CP857 IBM857 CSIBM857
- LATIN5 CSISOLATIN5

Vietnamese

- CP1258 WINDOWS-1258
- TCVN TCVN-5712 TCVN5712-1 TCVN5712-1:1993
- VISCII VISCII1.1-1 CSVISCII

Miscellaneous

- CP858 (IBM: "Multilingual with euro")
- 860 (IBM: "Portugal - Personal Computer") CP860 IBM860 CSIBM860
- 863 (IBM: "Canadian French - Personal Computer") CP863 IBM863 CSIBM863
Date and time formats

Use the information in the following sections to determine how to configure the date and time format configuration properties `DateFormat`, `DateOutputFormatString`, `DateTimeFormat`, and `DateTimeOutputFormatString`.

**Formats for `DateFormat` and `DateTimeFormat`**

If you are not configuring Unica Campaign for multiple locales, you can set the values for `DateFormat` and `DateTimeFormat` configuration parameters for any any of the formats specified in the `DATE` macro, as shown in the following table.

However, **if you need to configure** Unica Campaign for **multiple locales** (that is, if you have users with various languages and locales), **DO NOT** use date formats that contain 3-letter months (MMM), `%b (abbreviated month name), or %B (full month name). Instead, you should use one of the delimited or fixed formats that have a numeric value for the month. For more details about the multi-locale feature, see "About the multi-locale feature".

<table>
<thead>
<tr>
<th>Format</th>
<th>Description</th>
<th>Example(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>MM</td>
<td>2-digit month</td>
<td>01, 02, 03, ..., 12</td>
</tr>
<tr>
<td>MMDD</td>
<td>2-digit month and 2-digit day</td>
<td>March 31 is 0331</td>
</tr>
<tr>
<td>MMDDYY</td>
<td>2-digit month, 2-digit day, and 2-digit year</td>
<td>March 31, 1970 is 033170</td>
</tr>
<tr>
<td>MMDDYYYY</td>
<td>2-digit month, 2-digit day, and 4-digit year</td>
<td>March 31, 1970 is 03311970</td>
</tr>
<tr>
<td>DELIM_M_D</td>
<td>Any delimited month followed by day</td>
<td>March 31, 3/31, or 03-31</td>
</tr>
<tr>
<td>DT_DELIM_M_D</td>
<td>For <code>DateTimeFormat</code>, use</td>
<td></td>
</tr>
<tr>
<td>DELIM_M_D_Y</td>
<td>Any delimited month, day, and year</td>
<td>March 31, 1970 or 3/31/70</td>
</tr>
<tr>
<td>DT_DELIM_M_D_Y</td>
<td>For <code>DateTimeFormat</code>, use</td>
<td></td>
</tr>
<tr>
<td>Format</td>
<td>Description</td>
<td>Example(s)</td>
</tr>
<tr>
<td>---------------</td>
<td>---------------------------------------------------------</td>
<td>--------------------------</td>
</tr>
<tr>
<td>DELIM_Y_M</td>
<td>Any delimited year followed by month</td>
<td>March, 70; 3-70; or 3/1970</td>
</tr>
<tr>
<td></td>
<td>For DateTimeFormat, use DT_DELIM_Y_M</td>
<td></td>
</tr>
<tr>
<td>DELIM_Y_M_D</td>
<td>Any delimited year, month, and day</td>
<td>1970 Mar 31 or 70/3/31</td>
</tr>
<tr>
<td></td>
<td>For DateTimeFormat, use DT_DELIM_Y_M_D</td>
<td></td>
</tr>
<tr>
<td>YYMM</td>
<td>2-digit year and 3-letter month</td>
<td>70MAR</td>
</tr>
<tr>
<td>YYMMDD</td>
<td>2-digit year, 3-letter month, and 2-digit day</td>
<td>70MAR31</td>
</tr>
<tr>
<td>YY</td>
<td>2-digit year</td>
<td>70</td>
</tr>
<tr>
<td>YYMM</td>
<td>2-digit year and 2-digit month</td>
<td>7003</td>
</tr>
<tr>
<td>YYMMDD</td>
<td>2-digit year, 2-digit month, and 2-digit day</td>
<td>700331</td>
</tr>
<tr>
<td>YYYYMMM</td>
<td>4-digit year and 3-letter month</td>
<td>1970MAR</td>
</tr>
<tr>
<td>YYYYMMDD</td>
<td>4-digit year, 3-letter month, and 2-digit day</td>
<td>1970MAR31</td>
</tr>
<tr>
<td>YYYY</td>
<td>4-digit year</td>
<td>1970</td>
</tr>
<tr>
<td>YYYYMM</td>
<td>4-digit year and 2-digit month</td>
<td>197003</td>
</tr>
<tr>
<td>YYYYMMDD</td>
<td>4-digit year, 2-digit month, and 2-digit day</td>
<td>19700331</td>
</tr>
<tr>
<td>DELIM_M_Y</td>
<td>Any delimited month followed by year</td>
<td>3-70, 3/70, Mar 70, March 1970</td>
</tr>
<tr>
<td></td>
<td>For DateTimeFormat, use DT_DELIM_M_Y</td>
<td></td>
</tr>
<tr>
<td>DELIM_D_M</td>
<td>Any delimited day followed by month</td>
<td>31-3, 31/3, 31 March</td>
</tr>
<tr>
<td></td>
<td>For DateTimeFormat, use DT_DELIM_D_M</td>
<td></td>
</tr>
<tr>
<td>Format</td>
<td>Description</td>
<td>Example(s)</td>
</tr>
<tr>
<td>--------------</td>
<td>---------------------------------------</td>
<td>---------------------------------</td>
</tr>
<tr>
<td>DELIM_D_M_Y</td>
<td>Any delimited day, month, and year</td>
<td>31-MAR-70, 31/3/1970, 31 03 70</td>
</tr>
<tr>
<td>For DateTimeFormat, use DT_DELIM_D_M_Y</td>
<td></td>
<td></td>
</tr>
<tr>
<td>DD</td>
<td>2-digit day</td>
<td>31</td>
</tr>
<tr>
<td>DDMMM</td>
<td>2-digit day and 3-letter month</td>
<td>31MAR</td>
</tr>
<tr>
<td>DDMMMYY</td>
<td>2-digit day, 3-letter month, and 2-digit year</td>
<td>31MAR70</td>
</tr>
<tr>
<td>DDMMMYYYY</td>
<td>2-digit day, 3-letter month, and 4-digit year</td>
<td>31MAR1970</td>
</tr>
<tr>
<td>DDMM</td>
<td>2-digit day and 2-digit month</td>
<td>3103</td>
</tr>
<tr>
<td>DDMMYY</td>
<td>2-digit day, 2-digit month, and 2-digit year</td>
<td>310370</td>
</tr>
<tr>
<td>DDMYYYYY</td>
<td>2-digit day, 2-digit month, and 4-digit year</td>
<td>31031970</td>
</tr>
<tr>
<td>MMM</td>
<td>3-letter month</td>
<td>MAR</td>
</tr>
<tr>
<td>MMMDD</td>
<td>3-letter month and 2-digit day</td>
<td>MAR31</td>
</tr>
<tr>
<td>MMMDDYY</td>
<td>3-letter month, 2-digit day, and 2-digit year</td>
<td>MAR3170</td>
</tr>
<tr>
<td>MMMDDYYYY</td>
<td>3-letter month, 2-digit day, and 4-digit year</td>
<td>MAR311970</td>
</tr>
<tr>
<td>MMMYY</td>
<td>3-letter month and 2-digit year</td>
<td>MAR70</td>
</tr>
<tr>
<td>MMMYYYY</td>
<td>3-letter month and 4-digit year</td>
<td>MAR1970</td>
</tr>
</tbody>
</table>
### Formats for DateOutputFormatString and DateTimeOutputFormatString

If you are not configuring Unica Campaign for multiple locales, you can set the values for `DateOutputFormat` and `DateTimeOutputFormat` configuration parameters for any of the formats specified for `format_str` in the `DATE_FORMAT` macro, as shown in the following table.

However, if you need to configure Unica Campaign for multiple locales (that is, if you have users with various languages and locales), **DO NOT** use date formats that contain 3-letter months (MMM), %b (abbreviated month name), or %B (full month name). Instead, you should use one of the delimited or fixed formats that have a numeric value for the month. For more details about the multi-locale feature, see "About the multi-locale feature".

- `%a` - Abbreviated weekday name
- `%A` - Full weekday name
- `%b` - Abbreviated month name
- `%B` - Full month name
- `%c` - Date and time representation appropriate for locale
- `%d` - Day of month (01 - 31)
- `%H` - Hour in 24-hour format (00 - 23)
- `%I` - Hour in 12-hour format (01 - 12)
- `%j` - Day of year (001 - 366)
- `%m` - Month number (01 - 12)
- `%M` - Minute (00 - 59)
- `%p` - Current locale’s AM/PM indicator for 12-hour clock
- `%S` - Second (00 - 59)
Date and time formats

- `%U` - Week of year, with Sunday as first day of week (00 - 51)
- `%w` - Weekday (0 - 6; Sunday is 0)
- `%W` - Week of year, with Monday as first day of week (00 - 51)
- `%x` - Date representation for current locale
- `%X` - Time representation for current locale
- `%y` - 2-digit year (00 - 99)
- `%Y` - 4-digit year
- `%z`, `%Z` - Time zone name or abbreviation; no output if time zone is unknown

- `%` - Percent sign

Characters that are part of the format and are not preceded by a percent sign (%) are copied unchanged to the output string. The formatted string must fit in 16 bytes or less. Use the `#` character to eliminate any leading 0. For example, `%d` produces 2-digit numbers in the range (01 - 31), while `%#d` produces 1- or 2-digit numbers as appropriate (1 - 31). Similarly, `%m` gives (01 - 12) while `%#m` gives (1 - 12).
E  Error Codes

About Unica Campaign Error Codes

Unica Campaign is a Web-based client-server application with two servers and a number of environment variables that you must configure for it to work properly.

Unica Campaign notifies users of error events when they occur with error messages that consist of a code number and error text.

If you see an error message that says you have invalid user access rights, you may not have the correct privileges assigned in Unica Marketing Platform to perform that action. For more information, see the Unica Marketing Platform Administrator’s Guide.

If you encounter errors while using Unica Campaign, try reading the descriptions and applying the solutions in this section before contacting Unica Technical Support. If an error does not appear here, or if a solution fails, contact your administrator or contact Unica Technical Support.

Unica Campaign error codes

The following table lists the error messages generated by Unica Campaign.

<table>
<thead>
<tr>
<th>Code</th>
<th>Error Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>301</td>
<td>Unable to allocate requested memory.</td>
</tr>
<tr>
<td>303</td>
<td>Name conflicts with a built-in function name operator or keyword.</td>
</tr>
<tr>
<td>Code</td>
<td>Error Description</td>
</tr>
<tr>
<td>------</td>
<td>-------------------</td>
</tr>
<tr>
<td>304</td>
<td>Name is too long or contains invalid character(s).</td>
</tr>
<tr>
<td>305</td>
<td>Named variable has no value assigned.</td>
</tr>
<tr>
<td>306</td>
<td>Syntax error in expression.</td>
</tr>
<tr>
<td>308</td>
<td>Error loading saved expression from file (large mem).</td>
</tr>
<tr>
<td>309</td>
<td>Error loading saved expression from file (unknown function).</td>
</tr>
<tr>
<td>310</td>
<td>Error loading saved expression from file (rand obj).</td>
</tr>
<tr>
<td>311</td>
<td>Error loading saved object from file (invalid ID).</td>
</tr>
<tr>
<td>312</td>
<td>Error loading saved expression from file (stack).</td>
</tr>
<tr>
<td>314</td>
<td>Error saving object to file (invalid ID).</td>
</tr>
<tr>
<td>315</td>
<td>Error saving expression to file (large mem).</td>
</tr>
<tr>
<td>316</td>
<td>Consecutive operators in expression.</td>
</tr>
<tr>
<td>317</td>
<td>Operator syntax error.</td>
</tr>
<tr>
<td>318</td>
<td>Parenthesis missing.</td>
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<tr>
<td>319</td>
<td>Parentheses mismatched.</td>
</tr>
<tr>
<td>320</td>
<td>Unknown expression.</td>
</tr>
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<td>321</td>
<td>No name given.</td>
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<td>322</td>
<td>No expression following an equal sign.</td>
</tr>
<tr>
<td>323</td>
<td>Ambiguous field name.</td>
</tr>
<tr>
<td>324</td>
<td>Can't sort more than $2^{16}$ points.</td>
</tr>
<tr>
<td>325</td>
<td>Error accessing virtual memory (stat=0).</td>
</tr>
<tr>
<td>328</td>
<td>Matrix multiply dimension mismatch.</td>
</tr>
<tr>
<td>Code</td>
<td>Error Description</td>
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<td>------</td>
<td>------------------</td>
</tr>
<tr>
<td>329</td>
<td>Matrix multiply dimension too big.</td>
</tr>
<tr>
<td>330</td>
<td>Singular matrix error.</td>
</tr>
<tr>
<td>331</td>
<td>Invalid number of arguments.</td>
</tr>
<tr>
<td>332</td>
<td>Argument(s) must be scalar number(s).</td>
</tr>
<tr>
<td>333</td>
<td>Argument must be greater than 0.</td>
</tr>
<tr>
<td>334</td>
<td>Values of argument(s) are invalid.</td>
</tr>
<tr>
<td>335</td>
<td>Values of argument(s) must be between -1 and 1.</td>
</tr>
<tr>
<td>336</td>
<td>Dimensionality of argument(s) is invalid for the function.</td>
</tr>
<tr>
<td>338</td>
<td>Length of arguments must be equal.</td>
</tr>
<tr>
<td>339</td>
<td>Dimensionality of arguments must be equal.</td>
</tr>
<tr>
<td>341</td>
<td>Standard deviation or other statistical calculation is invalid.</td>
</tr>
<tr>
<td>342</td>
<td>Only vector is allowed for the 1st argument.</td>
</tr>
<tr>
<td>343</td>
<td>Supplied argument must be integer.</td>
</tr>
<tr>
<td>345</td>
<td>Expression is mathematically undefined.</td>
</tr>
<tr>
<td>346</td>
<td>Unable to get training pattern.</td>
</tr>
<tr>
<td>348</td>
<td>Supplied keyword is not appropriate for this function.</td>
</tr>
<tr>
<td>349</td>
<td>Floating pointer value overflow error.</td>
</tr>
<tr>
<td>350</td>
<td>Trying to take square root of negative number.</td>
</tr>
<tr>
<td>353</td>
<td>Function's total returned string size is too large.</td>
</tr>
<tr>
<td>354</td>
<td>String type not allowed in one or more arguments.</td>
</tr>
<tr>
<td>356</td>
<td>Row/column index is not valid.</td>
</tr>
<tr>
<td>Code</td>
<td>Error Description</td>
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<td>------------------</td>
</tr>
<tr>
<td>357</td>
<td>Mixing numbers and text columns not allowed.</td>
</tr>
<tr>
<td>358</td>
<td>String quote mismatch.</td>
</tr>
<tr>
<td>359</td>
<td>Expression is too complex.</td>
</tr>
<tr>
<td>360</td>
<td>String length too long.</td>
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<tr>
<td>361</td>
<td>Number parsing code not valid.</td>
</tr>
<tr>
<td>362</td>
<td>This function cannot process numbers.</td>
</tr>
<tr>
<td>363</td>
<td>String quote mismatched or missing.</td>
</tr>
<tr>
<td>364</td>
<td>This function generates too much data.</td>
</tr>
<tr>
<td>365</td>
<td>Too many outputs from this function.</td>
</tr>
<tr>
<td>367</td>
<td>Multiple-column outputs not allowed in recursive expressions.</td>
</tr>
<tr>
<td>368</td>
<td>Recursive function trying to access future values (not causal).</td>
</tr>
<tr>
<td>369</td>
<td>Inputs from the first row contains error.</td>
</tr>
<tr>
<td>370</td>
<td>Output column(s) too long.</td>
</tr>
<tr>
<td>371</td>
<td>Input/Output dimension of algorithm is corrupted.</td>
</tr>
<tr>
<td>372</td>
<td>Recursive variable invalid</td>
</tr>
<tr>
<td>373</td>
<td>Internal Only: Null ParseTree!</td>
</tr>
<tr>
<td>377</td>
<td>Unknown value in substitution</td>
</tr>
<tr>
<td>381</td>
<td>Error encountered interpreting variable type: ‘Money’</td>
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<tr>
<td>382</td>
<td>Error encountered interpreting Variable Type: ‘Telephone’</td>
</tr>
<tr>
<td>383</td>
<td>Error encountered interpreting Variable Type: ‘Date’</td>
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<tr>
<td>384</td>
<td>Error encountered interpreting Variable Type: ‘Time’</td>
</tr>
<tr>
<td>Code</td>
<td>Error Description</td>
</tr>
<tr>
<td>-------</td>
<td>-------------------</td>
</tr>
<tr>
<td>393</td>
<td>Boolean expression may be compared only to 1 or 0</td>
</tr>
<tr>
<td>394</td>
<td>Values out of range for one or more arguments.</td>
</tr>
<tr>
<td>395</td>
<td>A numeric column must be specified with any keyword other than CountOf.</td>
</tr>
<tr>
<td>396</td>
<td>BETWEEN syntax is: <code>&lt;val&gt; BETWEEN &lt;val1&gt; AND &lt;val2&gt;</code></td>
</tr>
<tr>
<td>397</td>
<td>SUBSTR[ING] syntax is: SUBSTR[ING](&lt;string&gt;&lt;offset&gt;&lt;size&gt;)</td>
</tr>
<tr>
<td>398</td>
<td>Option [OutputValue] is only allowed for MinOf, MaxOf, and MedianOf keywords.</td>
</tr>
<tr>
<td>399</td>
<td>Null value found.</td>
</tr>
<tr>
<td>450</td>
<td>Unable to change file permissions (chmod).</td>
</tr>
<tr>
<td>451</td>
<td>Unable to retrieve file attributes (stat).</td>
</tr>
<tr>
<td>452</td>
<td>Unable to remove file.</td>
</tr>
<tr>
<td>453</td>
<td>Unable to create memory object; check log file for memory or file errors.</td>
</tr>
<tr>
<td>454</td>
<td>Unable to lock memory object page; check log file for memory or file errors.</td>
</tr>
<tr>
<td>455</td>
<td>Unable to load memory object; check log file for memory or file errors.</td>
</tr>
<tr>
<td>456</td>
<td>Unable to create I/O object; check log file for memory or file errors.</td>
</tr>
<tr>
<td>457</td>
<td>Unable to create I/O object; check log file for memory errors.</td>
</tr>
<tr>
<td>458</td>
<td>Invalid supporting file extension; this may indicate a corrupted file.</td>
</tr>
<tr>
<td>459</td>
<td>Invalid UTF-8 character encountered.</td>
</tr>
<tr>
<td>460</td>
<td>Unable to convert from wide character to native encoding.</td>
</tr>
<tr>
<td>461</td>
<td>Unable to convert from native encoding to wide character.</td>
</tr>
<tr>
<td>462</td>
<td>Unable to create directory.</td>
</tr>
<tr>
<td>Code</td>
<td>Error Description</td>
</tr>
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<td>------</td>
<td>-------------------</td>
</tr>
<tr>
<td>463</td>
<td>Unable to remove directory.</td>
</tr>
<tr>
<td>500</td>
<td>Internal parse tree construction error.</td>
</tr>
<tr>
<td>600</td>
<td>Internal error: Configuration root not specified.</td>
</tr>
<tr>
<td>601</td>
<td>Configuration server URL is not specified.</td>
</tr>
<tr>
<td>602</td>
<td>Specified configuration category not found.</td>
</tr>
<tr>
<td>603</td>
<td>Specified configuration property must have absolute file path.</td>
</tr>
<tr>
<td>604</td>
<td>Invalid response from configuration server.</td>
</tr>
<tr>
<td>605</td>
<td>INTERNAL ERROR: Requested configuration path is different from current root.</td>
</tr>
<tr>
<td>606</td>
<td>Configuration categories and properties cannot have empty name.</td>
</tr>
<tr>
<td>607</td>
<td>Configuration category name cannot contain forward slash.</td>
</tr>
<tr>
<td>608</td>
<td>Specified configuration property must have relative file path.</td>
</tr>
<tr>
<td>609</td>
<td>INTERNAL ERROR: Partition name not specified.</td>
</tr>
<tr>
<td>610</td>
<td>Cannot determine default partition.</td>
</tr>
<tr>
<td>611</td>
<td>No partition with the given name.</td>
</tr>
<tr>
<td>612</td>
<td>No partitions defined at all.</td>
</tr>
<tr>
<td>614</td>
<td>Invalid parameters specified in config.xml.</td>
</tr>
<tr>
<td>620</td>
<td>INTERNAL ERROR: Security manager is already initialized.</td>
</tr>
<tr>
<td>621</td>
<td>INTERNAL ERROR: Invalid result set name specified.</td>
</tr>
<tr>
<td>622</td>
<td>User is not mapped to any partition.</td>
</tr>
<tr>
<td>623</td>
<td>User is mapped to multiple partitions.</td>
</tr>
<tr>
<td>Code</td>
<td>Error Description</td>
</tr>
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<td>------</td>
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</tr>
<tr>
<td>625</td>
<td>User is not mapped to the specified partition.</td>
</tr>
<tr>
<td>626</td>
<td>User is not authorized to access the application.</td>
</tr>
<tr>
<td>700</td>
<td>Out of memory.</td>
</tr>
</tbody>
</table>
| 701  | Cannot open file.  
Possible causes:  
[Campaign could not transcode a non-ASCII file name.]  
[Campaign could not locate the specified file.]  
[Campaign cannot open the file properly.]  
[Campaign could not transcode a non_ASCII file name.]  
[A file could not be copied because it could not be opened.]  
Suggested solutions:  
[Verify the file exists in the expected location.]  
[Examine the log file for the name of the file causing the error.]  
[Ask your system administrator for assistance.] |
<p>| 702  | File seek error. |
| 703  | File read error. |
| 704  | File write error. |
| 710  | Flowchart file data corrupted. |
| 711  | File create error. |
| 723  | Error in one or more input variables to this function. |
| 761  | Out of disk space. |
| 768  | Error saving file. |
| 773  | Access denied. |
| 774  | INTERNAL HMEM ERROR: cannot flush memory when swapping is disabled. |</p>
<table>
<thead>
<tr>
<th>Code</th>
<th>Error Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>778</td>
<td>Numerical error: Unknown floating point error.</td>
</tr>
<tr>
<td>779</td>
<td>Numerical error: Explicit generation.</td>
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<tr>
<td>780</td>
<td>Numerical error: Invalid number.</td>
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<tr>
<td>781</td>
<td>Numerical error: Denormal.</td>
</tr>
<tr>
<td>782</td>
<td>Numerical error: Division by zero.</td>
</tr>
<tr>
<td>783</td>
<td>Numerical error: Floating point overflow.</td>
</tr>
<tr>
<td>784</td>
<td>Numerical error: Floating point underflow.</td>
</tr>
<tr>
<td>785</td>
<td>Numerical error: Floating point round-off.</td>
</tr>
<tr>
<td>786</td>
<td>Numerical error: Floating point unemulated.</td>
</tr>
<tr>
<td>787</td>
<td>Numerical error: Square root of negative number.</td>
</tr>
<tr>
<td>788</td>
<td>Numerical error: Stack overflow.</td>
</tr>
<tr>
<td>789</td>
<td>Numerical error: Stack underflow.</td>
</tr>
<tr>
<td>790</td>
<td>Internal Error.</td>
</tr>
<tr>
<td>967</td>
<td>Data dictionary contains an invalid definition.</td>
</tr>
<tr>
<td>997</td>
<td>Internal error: GIO stack overflow.</td>
</tr>
<tr>
<td>998</td>
<td>Error loading object: size check failed.</td>
</tr>
<tr>
<td>999</td>
<td>Extended Error</td>
</tr>
<tr>
<td>1400</td>
<td>Row offset not found for given row</td>
</tr>
<tr>
<td>1500</td>
<td>Insufficient memory for this operation.</td>
</tr>
<tr>
<td>1501</td>
<td>Maximum histogram range exceeded</td>
</tr>
<tr>
<td>1550</td>
<td>Internal Error 1550:</td>
</tr>
<tr>
<td>Code</td>
<td>Error Description</td>
</tr>
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<td>------</td>
<td>-------------------</td>
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<tr>
<td>1649</td>
<td>Vector is not allowed for any argument.</td>
</tr>
<tr>
<td>1650</td>
<td>First parameter cannot be vector if COL keyword is used.</td>
</tr>
<tr>
<td>1709</td>
<td>Client/Server version mismatch.</td>
</tr>
<tr>
<td>1710</td>
<td>Unable to initialize sockets.</td>
</tr>
<tr>
<td>1711</td>
<td>Unable to create a socket.</td>
</tr>
<tr>
<td>1712</td>
<td>Unable to connect to the specified server.</td>
</tr>
<tr>
<td></td>
<td>Possible causes:</td>
</tr>
<tr>
<td></td>
<td>[Your browser cannot connect to the Unica Campaign server.]</td>
</tr>
<tr>
<td></td>
<td>[Your browser cannot find the host name.]</td>
</tr>
<tr>
<td></td>
<td>Suggested solutions:</td>
</tr>
<tr>
<td></td>
<td>[Ask your network administrator to check that the server and client machines can 'ping' each other.]</td>
</tr>
<tr>
<td></td>
<td>[Ask your Unica Campaign administrator to check that the Unica Campaign server machine does not use the port assigned to the Unica Campaign listener process for another application.]</td>
</tr>
<tr>
<td></td>
<td>[Try the steps that caused the error again. If the error occurs again, reboot your client machine, and ask your system administrator to reboot the Unica Campaign server machine.]</td>
</tr>
<tr>
<td>1713</td>
<td>Unable to send socket data.</td>
</tr>
<tr>
<td>Code</td>
<td>Error Description</td>
</tr>
<tr>
<td>-------</td>
<td>-----------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>1714</td>
<td>Unable to receive socket data.</td>
</tr>
<tr>
<td></td>
<td><strong>Possible causes:</strong></td>
</tr>
<tr>
<td></td>
<td>[The number of bytes received from socket does not match the expected number.]</td>
</tr>
<tr>
<td></td>
<td>[Campaign timed out waiting for data from the socket.]</td>
</tr>
<tr>
<td></td>
<td>[There was a socket error when sending messages.]</td>
</tr>
<tr>
<td></td>
<td><strong>Suggested solutions:</strong></td>
</tr>
<tr>
<td></td>
<td>[Ask your network administrator to check that the server and client machines can 'ping' each other.]</td>
</tr>
<tr>
<td></td>
<td>[Ask your Unica Campaign administrator to check that the Unica Campaign server machine does not use the port assigned to the Unica Campaign listener process for another application. [Try the steps that caused the error again. If the error occurs again, reboot your client machine, and ask your system administrator to reboot the Unica Campaign server machine.]</td>
</tr>
<tr>
<td>1715</td>
<td>Unable to bind socket to specified port.</td>
</tr>
<tr>
<td>1716</td>
<td>Unable to perform socket listen.</td>
</tr>
<tr>
<td>1717</td>
<td>Communication request has timed out.</td>
</tr>
<tr>
<td>1719</td>
<td><strong>INTERNAL ERROR:</strong> Communication request has timed out.</td>
</tr>
<tr>
<td>1729</td>
<td>Client/Server library: Error retrieving drive information.</td>
</tr>
<tr>
<td>1731</td>
<td><strong>INTERNAL ERROR:</strong> Invalid argument index specified.</td>
</tr>
<tr>
<td>1733</td>
<td>Listener unable to create semaphore.</td>
</tr>
<tr>
<td>1734</td>
<td>Listener: invalid File Block server port.</td>
</tr>
<tr>
<td>1735</td>
<td>Listener unable to invoke specified command.</td>
</tr>
<tr>
<td>1736</td>
<td>Listener: invalid UDME server port.</td>
</tr>
<tr>
<td>1737</td>
<td>Listener: invalid Shannon server port.</td>
</tr>
<tr>
<td>1738</td>
<td>Listener: unable to communicate with server process.</td>
</tr>
<tr>
<td>1739</td>
<td>Listener: internal data integrity error.</td>
</tr>
<tr>
<td>Code</td>
<td>Error Description</td>
</tr>
<tr>
<td>-------</td>
<td>---------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>1741</td>
<td>Unable to create thread.</td>
</tr>
<tr>
<td>1742</td>
<td>Unable to wait for thread.</td>
</tr>
<tr>
<td>1743</td>
<td>Client/Server library: Invalid process. Possible causes: A process, such as trigger, bulk loader, or the UDISvr, no longer exists. Suggested solutions: Examine the log file to determine if one of these processes ended abnormally. Ask your Unica Campaign administrator to restart the process that ended abnormally. If the error occurs again, ask your system administrator for assistance.</td>
</tr>
<tr>
<td>1744</td>
<td>Client/Server library: Invalid semaphore.</td>
</tr>
<tr>
<td>1745</td>
<td>Client/Server library: Invalid mutex.</td>
</tr>
<tr>
<td>1746</td>
<td>Client/Server library: Insufficient memory.</td>
</tr>
<tr>
<td>1747</td>
<td>INTERNAL ERROR: Client/Server library: Timeout elapsed object not signaled.</td>
</tr>
<tr>
<td>1748</td>
<td>Client/Server library: Wait for object failed.</td>
</tr>
<tr>
<td>1749</td>
<td>Client/Server library: Invalid directory specified.</td>
</tr>
<tr>
<td>1750</td>
<td>INTERNAL ERROR: Requested server function unsupported.</td>
</tr>
<tr>
<td>1751</td>
<td>Server shutting down; request refused.</td>
</tr>
<tr>
<td>1773</td>
<td>UDMEsvr: flowchart requested for deletion is in use.</td>
</tr>
<tr>
<td>1783</td>
<td>Someone else is already in EDIT or RUN mode.</td>
</tr>
<tr>
<td>1784</td>
<td>Edit before run is completed is not allowed</td>
</tr>
<tr>
<td>1785</td>
<td>Requested flowchart is active for another user.</td>
</tr>
<tr>
<td>1786</td>
<td>Server process has exited. Possible causes: The Unica Campaign listener cannot start the Unica Campaign server process. Suggested solutions: Ask your system administrator for assistance.</td>
</tr>
<tr>
<td>1787</td>
<td>Maximum number of flowchart instances is already in use.</td>
</tr>
<tr>
<td>Code</td>
<td>Error Description</td>
</tr>
<tr>
<td>------</td>
<td>-------------------</td>
</tr>
<tr>
<td>1788</td>
<td>Requested flowchart is active for Unica Distributed Marketing.</td>
</tr>
<tr>
<td>1789</td>
<td>Requested flowchart is in use by an Unica Campaign user.</td>
</tr>
</tbody>
</table>
| 1790 | Unable to authenticate user.  
Possible causes:  
[The password you provided does not match the password stored in the Unica Marketing Platform.]  
[The user name or password field for accessing the database or other object is empty in the Unica Marketing Platform]  
[The user name or password field for accessing the database or other object is empty in the Unica Marketing Platform]  
Suggested solutions:  
[Check that the user name and password you provided are correct.]  
[Ask your Campaign administrator to check that your user names and passwords stored in the Unica Marketing Platform are complete and correct.] |
<p>| 1791 | Invalid group name specified. |
| 1792 | Invalid file mode specified. |
| 1793 | INTERNAL ERROR: Exit status requested for active process. |
| 1794 | Evaluation period has expired. |
| 1795 | Invalid License Code. |
| 1796 | Flowchart name has been changed by the writer |
| 1797 | Flowchart name has been changed by the writer |
| 1823 | INTERNAL ERROR: Mismatch in request parameter count. |
| 1824 | INTERNAL ERROR: Mismatch in request parameter type. |
| 1825 | INTERNAL ERROR: Mismatch in request scalar or vector count. |
| 1830 | Unsupported protocol type encountered. |
| 1831 | Invalid API. |</p>
<table>
<thead>
<tr>
<th>Code</th>
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</tr>
</thead>
<tbody>
<tr>
<td>1832</td>
<td>No server process found for specified run. Run may be completed already.</td>
</tr>
<tr>
<td>2000</td>
<td>HTTP session object is invalid.</td>
</tr>
<tr>
<td>2001</td>
<td>HTTP connection object is invalid.</td>
</tr>
<tr>
<td>2002</td>
<td>HTTP request object is invalid.</td>
</tr>
<tr>
<td>2003</td>
<td>Error adding HTTP request headers.</td>
</tr>
<tr>
<td>2004</td>
<td>Error setting HTTP proxy credentials.</td>
</tr>
<tr>
<td>2005</td>
<td>Error setting HTTP server credentials.</td>
</tr>
<tr>
<td>2006</td>
<td>Error sending HTTP request.</td>
</tr>
<tr>
<td>2007</td>
<td>Error receiving HTTP response.</td>
</tr>
<tr>
<td>2008</td>
<td>Error querying HTTP response headers.</td>
</tr>
<tr>
<td>2009</td>
<td>Error reading HTTP response data.</td>
</tr>
<tr>
<td>2010</td>
<td>Error status returned in HTTP response.</td>
</tr>
<tr>
<td>2011</td>
<td>Error querying HTTP authentication schemes.</td>
</tr>
<tr>
<td>2012</td>
<td>No matching HTTP authentication schemes.</td>
</tr>
<tr>
<td>2013</td>
<td>Proxy server authentication failure. You must provide a valid proxy server</td>
</tr>
<tr>
<td></td>
<td>username and password in a data source named “proxy” in the Unica Marketing</td>
</tr>
<tr>
<td></td>
<td>Platform before re-attempting to log into Unica Campaign.</td>
</tr>
<tr>
<td>2014</td>
<td>Web server authentication failure. You must provide a valid web server</td>
</tr>
<tr>
<td></td>
<td>username and password in a data source named “webserver” in the Unica Marketing</td>
</tr>
<tr>
<td></td>
<td>Platform before re-attempting to log into Unica Campaign.</td>
</tr>
<tr>
<td>2015</td>
<td>HTTP request error after PAC file authentication failure.</td>
</tr>
<tr>
<td>2016</td>
<td>HTTP request error after PAC file scheme failure.</td>
</tr>
<tr>
<td>10001</td>
<td>Internal Error.</td>
</tr>
<tr>
<td>Code</td>
<td>Error Description</td>
</tr>
<tr>
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<td>----------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>10022</td>
<td>Internal Error: Cannot find Process.</td>
</tr>
<tr>
<td>10023</td>
<td>Internal Error: Cannot find Connection.</td>
</tr>
<tr>
<td>10024</td>
<td>Internal Error: Cannot find Process.</td>
</tr>
<tr>
<td>10025</td>
<td>Internal Error: Cannot find Connection.</td>
</tr>
<tr>
<td>10026</td>
<td>Internal Error: Unknown function tag.</td>
</tr>
<tr>
<td>10027</td>
<td>Flowchart contains cycles.</td>
</tr>
<tr>
<td>10030</td>
<td>Internal Error: Cannot get memory buffer from GIO.</td>
</tr>
<tr>
<td>10031</td>
<td>flowchart is running.</td>
</tr>
<tr>
<td>10032</td>
<td>Internal Error: Unknown copy state.</td>
</tr>
<tr>
<td>10033</td>
<td>Error modifying system table.</td>
</tr>
<tr>
<td>10034</td>
<td>One or more Processes are not configured.</td>
</tr>
<tr>
<td>10035</td>
<td>Process has multiple Schedule inputs.</td>
</tr>
<tr>
<td>10036</td>
<td>Internal Error: Cannot find Process.</td>
</tr>
<tr>
<td>10037</td>
<td>One or more pasted Processes have derived fields defined. They may need to be redefined.</td>
</tr>
<tr>
<td>10038</td>
<td>Branch has one or more input processes outside of the branch.</td>
</tr>
<tr>
<td>10039</td>
<td>flowchart DOM creation error.</td>
</tr>
<tr>
<td>10040</td>
<td>flowchart DOM parse error.</td>
</tr>
<tr>
<td>10041</td>
<td>Flowchart is recovered from auto-save file.</td>
</tr>
<tr>
<td>10042</td>
<td>The Flowchart that creates the Global Suppression Segment needed by this run is currently executing.</td>
</tr>
<tr>
<td>10043</td>
<td>The Global Suppression Segment is missing.</td>
</tr>
<tr>
<td>Code</td>
<td>Error Description</td>
</tr>
<tr>
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<td>--------------------------------------------------------</td>
</tr>
<tr>
<td>10044</td>
<td>The Global Suppression Segment is at the wrong audience level.</td>
</tr>
<tr>
<td>10046</td>
<td>Only one process box of this type is allowed.</td>
</tr>
<tr>
<td>10047</td>
<td>Only one branch is allowed.</td>
</tr>
<tr>
<td>10048</td>
<td>Flowchart must begin with an Interaction process box.</td>
</tr>
<tr>
<td>10049</td>
<td>Unable to find treatment in the Treatment Cache.</td>
</tr>
<tr>
<td>10116</td>
<td>Internal Error: Process not registered.</td>
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<td>10119</td>
<td>Internal Error: Unknown function tag.</td>
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<tr>
<td>10120</td>
<td>Process is running.</td>
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<tr>
<td>10121</td>
<td>Process run results will be lost.</td>
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<tr>
<td>10122</td>
<td>Internal Error.</td>
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<td>10125</td>
<td>Process is not configured.</td>
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<td>10126</td>
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<td>10127</td>
<td>Process name not unique.</td>
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<td>10128</td>
<td>Internal Error: Invalid Process index.</td>
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<td>10129</td>
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<td>Internal Error: Invalid Table ID.</td>
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<td>10131</td>
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<tr>
<td>10132</td>
<td>Internal Error: Invalid Cell ID.</td>
</tr>
<tr>
<td>10133</td>
<td>Internal Error: Invalid Field index.</td>
</tr>
<tr>
<td>10134</td>
<td>Internal Error: Invalid Process for registration.</td>
</tr>
<tr>
<td>10136</td>
<td>Process run stopped by user.</td>
</tr>
<tr>
<td>Code</td>
<td>Error Description</td>
</tr>
<tr>
<td>----------</td>
<td>-----------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>10137</td>
<td>Changes are not allowed while the Process is queued.</td>
</tr>
<tr>
<td>10138</td>
<td>Changes are not allowed while the Process is running.</td>
</tr>
<tr>
<td>10139</td>
<td>Changes are not allowed while a subsequent Process is running or queued.</td>
</tr>
<tr>
<td>10140</td>
<td>The source of the Process has been changed. Derived fields and subsequent Processes may need to be reconfigured.</td>
</tr>
<tr>
<td>10141</td>
<td>One or more selected Tables don't exist.</td>
</tr>
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<td>10142</td>
<td>Changes are not allowed while the flowchart is running.</td>
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<tr>
<td>10143</td>
<td>Process DOM creation error.</td>
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<td>10144</td>
<td>Process DOM parse error.</td>
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<td>Unknown Process Parameter.</td>
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<td>10146</td>
<td>Process name contains invalid character.</td>
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<td>10147</td>
<td>Output Cell Name is empty.</td>
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<tr>
<td>10148</td>
<td>Accumulate ID's option must be turned off for schedule process to run on queue.</td>
</tr>
<tr>
<td>10149</td>
<td>Command not allowed in Reader mode.</td>
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<tr>
<td>10150</td>
<td>Cannot open Segment data file.</td>
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<tr>
<td>10151</td>
<td>Segment data file error: Invalid header.</td>
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<tr>
<td>10152</td>
<td>Internal Error: Invalid Segment (Data file name is blank).</td>
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<td>10153</td>
<td>Undefined user variable referenced in path.</td>
</tr>
<tr>
<td>10154</td>
<td>Critical error encountered.</td>
</tr>
<tr>
<td>10155</td>
<td>A preceding process has not been run in production mode.</td>
</tr>
<tr>
<td>10156</td>
<td>Cell name conflict detected in flowchart.</td>
</tr>
<tr>
<td>Code</td>
<td>Error Description</td>
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<td>----------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>10157</td>
<td>Cell code conflict detected in flowchart.</td>
</tr>
<tr>
<td>10158</td>
<td>Topdown target cell is linked more than once.</td>
</tr>
<tr>
<td>10159</td>
<td>Linked topdown cell missing or already linked to another</td>
</tr>
<tr>
<td>10161</td>
<td>Invalid field name.</td>
</tr>
<tr>
<td>10162</td>
<td>Target cell is not yet approved to run in production.</td>
</tr>
<tr>
<td>10163</td>
<td>In order to run in production, all input cells for this process must be linked to</td>
</tr>
<tr>
<td></td>
<td>cells in the TCS.</td>
</tr>
<tr>
<td>10164</td>
<td>This process cannot handle topdown cells that are control cells or have control</td>
</tr>
<tr>
<td></td>
<td>cells.</td>
</tr>
<tr>
<td>10165</td>
<td>Cannot open Segment TempTable.</td>
</tr>
<tr>
<td>10166</td>
<td>Internal Error: Invalid Segment (Segment TempTable DB is blank).</td>
</tr>
<tr>
<td>10167</td>
<td>Internal Error: Invalid Segment (Segment TempTable name is blank).</td>
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<tr>
<td>11167</td>
<td>Inputs have different audience levels.</td>
</tr>
<tr>
<td>11168</td>
<td>Specified flowchart template not found in the system.</td>
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<tr>
<td>11169</td>
<td>Interact base table mapping not found.</td>
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<tr>
<td>10200</td>
<td>Internal Error: Invalid 'From' Process</td>
</tr>
<tr>
<td>10201</td>
<td>Internal Error: Invalid 'To' Process</td>
</tr>
<tr>
<td>10206</td>
<td>Internal Error: Invalid 'From' Process</td>
</tr>
<tr>
<td>10207</td>
<td>Internal Error: Invalid 'To' Process</td>
</tr>
<tr>
<td>10208</td>
<td>Internal Error: Invalid connection index.</td>
</tr>
<tr>
<td>10209</td>
<td>Internal Error: DOM creation error.</td>
</tr>
<tr>
<td>10210</td>
<td>Internal Error: DOM parse error.</td>
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</table>
## Unica Campaign error codes

<table>
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<tr>
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<td>10211</td>
<td>Conflicting cell code ignored.</td>
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<tr>
<td>10300</td>
<td>ServerComm out of memory.</td>
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<tr>
<td>10301</td>
<td>INTERNAL ERROR: No function registered for class.</td>
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<tr>
<td>10302</td>
<td>INTERNAL ERROR: Requested function not supported.</td>
</tr>
<tr>
<td>10303</td>
<td>Another flowchart connection has been established; reconnect not allowed.</td>
</tr>
<tr>
<td>10304</td>
<td>All communication ports in the range specified in UNICA_ACSVR.CFG are in use.</td>
</tr>
<tr>
<td>10305</td>
<td>Requested flowchart is already in use.</td>
</tr>
<tr>
<td>10306</td>
<td>Command not allowed in reader mode</td>
</tr>
<tr>
<td>10307</td>
<td>Flowchart is in use. Not enough privileges to takeover.</td>
</tr>
<tr>
<td>10350</td>
<td>INTERNAL ERROR: flowchart not running.</td>
</tr>
<tr>
<td>10351</td>
<td>INTERNAL ERROR: Client connected to flowchart.</td>
</tr>
<tr>
<td>10352</td>
<td>Unrecognized command.</td>
</tr>
<tr>
<td>10353</td>
<td>Invalid syntax.</td>
</tr>
<tr>
<td>10354</td>
<td>INTERNAL ERROR: SUSPEND RUN in progress.</td>
</tr>
<tr>
<td>10355</td>
<td>No sessions were affected. The operation cannot be performed at this time.</td>
</tr>
<tr>
<td></td>
<td>Please review the flowchart log for the probable cause and try again later.</td>
</tr>
<tr>
<td>10356</td>
<td>New connections have been disabled. An administrator must use unica_svradm's UNCAP</td>
</tr>
<tr>
<td></td>
<td>command to re-enable.</td>
</tr>
<tr>
<td>10357</td>
<td>flowchart run completed with errors.</td>
</tr>
<tr>
<td>10358</td>
<td>Cached data not found</td>
</tr>
<tr>
<td>10359</td>
<td>Flowcharts need to be specified with relative, not absolute, pathnames to the</td>
</tr>
<tr>
<td></td>
<td>partitionHome property defined in the central configuration repository provided</td>
</tr>
<tr>
<td></td>
<td>by Unica Marketing.</td>
</tr>
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</table>

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<table>
<thead>
<tr>
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<th>Error Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>10401</td>
<td>INTERNAL ERROR: Client already connected.</td>
</tr>
<tr>
<td>10402</td>
<td>Client is not connected to a server.</td>
</tr>
<tr>
<td>10403</td>
<td>Connection to server has been lost. Retry?</td>
</tr>
<tr>
<td>10404</td>
<td>Unable to communicate with server process; it may have exited.</td>
</tr>
<tr>
<td></td>
<td>Possible causes</td>
</tr>
<tr>
<td></td>
<td>[The Unica Campaign server process:]</td>
</tr>
<tr>
<td></td>
<td>• [cannot start when you log in, or when you create or open a flowchart.]</td>
</tr>
<tr>
<td></td>
<td>• [no longer exists when you re-connect to the server.]</td>
</tr>
<tr>
<td></td>
<td>• [terminated abnormally.]</td>
</tr>
<tr>
<td></td>
<td>Suggested solutions</td>
</tr>
<tr>
<td></td>
<td>[Ask your Unica Campaign administrator to check that the:]</td>
</tr>
<tr>
<td></td>
<td>• [Unica Campaign listener process is running.]</td>
</tr>
<tr>
<td></td>
<td>• [same version of the Unica Campaign web application, listener, and server</td>
</tr>
<tr>
<td></td>
<td>are running on your system.]</td>
</tr>
<tr>
<td></td>
<td>• port number is properly configured in the central configuration repository</td>
</tr>
<tr>
<td></td>
<td>provided by Unica Marketing Platform.]</td>
</tr>
<tr>
<td></td>
<td>Ask your system administrator to examine the system log for additional information</td>
</tr>
<tr>
<td></td>
<td>related to this error.</td>
</tr>
<tr>
<td>10405</td>
<td>Server process is unresponsive; RETRY to wait or CANCEL to disconnect.</td>
</tr>
<tr>
<td>10406</td>
<td>INTERNAL ERROR: Communication with server already in progress.</td>
</tr>
<tr>
<td>10407</td>
<td>You have been disconnected; an administrator has suspended this flowchart.</td>
</tr>
<tr>
<td>10408</td>
<td>You have been disconnected; an administrator has killed this flowchart.</td>
</tr>
<tr>
<td>10409</td>
<td>You have been disconnected; an administrator has stopped this flowchart.</td>
</tr>
<tr>
<td>10410</td>
<td>You have been disconnected; an administrator has removed this flowchart.</td>
</tr>
<tr>
<td>10411</td>
<td>You have been disconnected; an administrator has taken control of this flowchart.</td>
</tr>
<tr>
<td>10412</td>
<td>HTTP SessionID is invalid, or HTTP Session has timed out.</td>
</tr>
<tr>
<td>10440</td>
<td>Windows impersonation failure</td>
</tr>
<tr>
<td>Code</td>
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</tr>
<tr>
<td>-------</td>
<td>-------------------------------------------------------------------------</td>
</tr>
<tr>
<td>10441</td>
<td>Continue sending windows authentication messages</td>
</tr>
<tr>
<td>10442</td>
<td>Stop sending windows authentication messages</td>
</tr>
<tr>
<td>10443</td>
<td>Failed to generate TYPE-1 message</td>
</tr>
<tr>
<td>10444</td>
<td>Failed to generate TYPE-2 message</td>
</tr>
<tr>
<td>10445</td>
<td>Failed to generate TYPE-3 message</td>
</tr>
<tr>
<td>10450</td>
<td>Server process is unresponsive; unable to connect at this time.</td>
</tr>
<tr>
<td>10451</td>
<td>Server process is unresponsive; unable to send trigger to all specified flowcharts at this time.</td>
</tr>
<tr>
<td>10452</td>
<td>Server process is unresponsive; unable to reconnect at this time.</td>
</tr>
</tbody>
</table>
| 10453 | Server process is unresponsive; unable to complete requested action at this time.  
Possible causes  
The Unica Campaign server is busy processing another request.  
Suggested solutions  
Ask your system administrator to check that Unica Campaign server machine has enough CPU or memory resource. |
<p>| 10454 | Server process is updating flowchart data; unable to complete requested action at this time |
| 10501 | INTERNAL ERROR: SRunMgr RunProcess thread already running.              |
| 10502 | Process's run was cancelled by Run Manager destruction.                 |
| 10530 | Invalid Campaign Code format.                                           |
| 10531 | Invalid Offer Code format.                                              |
| 10532 | Failed to generate Campaign Code.                                       |
| 10533 | Failed to generate Offer Code.                                          |</p>
<table>
<thead>
<tr>
<th>Code</th>
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</tr>
</thead>
<tbody>
<tr>
<td>10534</td>
<td>Invalid Treatment Code format.</td>
</tr>
<tr>
<td>10535</td>
<td>Failed to generate Treatment Code.</td>
</tr>
<tr>
<td>10536</td>
<td>Invalid Cell Code format.</td>
</tr>
<tr>
<td>10537</td>
<td>Failed to generate Cell Code.</td>
</tr>
<tr>
<td>10538</td>
<td>Invalid Version Code format.</td>
</tr>
<tr>
<td>10539</td>
<td>Failed to generate Version Code.</td>
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<tr>
<td>10540</td>
<td>Campaign code format contains invalid characters.</td>
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<tr>
<td>10541</td>
<td>Cell code format contains invalid characters.</td>
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<tr>
<td>10542</td>
<td>Treatment code format contains invalid characters.</td>
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<td>10550</td>
<td>HTTP communication error.</td>
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<td>10551</td>
<td>Invalid response from ASM Server.</td>
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<td>10552</td>
<td>ASM Server: unknown error.</td>
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<td>10553</td>
<td>ASM Server: Login is invalid.</td>
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<td>10554</td>
<td>ASM Server: Error while inserting into db.</td>
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<td>10555</td>
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<td>10556</td>
<td>ASM Server: Error because object already exists.</td>
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<td>10558</td>
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<td>10559</td>
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<td>10560</td>
<td>Internal Error: parsing data returned from ASM Server.</td>
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<td>10561</td>
<td>ASM Server: Valid login required.</td>
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<td>Code</td>
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<td>10562</td>
<td>ASM Server: Group name required.</td>
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<tr>
<td>10563</td>
<td>ASM Server: Action not supported.</td>
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<td>10564</td>
<td>ASM Server: Exceeded maximum allowable pw attempts.</td>
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<tr>
<td>10565</td>
<td>ASM Server: Password does not contain minimum number of numerics.</td>
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<td>10566</td>
<td>ASM Server: Password cannot be same as login.</td>
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<td>10567</td>
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<td>10571</td>
<td>ASM Server: Password is incorrect.</td>
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<td>10572</td>
<td>This action requires proper privileges.</td>
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<tr>
<td>10573</td>
<td>ASM Server: Internal System Error.</td>
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<td>10576</td>
<td>Internal Error: ASM client module is not initialized.</td>
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<td>10577</td>
<td>Login required to query for db credentials.</td>
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<td>Security data integrity error.</td>
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<td>10581</td>
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<td>10584</td>
<td>eMessage server url is not set.</td>
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<td>10585</td>
<td>Internal Error: parsing data returned from eMessage Server</td>
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<td>10586</td>
<td>Error returned from eMessage Server.</td>
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<td>setuid failed.</td>
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<td>10591</td>
<td>setgid failed</td>
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<td>10600</td>
<td>Internal Error: Cell already initialized</td>
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<td>10601</td>
<td>Internal Error: Source Cell not initialized</td>
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<tr>
<td>10603</td>
<td>Internal Error: Invalid cell ID.</td>
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<tr>
<td>10604</td>
<td>Internal Error: Invalid field index.</td>
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<td>10605</td>
<td>Audience ID field not defined.</td>
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<td>10606</td>
<td>Internal Error: Cannot find table manager.</td>
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<td>10607</td>
<td>Invalid Table ID.</td>
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<tr>
<td>10608</td>
<td>Operation not allowed while cell is being accessed.</td>
</tr>
<tr>
<td>10612</td>
<td>Internal Error: Derived Field not found.</td>
</tr>
<tr>
<td>10613</td>
<td>Field not found.</td>
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<td></td>
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<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>10616</td>
<td>Internal Error: Derived variable not initialized.</td>
</tr>
<tr>
<td>10617</td>
<td>Internal Error: Expression returns multiple columns.</td>
</tr>
<tr>
<td>10619</td>
<td>Internal Error: Invalid row index.</td>
</tr>
<tr>
<td>10620</td>
<td>Ambiguous field name.</td>
</tr>
<tr>
<td>Code</td>
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</tr>
<tr>
<td>-------</td>
<td>----------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>10621</td>
<td>Internal Error: selected fields not yet computed.</td>
</tr>
<tr>
<td>10624</td>
<td>Internal Error: Access object became invalid.</td>
</tr>
<tr>
<td>10625</td>
<td>Internal Error: No Data Source selected for Raw SQL Query.</td>
</tr>
<tr>
<td>10629</td>
<td>Error writing temporary file on Unica Campaign server.</td>
</tr>
<tr>
<td>10630</td>
<td>Operations not allowed on different audience levels.</td>
</tr>
<tr>
<td>10632</td>
<td>Reference to stored query not found.</td>
</tr>
<tr>
<td>10633</td>
<td>Internal Error: Derived variable should not contain data.</td>
</tr>
</tbody>
</table>
| 10634 | Incompatible sort order detected. Set 
\enable_select_order_by=FALSE\ in dbconfig.lis. |
<p>| 10635 | Cannot resolve reference to stored query: Stored Query table not yet mapped.      |
| 10636 | User Variable not defined.                                                        |
| 10637 | Cell results are missing; preceding processes must be rerun.                      |
| 10638 | Invalid value in 'counts' field.                                                   |
| 10639 | Internal Error: Bad STCell _Select State.                                         |
| 10641 | Derived variable name conflicts with an existing Persistent Derived Field.        |
| 10642 | Temp table not available for &lt;TempTable&gt; token.                                   |
| 10643 | Temp table has too many rows                                                       |
| 10644 | Temp table does not have enough rows                                              |
| 10645 | &lt;OutputTempTable&gt; token used, but data source configuration does not allow temp tables. |
| 10646 | Cannot create temp table on system database. Check datasource configuration to make sure temp tables are allowed and bulk insert or database loader is enabled. |</p>
<table>
<thead>
<tr>
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<tbody>
<tr>
<td>10661</td>
<td>HTTP communication error with Instance Manager</td>
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<tr>
<td>10700</td>
<td>Incompatible field type or width.</td>
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<tr>
<td>10800</td>
<td>Duplicate parameter name for Custom Macro.</td>
</tr>
<tr>
<td>10801</td>
<td>Missing parameter name for Custom Macro.</td>
</tr>
<tr>
<td>10802</td>
<td>Incorrect number of parameters for Custom Macro.</td>
</tr>
<tr>
<td>10803</td>
<td>Illegal parameter name for Custom Macro.</td>
</tr>
<tr>
<td>10804</td>
<td>Name conflicts with an existing Custom Macro.</td>
</tr>
<tr>
<td>10805</td>
<td>Missing parameter for Custom Macro.</td>
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<tr>
<td>10806</td>
<td>Parameter name is a reserved word.</td>
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<tr>
<td>10807</td>
<td>Illegal Custom Macro name.</td>
</tr>
<tr>
<td>10808</td>
<td>Name conflicts with an existing Unica Macro.</td>
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<tr>
<td>10809</td>
<td>Parameter used within Custom Macro expression is not part of Macro definition.</td>
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<tr>
<td>10810</td>
<td>Audience level is not defined in selected ACO session.</td>
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<tr>
<td>10811</td>
<td>Proposed contact table is not defined in selected ACO session.</td>
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<td>10812</td>
<td>Proposed offer attribute table is not defined in selected ACO session.</td>
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<tr>
<td>10813</td>
<td>Optimized contact table is not defined in selected ACO session.</td>
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<td>10820</td>
<td>INTERNAL DYNAMIC CAST ERROR</td>
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<td>10821</td>
<td>Invalid configuration for ODS Campaign.</td>
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<td>11001</td>
<td>Internal Error: SendMessage error.</td>
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<td>11004</td>
<td>Internal Error.</td>
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<td>Code</td>
<td>Error Description</td>
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<tr>
<td>11005</td>
<td>Internal Error: Unknown report type.</td>
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<td>11006</td>
<td>The flowchart is being accessed by another user.</td>
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<td>11100</td>
<td>Memory allocation error.</td>
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<td>11101</td>
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<td>11102</td>
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<td>11105</td>
<td>File name not specified.</td>
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<td>11107</td>
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<td>11108</td>
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<td>11109</td>
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<td>11111</td>
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<td>11112</td>
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<td>11113</td>
<td>Flowchart name not unique or empty.</td>
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<td>11114</td>
<td>Campaign code not unique.</td>
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<tr>
<td>11115</td>
<td>Active flowchart can not be deleted.</td>
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<tr>
<td>11116</td>
<td>The specified file is not a Unica Campaign flowchart file.</td>
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<tr>
<td>11117</td>
<td>Deletion of an old flowchart file is not supported. Please delete it manually.</td>
</tr>
<tr>
<td>11119</td>
<td>Unable to write unica_tbmgr.tmp file in tmp directory.</td>
</tr>
<tr>
<td>11120</td>
<td>Unable to rename unica_tbmgr.bin in conf directory.</td>
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<tr>
<td>11121</td>
<td>Unable to copy unica_tbmgr.tmp to unica_tbmgr.bin file.</td>
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<tbody>
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<td>11122</td>
<td>Unable to read unica_tbmgr.bin file in conf directory.</td>
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<tr>
<td>11128</td>
<td>Operation disallowed in configuration.</td>
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<tr>
<td>11131</td>
<td>Invalid template file format.</td>
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<td>11132</td>
<td>XML initialization error.</td>
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<td>11133</td>
<td>DOM creation error.</td>
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<td>11134</td>
<td>DOM parse error.</td>
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<tr>
<td>11135</td>
<td>Internal Error: Unknown user variable</td>
</tr>
<tr>
<td>11136</td>
<td>Server campaign context cell locking error.</td>
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<td>11137</td>
<td>Server campaign context file open error.</td>
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<td>11138</td>
<td>The named user exists already.</td>
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<tr>
<td>11139</td>
<td>No user list table is mapped to the admin. session.</td>
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<tr>
<td>11140</td>
<td>User not found.</td>
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<tr>
<td>11141</td>
<td>Wrong password.</td>
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<tr>
<td>11142</td>
<td>File read error.</td>
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<td>11143</td>
<td>Empty user variable.</td>
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<tr>
<td>11144</td>
<td>Flowchart name and Campaign code not unique.</td>
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<tr>
<td>11145</td>
<td>authentication_server_url missing in unica_acsvr.cfg file.</td>
</tr>
<tr>
<td>11146</td>
<td>Invalid user variable.</td>
</tr>
<tr>
<td>11147</td>
<td>User Variable not found.</td>
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<tr>
<td>11148</td>
<td>Changes to the virtual memory setting are not allowed.</td>
</tr>
<tr>
<td>11150</td>
<td>Unable to create folder file. Please check your OS privilege.</td>
</tr>
<tr>
<td>Code</td>
<td>Error Description</td>
</tr>
<tr>
<td>--------</td>
<td>--------------------------------------------------------------------</td>
</tr>
<tr>
<td>11151</td>
<td>Unable to delete folder file. Please check your OS privilege.</td>
</tr>
<tr>
<td>11152</td>
<td>Unable to rename folder/campaign/session file. Please check your operating system privilege.</td>
</tr>
<tr>
<td>11153</td>
<td>Unable to create campaign/session file. Please check your OS privilege.</td>
</tr>
<tr>
<td>11154</td>
<td>Unable to delete campaign/session file. Please check your OS privilege.</td>
</tr>
<tr>
<td>11155</td>
<td>Unable to move folder/campaign/session file. Please check your OS privilege.</td>
</tr>
<tr>
<td>11156</td>
<td>Failed to authenticate datasource.</td>
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<td>11157</td>
<td>Effective date is later than expiration date</td>
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<tr>
<td>11158</td>
<td>Unable to open campaign/session file. Please check your OS privilege.</td>
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<tr>
<td>11159</td>
<td>Unable to read Log file. Please check your OS privilege.</td>
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<td>11160</td>
<td>Cannot display log. Log file name not specified</td>
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<tr>
<td>11161</td>
<td>Operation is not allowed while the flowchart is running.</td>
</tr>
<tr>
<td>11162</td>
<td>Log file does not exist. Change logging levels if you would like to see more logging information.</td>
</tr>
<tr>
<td>11163</td>
<td>Campaign/session file does not exist in the file system.</td>
</tr>
<tr>
<td>11164</td>
<td>Server Stored List Internal Error.</td>
</tr>
<tr>
<td>11165</td>
<td>Stored List unknown function tag.</td>
</tr>
<tr>
<td>11166</td>
<td>Invalid security policy.</td>
</tr>
<tr>
<td>11201</td>
<td>Container internal error (1).</td>
</tr>
<tr>
<td>11202</td>
<td>Container internal error (2).</td>
</tr>
<tr>
<td>11203</td>
<td>Container data loading error.</td>
</tr>
<tr>
<td>11230</td>
<td>Unable to create transcoders between specified encoding and UTF-8.</td>
</tr>
<tr>
<td>Code</td>
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</tr>
<tr>
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<tr>
<td>11231</td>
<td>Unable to transcode text value.</td>
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<tr>
<td>11232</td>
<td>Cannot determine name of local host.</td>
</tr>
<tr>
<td>11251</td>
<td>New passwords mismatched. Please re-type.</td>
</tr>
<tr>
<td>11253</td>
<td>Stack overflow during sort operation.</td>
</tr>
<tr>
<td>11254</td>
<td>Too many arguments passed to command-line parser.</td>
</tr>
<tr>
<td>11255</td>
<td>Unbalanced quotes in command or config-file parameter.</td>
</tr>
<tr>
<td>11256</td>
<td>Unable to open flowchart LOG file for append.</td>
</tr>
<tr>
<td>11257</td>
<td>Unable to write to flowchart LOG file.</td>
</tr>
<tr>
<td>11258</td>
<td>Unable to rename flowchart LOG file.</td>
</tr>
<tr>
<td>11259</td>
<td>Invalid Multibyte or Unicode character encountered.</td>
</tr>
<tr>
<td>11260</td>
<td>Illegal or duplicate campaign code.</td>
</tr>
<tr>
<td>11261</td>
<td>Invalid old password</td>
</tr>
<tr>
<td>11262</td>
<td>New read/write passwords mismatched.</td>
</tr>
<tr>
<td>11263</td>
<td>New read-only passwords mismatched.</td>
</tr>
<tr>
<td>11264</td>
<td>Invalid read/write password.</td>
</tr>
<tr>
<td>11265</td>
<td>Invalid read-only password.</td>
</tr>
<tr>
<td>11266</td>
<td>Password must contain at least 6 characters.</td>
</tr>
<tr>
<td>11267</td>
<td>Report registered.</td>
</tr>
<tr>
<td>11268</td>
<td>Report name missing.</td>
</tr>
<tr>
<td>11269</td>
<td>New passwords mismatched.</td>
</tr>
<tr>
<td>11270</td>
<td>Cannot create temporary file on client computer.</td>
</tr>
<tr>
<td>Code</td>
<td>Error Description</td>
</tr>
<tr>
<td>--------</td>
<td>-----------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>11271</td>
<td>Error reading temporary file on client computer.</td>
</tr>
<tr>
<td>11272</td>
<td>Error writing temporary file on client computer.</td>
</tr>
<tr>
<td>11273</td>
<td>Set new configuration as default?</td>
</tr>
<tr>
<td>11274</td>
<td>Unmap the selected table(s)?</td>
</tr>
<tr>
<td>11275</td>
<td>No fields selected.</td>
</tr>
<tr>
<td>11276</td>
<td>No flowchart name. Execution Checkpoints will not be performed.</td>
</tr>
<tr>
<td>11280</td>
<td>Server version is newer than client version. Upgrade client installation?</td>
</tr>
<tr>
<td>11281</td>
<td>Server version is older than client version. Downgrade client installation?</td>
</tr>
<tr>
<td>11282</td>
<td>Installation executable retrieved but unable to execute.</td>
</tr>
<tr>
<td>11283</td>
<td>About to clear flowchart log. Are you sure?</td>
</tr>
<tr>
<td>11284</td>
<td>Help topic not found.</td>
</tr>
<tr>
<td>11285</td>
<td>Error parsing help topics file.</td>
</tr>
<tr>
<td>11286</td>
<td>flowchart is recovered from auto-save file.</td>
</tr>
<tr>
<td>11287</td>
<td>Error loading bitmap.</td>
</tr>
<tr>
<td>11288</td>
<td>Settings changed. Save catalog now?</td>
</tr>
<tr>
<td>11289</td>
<td>Flowchart is already open. Disconnect current user and connect?</td>
</tr>
<tr>
<td>11290</td>
<td>Flowchart must be saved before this operation can proceed.</td>
</tr>
<tr>
<td>Code</td>
<td>Error Description</td>
</tr>
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<td>----------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>11300</td>
<td>Invalid field name. Look at the end of message for invalid field name.</td>
</tr>
<tr>
<td></td>
<td>Possible causes:</td>
</tr>
<tr>
<td></td>
<td>[The field no longer exists because of table mapping change.]</td>
</tr>
<tr>
<td></td>
<td>[The audience level changed.]</td>
</tr>
<tr>
<td></td>
<td>[The field was deleted.]</td>
</tr>
<tr>
<td></td>
<td>Suggested solutions: Re-configure the process box to reference a different field.</td>
</tr>
<tr>
<td></td>
<td>Invalid Field Name=</td>
</tr>
<tr>
<td>11301</td>
<td>Invalid field index.</td>
</tr>
<tr>
<td>11302</td>
<td>No more records.</td>
</tr>
<tr>
<td>11303</td>
<td>Operation not allowed while table is being accessed.</td>
</tr>
<tr>
<td>11304</td>
<td>Locked tables cannot be removed.</td>
</tr>
<tr>
<td>11305</td>
<td>Invalid table ID.</td>
</tr>
<tr>
<td>11306</td>
<td>ParseTree context in use.</td>
</tr>
<tr>
<td>11307</td>
<td>Random access of basetable by parsetree not allowed.</td>
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<tr>
<td>11308</td>
<td>Invalid table index.</td>
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<td>11309</td>
<td>Invalid key index.</td>
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<td>11310</td>
<td>Index key not initialized.</td>
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<td>11311</td>
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<tr>
<td>11312</td>
<td>ID field not specified.</td>
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<tr>
<td>11313</td>
<td>Invalid Table access.</td>
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<tr>
<td>11314</td>
<td>Data already imported.</td>
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<tr>
<td>11315</td>
<td>Internal error: VFSYSTEM missing</td>
</tr>
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</table>
## Unica Campaign error codes

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<td>Input files not yet specified.</td>
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<td>11317</td>
<td>No data.</td>
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<tr>
<td>11318</td>
<td>Modification not yet started.</td>
</tr>
<tr>
<td>11319</td>
<td>Entry into index field is not unique.</td>
</tr>
<tr>
<td>11320</td>
<td>Unable to create lock file in conf directory.</td>
</tr>
<tr>
<td></td>
<td>Possible causes: The Unica Campaign server cannot lock the dummy_lock.dat file</td>
</tr>
<tr>
<td></td>
<td>Suggested solutions: Ask your system administrator to check that the file is not</td>
</tr>
<tr>
<td></td>
<td>locked by another process. If another process is not locking the file, ask the</td>
</tr>
<tr>
<td></td>
<td>Unica Campaign administrator to reboot the Unica Campaign server to remove</td>
</tr>
<tr>
<td></td>
<td>the lock.</td>
</tr>
<tr>
<td>11321</td>
<td>Internal table error</td>
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<td>11322</td>
<td>Unknown function tag</td>
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<td>11323</td>
<td>Data Dictionary file name not specified.</td>
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<tr>
<td>11324</td>
<td>Function or Operation not supported.</td>
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<td>11325</td>
<td>'dbconfig.lis' file not found.</td>
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<tr>
<td>11326</td>
<td>Dimension table does not have a key field.</td>
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<td>11327</td>
<td>ID of new version conflicts with existing versions.</td>
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<td>11328</td>
<td>Cannot open table catalog file.</td>
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<td>11329</td>
<td>Too many duplicate ID's to perform table join.</td>
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<td>11330</td>
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<td>11331</td>
<td>Unable to delete catalog file.</td>
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<td>11332</td>
<td>Error parsing Data Dictionary file: invalid format.</td>
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<td>11333</td>
<td>Error converting text data to numeric.</td>
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<td>11334</td>
<td>Field width too small to hold converted numeric value.</td>
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<tr>
<td>11335</td>
<td>Field width too small to hold source text data.</td>
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<td>11336</td>
<td>Accessed table not mapped.</td>
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<td>11337</td>
<td>Duplicate ID encountered in normalized table.</td>
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<td>11338</td>
<td>Internal error: Invalid temp table.</td>
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<tr>
<td>11339</td>
<td>Audience definition not compatible: wrong number of fields.</td>
</tr>
<tr>
<td>11340</td>
<td>Audience definition not compatible: type mismatch.</td>
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<tr>
<td>11341</td>
<td>Name of new version conflicts with existing versions.</td>
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<tr>
<td>11342</td>
<td>Field not found. Data dictionary has changed.</td>
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<tr>
<td>11343</td>
<td>XML table catalog file is invalid.</td>
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<td>11344</td>
<td>Loader command exited with an error status.</td>
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<tr>
<td>11345</td>
<td>Table schema has changed; please remap the table.</td>
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<tr>
<td>11346</td>
<td>No results for queue table.</td>
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<td>11347</td>
<td>Internal error, wrong return format.</td>
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<td>11348</td>
<td>Internal error loading catalog.</td>
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<td>11349</td>
<td>No catalog loaded.</td>
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<td>11350</td>
<td>Internal error connecting to table.</td>
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<td>11351</td>
<td>Not connected to a table.</td>
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<td>11352</td>
<td>Invalid keyword in dbconfig.lis file.</td>
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<td>11353</td>
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<td>11354</td>
<td>Internal Error: base table not set.</td>
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<tr>
<td>11355</td>
<td>Invalid table name.</td>
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<tr>
<td>11356</td>
<td>DOM creation error.</td>
</tr>
<tr>
<td>11357</td>
<td>DOM parse error.</td>
</tr>
<tr>
<td>11358</td>
<td>Unable to import duplicate system table entry.</td>
</tr>
<tr>
<td>11359</td>
<td>Unable to lock system table.</td>
</tr>
<tr>
<td>11360</td>
<td>PACKED DECIMAL field type is supported for export only.</td>
</tr>
<tr>
<td>11361</td>
<td>This operation is not supported.</td>
</tr>
<tr>
<td>11362</td>
<td>Too many fields returned by SQL expression.</td>
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<tr>
<td>11363</td>
<td>Data field returned by SQL expression does not agree with user specification.</td>
</tr>
<tr>
<td>11364</td>
<td>Unknown database specification in raw SQL Custom Macro.</td>
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<tr>
<td>11365</td>
<td>Raw SQL Custom Macro returning only ID list is not allowed in this context.</td>
</tr>
<tr>
<td>11366</td>
<td>Segment not found.</td>
</tr>
<tr>
<td>11367</td>
<td>Temp table not available for <code>&lt;TempTable&gt;</code> token.</td>
</tr>
<tr>
<td>11368</td>
<td>Contact History Table is not yet defined for this audience level.</td>
</tr>
<tr>
<td>11369</td>
<td>Response History Table is not yet defined for this audience level.</td>
</tr>
<tr>
<td>11370</td>
<td>Dimension Element expression is missing.</td>
</tr>
<tr>
<td>11371</td>
<td>Ambiguous bin definition.</td>
</tr>
<tr>
<td>11372</td>
<td>Custom Macro returned wrong number of fields.</td>
</tr>
<tr>
<td>11373</td>
<td>Custom Macro result fields are not compatible with the current audience level.</td>
</tr>
<tr>
<td>11374</td>
<td>Dimension Element name is not unique across all levels.</td>
</tr>
<tr>
<td>11375</td>
<td>Unknown Dimension Name.</td>
</tr>
<tr>
<td>Code</td>
<td>Error Description</td>
</tr>
<tr>
<td>--------</td>
<td>-------------------------------------------------------------------</td>
</tr>
<tr>
<td>11376</td>
<td>Unknown Dimension Element.</td>
</tr>
<tr>
<td>11377</td>
<td>Missing database specification for raw SQL Custom Macro.</td>
</tr>
<tr>
<td>11378</td>
<td>Campaign code not unique.</td>
</tr>
<tr>
<td>11379</td>
<td>Root dimension element missing in XML file.</td>
</tr>
<tr>
<td>11380</td>
<td>Error converting date from one format to another.</td>
</tr>
<tr>
<td>11381</td>
<td>Not enough privileges to use RAW SQL in Dimensions.</td>
</tr>
<tr>
<td>11382</td>
<td>Syntax error: Missing AND/OR operator.</td>
</tr>
<tr>
<td>11383</td>
<td>Syntax error: Extra AND/OR operator at end of selection criteria.</td>
</tr>
<tr>
<td>11384</td>
<td>Field not compatible: Numeric field expected.</td>
</tr>
<tr>
<td>11385</td>
<td>Field not compatible: Date field expected.</td>
</tr>
<tr>
<td>11386</td>
<td>Error returned from UDI server.</td>
</tr>
<tr>
<td>11387</td>
<td>Internal ID would exceed limit.</td>
</tr>
<tr>
<td>11388</td>
<td>Cannot open Segment data file.</td>
</tr>
<tr>
<td>11389</td>
<td>Segment data file error: Invalid header.</td>
</tr>
<tr>
<td>11390</td>
<td>Internal Error: Invalid Segment (Data file name is blank)</td>
</tr>
<tr>
<td>11391</td>
<td>Error accessing segment data.</td>
</tr>
<tr>
<td>11392</td>
<td>Cannot perform table join unless tables are on the same database.</td>
</tr>
<tr>
<td>11393</td>
<td>Unable to add entry to non-persistent queue</td>
</tr>
<tr>
<td>11394</td>
<td>Audience level is reserved, cannot add.</td>
</tr>
<tr>
<td>11395</td>
<td>Audience level is reserved, cannot remove.</td>
</tr>
<tr>
<td>11396</td>
<td>Internal Error: Invalid optimized contact table name.</td>
</tr>
<tr>
<td>Code</td>
<td>Error Description</td>
</tr>
<tr>
<td>--------</td>
<td>---------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>11397</td>
<td>Field data exceeded the table mapping width for this field. Remap the table and manually increase the field width before running the flowchart.</td>
</tr>
<tr>
<td>11398</td>
<td>Post temp table create run script completed with error(s).</td>
</tr>
<tr>
<td>11399</td>
<td>Cannot allocate an ID for a new object because the allocator is busy.</td>
</tr>
<tr>
<td>11400</td>
<td>Temp table not available for &lt;OutputTempTable&gt; token.</td>
</tr>
<tr>
<td>11401</td>
<td>Invalid audience level definition.</td>
</tr>
<tr>
<td>11402</td>
<td>Missing audience field definition.</td>
</tr>
<tr>
<td>11403</td>
<td>Invalid or missing audience field name.</td>
</tr>
<tr>
<td>11404</td>
<td>Duplicate audience field name.</td>
</tr>
<tr>
<td>11405</td>
<td>Invalid or missing audience field type.</td>
</tr>
<tr>
<td>11408</td>
<td>INTERNAL ERROR: Invalid ID.</td>
</tr>
<tr>
<td>11409</td>
<td>INTERNAL ERROR: Wrong DAO type.</td>
</tr>
<tr>
<td>11410</td>
<td>DAO INTERNAL ERROR.</td>
</tr>
<tr>
<td>11411</td>
<td>INTERNAL ERROR: System DAO factory is not initialized yet.</td>
</tr>
<tr>
<td>11412</td>
<td>INTERNAL ERROR: Unknown DAO implementation requested.</td>
</tr>
<tr>
<td>11413</td>
<td>INTERNAL ERROR: Invalid type detected in DAO transfer.</td>
</tr>
<tr>
<td>11414</td>
<td>Insert operation only supported on single table.</td>
</tr>
<tr>
<td>11415</td>
<td>Update operation only supported on single table.</td>
</tr>
<tr>
<td>11416</td>
<td>Delete operation only supported on single table.</td>
</tr>
<tr>
<td>11417</td>
<td>SQL query returned multiple records when unique record is expected.</td>
</tr>
<tr>
<td>11418</td>
<td>Default contact status not found in ContactStatus table.</td>
</tr>
<tr>
<td>Code</td>
<td>Error Description</td>
</tr>
<tr>
<td>--------</td>
<td>-----------------------------------------------------------------------</td>
</tr>
<tr>
<td>11419</td>
<td>Contact History table must be mapped before Detailed Contact History table.</td>
</tr>
<tr>
<td>11420</td>
<td>Offer not found in the system.</td>
</tr>
<tr>
<td>11500</td>
<td>Internal Error: Not a valid table in the database.</td>
</tr>
<tr>
<td>11501</td>
<td>Internal Error: No table has been selected.</td>
</tr>
<tr>
<td>11502</td>
<td>Selected table has no field entries.</td>
</tr>
<tr>
<td>11503</td>
<td>Invalid column index.</td>
</tr>
<tr>
<td>11504</td>
<td>Invalid column name.</td>
</tr>
<tr>
<td>11505</td>
<td>Invalid data source.</td>
</tr>
<tr>
<td>11506</td>
<td>Selected table is invalid or corrupted.</td>
</tr>
<tr>
<td>11507</td>
<td>Insufficient memory.</td>
</tr>
<tr>
<td>11508</td>
<td>Database row deletion error.</td>
</tr>
<tr>
<td>11509</td>
<td>Error in processing SQL query.</td>
</tr>
<tr>
<td>11510</td>
<td>No data returned - check query.</td>
</tr>
<tr>
<td>11511</td>
<td>No matching row was found in the query result.</td>
</tr>
<tr>
<td>11512</td>
<td>No more rows in the database.</td>
</tr>
<tr>
<td>11513</td>
<td>Error inserting row into database table.</td>
</tr>
<tr>
<td>11514</td>
<td>Bad database ID column.</td>
</tr>
<tr>
<td>11515</td>
<td>Error updating database table.</td>
</tr>
<tr>
<td>11516</td>
<td>Error creating new database table.</td>
</tr>
<tr>
<td>11517</td>
<td>Number of columns not correct for this type of query.</td>
</tr>
<tr>
<td>11518</td>
<td>Database connection error.</td>
</tr>
<tr>
<td>Code</td>
<td>Error Description</td>
</tr>
<tr>
<td>---------</td>
<td>----------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>11519</td>
<td>Error in getting results from database.</td>
</tr>
<tr>
<td>11520</td>
<td>Unknown database type for dataSources.</td>
</tr>
<tr>
<td>11521</td>
<td>Internal Error: Incorrect state for query results.</td>
</tr>
<tr>
<td>11522</td>
<td>Invalid database connection (user is not logged in to DB).</td>
</tr>
<tr>
<td>11523</td>
<td>First unique ID not set.</td>
</tr>
<tr>
<td>11524</td>
<td>Invalid data type for this column.</td>
</tr>
<tr>
<td>11525</td>
<td>Query has no FROM clause.</td>
</tr>
<tr>
<td>11526</td>
<td>Query uses alias.</td>
</tr>
<tr>
<td>11527</td>
<td>Internal Error: Error in database temporary table.</td>
</tr>
<tr>
<td>11528</td>
<td>Database Error.</td>
</tr>
<tr>
<td>11529</td>
<td>INTERNAL ERROR: No threads available to run query.</td>
</tr>
<tr>
<td>11530</td>
<td>Invalid property for dataSources</td>
</tr>
<tr>
<td>11531</td>
<td>Catalog/Template contains different DB login(s).</td>
</tr>
<tr>
<td>12000</td>
<td>Contact History Table not specified.</td>
</tr>
<tr>
<td>12001</td>
<td>Customer ID not specified.</td>
</tr>
<tr>
<td>12002</td>
<td>Offer ID not specified.</td>
</tr>
<tr>
<td>12003</td>
<td>Channel field not specified.</td>
</tr>
<tr>
<td>12004</td>
<td>Date field not not specified.</td>
</tr>
<tr>
<td>12005</td>
<td>No proposed contacts table templates.</td>
</tr>
<tr>
<td>12006</td>
<td>No tables available for template. Template tables must be mapped at Customer level and must contain the required Offer, Channel, and Date fields.</td>
</tr>
<tr>
<td>Code</td>
<td>Error Description</td>
</tr>
<tr>
<td>--------</td>
<td>-----------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>12007</td>
<td>No tables available for opt-in/opt-out tables. Opt-in/opt-out tables must be mapped at Customer level.</td>
</tr>
<tr>
<td>12008</td>
<td>Opt-in/Opt-out tables not specified. &quot;Customer In...&quot; rules will not be available.</td>
</tr>
<tr>
<td>12009</td>
<td>Offer Table not specified.</td>
</tr>
<tr>
<td>12010</td>
<td>Offer Name field not specified. Offer ID will be used for display.</td>
</tr>
<tr>
<td>12011</td>
<td>Channel Table not specified.</td>
</tr>
<tr>
<td>12012</td>
<td>Channel Name field not specified. Channel ID will be used for display.</td>
</tr>
<tr>
<td>12015</td>
<td>Field name(s) of Offer audience level in template table does not agree with Contact History Table.</td>
</tr>
<tr>
<td>12016</td>
<td>Field name(s) of Offer audience level in offer table does not agree with Contact History Table.</td>
</tr>
<tr>
<td>12017</td>
<td>No tables available for offer table. Offer table must be mapped at Offer level.</td>
</tr>
<tr>
<td>12018</td>
<td>No tables available for channel table. Channel table must be mapped at the Channel level.</td>
</tr>
<tr>
<td>12019</td>
<td>Killing the server process will lose all work since the last save. Are you sure?</td>
</tr>
<tr>
<td>12020</td>
<td>Window creation failed.</td>
</tr>
<tr>
<td>12021</td>
<td>Remove the following tables associated with this audience level?</td>
</tr>
<tr>
<td>12022</td>
<td>Remove the selected dimension hierarchies?</td>
</tr>
<tr>
<td>12023</td>
<td>Flowchart is in use. Do you still want to continue?</td>
</tr>
<tr>
<td></td>
<td>If you click Yes, changes made by other user will be lost.</td>
</tr>
<tr>
<td>12024</td>
<td>Remove the selected audience level?</td>
</tr>
<tr>
<td>12025</td>
<td>Audience name already exists.</td>
</tr>
<tr>
<td>12026</td>
<td>This flowchart has been modified or removed by another user. You will be switched to Summary tab now. All changes after the last save will be discarded.</td>
</tr>
<tr>
<td>Code</td>
<td>Error Description</td>
</tr>
<tr>
<td>--------</td>
<td>-----------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>12027</td>
<td>This flowchart needs to be updated. Click OK to update now. You will need to redo the last action after update is completed.</td>
</tr>
<tr>
<td>12028</td>
<td>Object is either initializing or has failed to initialize. You may try this operation again.</td>
</tr>
<tr>
<td>12029</td>
<td>Remove the selected items?</td>
</tr>
<tr>
<td>12030</td>
<td>You have chosen to cancel connection to Unica Campaign system tables. You will be switched to Summary tab now.</td>
</tr>
<tr>
<td>12031</td>
<td>Cannot proceed without connection to Unica Campaign system tables.</td>
</tr>
<tr>
<td>12032</td>
<td>This table is only supported when Interact is installed.</td>
</tr>
<tr>
<td>12033</td>
<td>Failed to load flowchart. Retry?</td>
</tr>
<tr>
<td>12034</td>
<td>HTTP Session has timed out. Click OK to log back in.</td>
</tr>
<tr>
<td>12035</td>
<td>Flowchart control is not compatible. Browsers need to close to download the lower version. Please close all other browsers manually and click OK to close this browser. On browser restart, the control will get downloaded automatically.</td>
</tr>
<tr>
<td>12036</td>
<td>There are still other browsers running. Please close them before clicking OK.</td>
</tr>
<tr>
<td>12037</td>
<td>Field name contains illegal character.</td>
</tr>
<tr>
<td>12038</td>
<td>Audience level name not specified.</td>
</tr>
<tr>
<td>12039</td>
<td>Audience field(s) not specified.</td>
</tr>
<tr>
<td>12040</td>
<td>No errors detected in flowchart configuration.</td>
</tr>
<tr>
<td>12041</td>
<td>This running flowchart has been paused by another user.</td>
</tr>
<tr>
<td>12206</td>
<td>Cannot navigate up a directory: already at root.</td>
</tr>
<tr>
<td>12207</td>
<td>Cannot create directory; check log file for detailed error information.</td>
</tr>
<tr>
<td>12301</td>
<td>Merge process internal error.</td>
</tr>
<tr>
<td>12303</td>
<td>Merge process connecting from process error.</td>
</tr>
<tr>
<td>Code</td>
<td>Error Description</td>
</tr>
<tr>
<td>--------</td>
<td>--------------------------------------------------------</td>
</tr>
<tr>
<td>12304</td>
<td>Merge process cell locking error.</td>
</tr>
<tr>
<td>12305</td>
<td>Merge process stopped by user.</td>
</tr>
<tr>
<td>12306</td>
<td>Merge process cell operation error.</td>
</tr>
<tr>
<td>12307</td>
<td>Merge process getting source cell error.</td>
</tr>
<tr>
<td>12308</td>
<td>Merge process not configured.</td>
</tr>
<tr>
<td>12309</td>
<td>No input cell is chosen.</td>
</tr>
<tr>
<td>12310</td>
<td>No input cell is used.</td>
</tr>
<tr>
<td>12311</td>
<td>Selected input cells have different audience levels.</td>
</tr>
<tr>
<td>12312</td>
<td>Missing source cell(s). Input connection may be invalid.</td>
</tr>
<tr>
<td>12401</td>
<td>Execute Internal Error (1)</td>
</tr>
<tr>
<td>12600</td>
<td>INTERNAL ERROR: SReport</td>
</tr>
<tr>
<td>12601</td>
<td>Report in use; unable to delete.</td>
</tr>
<tr>
<td>12602</td>
<td>INTERNAL ERROR: Invalid report ID.</td>
</tr>
<tr>
<td>12603</td>
<td>INTERNAL ERROR: Invalid report type saved.</td>
</tr>
<tr>
<td>12604</td>
<td>INTERNAL ERROR: Invalid report cell ID.</td>
</tr>
<tr>
<td>12605</td>
<td>INTERNAL ERROR: Report not initialized before run.</td>
</tr>
<tr>
<td>12606</td>
<td>INTERNAL ERROR: Missing value.</td>
</tr>
<tr>
<td>12607</td>
<td>INTERNAL ERROR: Unable to lock report.</td>
</tr>
<tr>
<td>12608</td>
<td>INTERNAL ERROR: Invalid field specified.</td>
</tr>
<tr>
<td>12609</td>
<td>Report cannot be created without any cells.</td>
</tr>
<tr>
<td>12610</td>
<td>INTERNAL ERROR: No more cell records available.</td>
</tr>
<tr>
<td>Code</td>
<td>Error Description</td>
</tr>
<tr>
<td>--------</td>
<td>-----------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>12611</td>
<td>Report name conflicts with another registered report.</td>
</tr>
<tr>
<td>12612</td>
<td>Cannot open HTML file for write.</td>
</tr>
<tr>
<td>12613</td>
<td>Field type does not match internal setting. Table may need to be remapped.</td>
</tr>
<tr>
<td>12614</td>
<td>Report name is empty.</td>
</tr>
<tr>
<td>12615</td>
<td>Command not allowed in Reader mode</td>
</tr>
<tr>
<td>13000</td>
<td>An error occurred while parsing the response from the webapp.</td>
</tr>
<tr>
<td>13001</td>
<td>The client id is missing in the response from the webapp.</td>
</tr>
<tr>
<td>13002</td>
<td>The resolution id is missing in the response from the webapp.</td>
</tr>
<tr>
<td>13003</td>
<td>The is complete flag in the response from the webapp, has a bad value</td>
</tr>
<tr>
<td>13004</td>
<td>An unknown error code has been returned from the webapp.</td>
</tr>
<tr>
<td>13005</td>
<td>HTTP communication error</td>
</tr>
<tr>
<td>13006</td>
<td>The response required an iscomplete flag, but it was missing.</td>
</tr>
<tr>
<td>13101</td>
<td>Internal error.</td>
</tr>
<tr>
<td>13104</td>
<td>Cell locking error.</td>
</tr>
<tr>
<td>13110</td>
<td>Process not configured.</td>
</tr>
<tr>
<td>13111</td>
<td>Unknown function tag.</td>
</tr>
<tr>
<td>13113</td>
<td>Report locking error.</td>
</tr>
<tr>
<td>13114</td>
<td>Profile report generation error.</td>
</tr>
<tr>
<td>13115</td>
<td>Table locking error.</td>
</tr>
<tr>
<td>13116</td>
<td>No input cell.</td>
</tr>
<tr>
<td>13117</td>
<td>No input selected.</td>
</tr>
<tr>
<td>Code</td>
<td>Error Description</td>
</tr>
<tr>
<td>--------</td>
<td>-----------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>13118</td>
<td>Missing selection criteria.</td>
</tr>
<tr>
<td>13119</td>
<td>No data source is selected.</td>
</tr>
<tr>
<td>13120</td>
<td>Selected tables have different audience levels.</td>
</tr>
<tr>
<td>13121</td>
<td>Audience level not specified.</td>
</tr>
<tr>
<td>13122</td>
<td>DOM creation error.</td>
</tr>
<tr>
<td>13123</td>
<td>DOM parse error.</td>
</tr>
<tr>
<td>13124</td>
<td>Unknown parameter.</td>
</tr>
<tr>
<td>13125</td>
<td>Invalid parameter value.</td>
</tr>
<tr>
<td>13131</td>
<td>Database authentication required.</td>
</tr>
<tr>
<td>13132</td>
<td>String conversion error.</td>
</tr>
<tr>
<td>13133</td>
<td>No fields are selected for extract.</td>
</tr>
<tr>
<td>13134</td>
<td>Duplicate output name in fields to extract.</td>
</tr>
<tr>
<td>13135</td>
<td>No skip duplicate field selected.</td>
</tr>
<tr>
<td>13136</td>
<td>Command not allowed in Reader mode</td>
</tr>
<tr>
<td>13137</td>
<td>No source table selected.</td>
</tr>
<tr>
<td>13138</td>
<td>Error selecting based on dimension hierarchy: No tables mapped at selected Segment's audience level.</td>
</tr>
<tr>
<td>13139</td>
<td>Missing table mapping for selected optimize session.</td>
</tr>
<tr>
<td>13140</td>
<td>Missing CustomerInsight Selection.</td>
</tr>
<tr>
<td>13141</td>
<td>Selected CustomerInsight Selection is not valid.</td>
</tr>
<tr>
<td>13145</td>
<td>Missing NetInsight Selection.</td>
</tr>
<tr>
<td>Code</td>
<td>Error Description</td>
</tr>
<tr>
<td>--------</td>
<td>-------------------------------------------------------------</td>
</tr>
<tr>
<td>13146</td>
<td>Selected NetInsight Selection is not valid.</td>
</tr>
<tr>
<td>13200</td>
<td>Contact process memory allocation error.</td>
</tr>
<tr>
<td>13201</td>
<td>Contact process internal error.</td>
</tr>
<tr>
<td>13203</td>
<td>Contact process connecting from process error.</td>
</tr>
<tr>
<td>13204</td>
<td>Contact process locking cell error.</td>
</tr>
<tr>
<td>13205</td>
<td>Contact process stopped by user.</td>
</tr>
<tr>
<td>13206</td>
<td>Contact process locking contact table error.</td>
</tr>
<tr>
<td>13207</td>
<td>Contact process locking version table error.</td>
</tr>
<tr>
<td>13208</td>
<td>Contact process getting cell information error.</td>
</tr>
<tr>
<td>13209</td>
<td>Contact process getting table information error.</td>
</tr>
<tr>
<td>13210</td>
<td>Contact process locking table error.</td>
</tr>
<tr>
<td>13211</td>
<td>Contact process unknown function tag error.</td>
</tr>
<tr>
<td>13212</td>
<td>Contact process GIO open error.</td>
</tr>
<tr>
<td>13213</td>
<td>Contact process locking report error.</td>
</tr>
<tr>
<td>13214</td>
<td>More information is needed for a creative piece.</td>
</tr>
<tr>
<td>13215</td>
<td>Exactly one variable cost item should be chosen.</td>
</tr>
<tr>
<td>13216</td>
<td>Conflict variable cost items.</td>
</tr>
<tr>
<td>13217</td>
<td>More information is needed for a version.</td>
</tr>
<tr>
<td>13218</td>
<td>At least one creative piece have to be chosen.</td>
</tr>
<tr>
<td>13219</td>
<td>At least one response channel have to be chosen.</td>
</tr>
<tr>
<td>13220</td>
<td>One contact channel has to be chosen.</td>
</tr>
<tr>
<td>Code</td>
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</tr>
<tr>
<td>13221</td>
<td>The chosen ID is not unique.</td>
</tr>
<tr>
<td>13223</td>
<td>Contact ID is not unique.</td>
</tr>
<tr>
<td>13224</td>
<td>Treatment page: No source cell.</td>
</tr>
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<td>13225</td>
<td>Treatment page: Contact ID is not selected.</td>
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<td>13226</td>
<td>Treatment page: No version is selected.</td>
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<tr>
<td>13227</td>
<td>Contact list page: No export table is selected.</td>
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<tr>
<td>13228</td>
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<tr>
<td>13229</td>
<td>Contact list page: No export fields are chosen.</td>
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<tr>
<td>13230</td>
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<tr>
<td>13231</td>
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<tr>
<td>13232</td>
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<td>13233</td>
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<td>13234</td>
<td>Log page: No table is chosen to log contacts.</td>
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<td>13235</td>
<td>Log page: No fields are chosen to log contacts.</td>
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<tr>
<td>13236</td>
<td>Log page: No table is chosen to log responders.</td>
</tr>
<tr>
<td>13237</td>
<td>Log page: No fields are chosen to log responders.</td>
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<tr>
<td>13238</td>
<td>Log page: No table is chosen to log unreachable.</td>
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<td>13239</td>
<td>Log page: No fields are chosen to log unreachable.</td>
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<tr>
<td>13240</td>
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<td>13241</td>
<td>Contact list page: No trigger is specified.</td>
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<td>13242</td>
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<td>13246</td>
<td>Double to string conversion error.</td>
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<td>13249</td>
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<td>13251</td>
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<td>13252</td>
<td>Log page: No file is chosen to log contacts.</td>
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<tr>
<td>13254</td>
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<td>13255</td>
<td>Log page: No file is chosen to log responders.</td>
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<td>13256</td>
<td>Log page: No delimiter is specified for responders.</td>
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<tr>
<td>13257</td>
<td>Log page: No dictionary file is specified for responders.</td>
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<td>13258</td>
<td>Log page: No file is chosen to log unreachable.</td>
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<td>13259</td>
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<td>13260</td>
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<td>13264</td>
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<td>13269</td>
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<td>13278</td>
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<td>13279</td>
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<td>13281</td>
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<td>13282</td>
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<td>13283</td>
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<td>13284</td>
<td>Contact List Page: Selected Data Dictionary File does not exist.</td>
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<td>13301</td>
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<td>No table is selected.</td>
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<td>13321</td>
<td>Invalid parameter value.</td>
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<td>13322</td>
<td>Name not specified.</td>
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<td>Invalid name.</td>
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<td>13400</td>
<td>Schedule process memory allocation error.</td>
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<td>13401</td>
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<tr>
<td>13403</td>
<td>Connecting from process error.</td>
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<td>13404</td>
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<td>Process stopped by user.</td>
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<td>13410</td>
<td>Total schedule period is zero.</td>
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<td>13411</td>
<td>No schedule to run is chosen.</td>
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<td>13412</td>
<td>Run on time needs times.</td>
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<td>13413</td>
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<td>13414</td>
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<td>13416</td>
<td>Additional wait must work with one of the first three run options.</td>
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<td>13417</td>
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<td>13418</td>
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<td>13419</td>
<td>At least one of the custom run options has to be selected.</td>
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<td>13422</td>
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<td>13423</td>
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<td>13424</td>
<td>Cannot use 'Run Selected Process' on this process</td>
</tr>
<tr>
<td>13501</td>
<td>Sample process internal error.</td>
</tr>
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## Unica Campaign error codes

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<tr>
<td>13504</td>
<td>Sample process cell locking error.</td>
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<td>13505</td>
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<td>Sample process locking version table error.</td>
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<td>Sample process getting source cell error.</td>
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<td>13513</td>
<td>No source cell is chosen.</td>
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<td>No ordering field is chosen.</td>
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<td>Unknown parameter for Sample Process.</td>
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<td>Invalid parameter value for Sample Process.</td>
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<td>13518</td>
<td>Sample name not specified.</td>
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<td>Invalid sample name.</td>
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<td>Sample size not specified.</td>
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<td>13601</td>
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<td>13602</td>
<td>GIO open error.</td>
</tr>
<tr>
<td>13603</td>
<td>The named trigger doesn't exist.</td>
</tr>
</tbody>
</table>

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<tbody>
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<td>Trigger name not specified</td>
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<td>13605</td>
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<td>13701</td>
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<td>Score process stopped by user.</td>
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<td>13706</td>
<td>Score process cell operation error.</td>
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<td>Number of models can't be zero.</td>
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<td>13724</td>
<td>The external model (rtm) file is incompatible with current SCORE configuration.</td>
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<td>13726</td>
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<td>14105</td>
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<td>EvalOpt process table locking error.</td>
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<td>No responder cell is chosen.</td>
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<td>14112</td>
<td>No non-responder cell is chosen.</td>
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<td>14113</td>
<td>No responder field is chosen.</td>
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<td>14114</td>
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<td>Unknown parameter for EvalOpt Process.</td>
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<tr>
<td>14116</td>
<td>Set number not specified.</td>
</tr>
<tr>
<td>14117</td>
<td>Set number out of range.</td>
</tr>
<tr>
<td>14118</td>
<td>Set name is empty.</td>
</tr>
<tr>
<td>14119</td>
<td>Not supported options.</td>
</tr>
<tr>
<td>14120</td>
<td>Command not allowed in Reader mode</td>
</tr>
<tr>
<td>14202</td>
<td>PopulateSegment internal error.</td>
</tr>
<tr>
<td>14203</td>
<td>PopulateSegment cell locking error.</td>
</tr>
<tr>
<td>14204</td>
<td>PopulateSegment process unknown function tag.</td>
</tr>
<tr>
<td>14205</td>
<td>No input is selected.</td>
</tr>
<tr>
<td>14206</td>
<td>Segment name not unique within the specified folder.</td>
</tr>
<tr>
<td>14207</td>
<td>Segment name is not specified.</td>
</tr>
<tr>
<td>14208</td>
<td>Invalid segment name.</td>
</tr>
<tr>
<td>14209</td>
<td>Invalid security policy.</td>
</tr>
<tr>
<td>14210</td>
<td>Security policy not specified.</td>
</tr>
<tr>
<td>Code</td>
<td>Error Description</td>
</tr>
<tr>
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<td>-------------------------------------------------</td>
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<tr>
<td>14301</td>
<td>TestOpt process internal error.</td>
</tr>
<tr>
<td>14303</td>
<td>TestOpt process connecting from process error.</td>
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<td>14304</td>
<td>TestOpt process cell locking error.</td>
</tr>
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<td>14305</td>
<td>TestOpt process stopped by user.</td>
</tr>
<tr>
<td>14306</td>
<td>TestOpt process cell operation error.</td>
</tr>
<tr>
<td>14307</td>
<td>TestOpt process table locking error.</td>
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<tr>
<td>14308</td>
<td>No source cell is selected.</td>
</tr>
<tr>
<td>14309</td>
<td>Number of tests to be optimized is zero.</td>
</tr>
<tr>
<td>14310</td>
<td>One of the financials is not configured.</td>
</tr>
<tr>
<td>14317</td>
<td>Report locking error.</td>
</tr>
<tr>
<td>14319</td>
<td>Error to get selected field index.</td>
</tr>
<tr>
<td>14320</td>
<td>Probability field value exceeds 1.0.</td>
</tr>
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<td>14321</td>
<td>Invalid field.</td>
</tr>
<tr>
<td>14322</td>
<td>No probability field is selected.</td>
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<td>No treatment is chosen.</td>
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<td>14324</td>
<td>Command not allowed in Reader mode</td>
</tr>
<tr>
<td>14501</td>
<td>Custom macros internal error.</td>
</tr>
<tr>
<td>14502</td>
<td>The Custom Macro expression type is not specified.</td>
</tr>
<tr>
<td>14503</td>
<td>The custom macro name is empty.</td>
</tr>
<tr>
<td>14504</td>
<td>The Custom Macro expression is missing.</td>
</tr>
<tr>
<td>14505</td>
<td>Custom Macro unknown function tag.</td>
</tr>
<tr>
<td>Code</td>
<td>Error Description</td>
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<td>-----------------------------------------------------------------------------------</td>
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<tr>
<td>14701</td>
<td>Stored field internal error.</td>
</tr>
<tr>
<td>14703</td>
<td>No variable name is specified.</td>
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<td>14704</td>
<td>No expression is specified.</td>
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<td>14705</td>
<td>There is already a stored derived field of the same name.</td>
</tr>
<tr>
<td>14706</td>
<td>Stored field unknown function tag.</td>
</tr>
<tr>
<td>14901</td>
<td>List box selection error</td>
</tr>
<tr>
<td>14902</td>
<td>Too many items selected</td>
</tr>
<tr>
<td>14903</td>
<td>No items selected</td>
</tr>
<tr>
<td>14905</td>
<td>Selection not found</td>
</tr>
<tr>
<td>14906</td>
<td>Unrecognized tree view operation</td>
</tr>
<tr>
<td>14907</td>
<td>No cost information selected</td>
</tr>
<tr>
<td>14908</td>
<td>Dialog initialization error</td>
</tr>
<tr>
<td>14909</td>
<td>Specified cell name (process name + output cell name) is too long</td>
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<tr>
<td>14912</td>
<td>Creative ID may only contain alphanumerics and underscore</td>
</tr>
<tr>
<td>14913</td>
<td>Output Cell Names not unique.</td>
</tr>
<tr>
<td>14914</td>
<td>Overwrite current info?</td>
</tr>
<tr>
<td>15101</td>
<td>Dialog initialization error</td>
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<tr>
<td>15201</td>
<td>List box selection error</td>
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<tr>
<td>15202</td>
<td>Dialog initialization error</td>
</tr>
<tr>
<td>15203</td>
<td>Specified cell name (process name + output cell name) is too long</td>
</tr>
<tr>
<td>15204</td>
<td>Invalid cell size limit.</td>
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<tr>
<td>Code</td>
<td>Error Description</td>
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<td>-----------------------------------------------------------------------</td>
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<td>15301</td>
<td>Dialog initialization error</td>
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<tr>
<td>15501</td>
<td>String not found</td>
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<tr>
<td>15502</td>
<td>Minimum rate &gt; maximum rate</td>
</tr>
<tr>
<td>15503</td>
<td>Dialog initialization error</td>
</tr>
<tr>
<td>15504</td>
<td>Invalid output cell name</td>
</tr>
<tr>
<td>15701</td>
<td>Dialog initialization error</td>
</tr>
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<td>15702</td>
<td>Specified cell name (process name + output cell name) is too long</td>
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<td>15801</td>
<td>Selected string not found</td>
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<td>15802</td>
<td>Tree expansion error</td>
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<td>15803</td>
<td>Dialog initialization error</td>
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<td>15804</td>
<td>Segment name not specified</td>
</tr>
<tr>
<td>15805</td>
<td>Segment names can not be specified</td>
</tr>
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<td>Selected string not found</td>
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<td>15903</td>
<td>Dialog initialization error</td>
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<td>15904</td>
<td>Specified cell name (process name + output cell name) is too long</td>
</tr>
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<td>15905</td>
<td>List box selection error</td>
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<tr>
<td>15906</td>
<td>Invalid cell/record size limit.</td>
</tr>
<tr>
<td>15907</td>
<td>Existing expression based on tables and fields will be lost.</td>
</tr>
<tr>
<td>15908</td>
<td>Existing criteria based on dimension hierarchy will be lost.</td>
</tr>
<tr>
<td>16001</td>
<td>Dialog initialization error</td>
</tr>
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<td>16002</td>
<td>No list box selection found</td>
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<td>Code</td>
<td>Error Description</td>
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<tr>
<td>16051</td>
<td>Stored trigger internal error.</td>
</tr>
<tr>
<td>16053</td>
<td>The trigger name is empty.</td>
</tr>
<tr>
<td>16054</td>
<td>The trigger command is empty.</td>
</tr>
<tr>
<td>16055</td>
<td>There is already a trigger defined under the same name.</td>
</tr>
<tr>
<td>16056</td>
<td>Stored trigger unknown function tag.</td>
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<td>16101</td>
<td>Selection error</td>
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<td>16102</td>
<td>Multiple selection error</td>
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<tr>
<td>16103</td>
<td>No items selected</td>
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<td>16104</td>
<td>Selection style error</td>
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<td>16105</td>
<td>Selection not found</td>
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<tr>
<td>16106</td>
<td>Dialog initialization error</td>
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<tr>
<td>16201</td>
<td>Dialog initialization error</td>
</tr>
<tr>
<td>16202</td>
<td>ListBox selection error</td>
</tr>
<tr>
<td>16203</td>
<td>Specified cell name (process name + output cell name) is too long</td>
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<td>16302</td>
<td>Source table is not yet mapped.</td>
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<tr>
<td>16303</td>
<td>DimensionInfo Internal Error: Unknown Function.</td>
</tr>
<tr>
<td>16304</td>
<td>DimensionInfo Internal Error.</td>
</tr>
<tr>
<td>16305</td>
<td>Illegal number of levels.</td>
</tr>
<tr>
<td>16306</td>
<td>Required field missing in source table. It needs to be remapped.</td>
</tr>
<tr>
<td>16400</td>
<td>No data base source defined</td>
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<tr>
<td>16401</td>
<td>No table selected</td>
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<tr>
<td>Code</td>
<td>Error Description</td>
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<tr>
<td>16402</td>
<td>Internal Error: no table manager</td>
</tr>
<tr>
<td>16403</td>
<td>Bad Unica Campaign Table index</td>
</tr>
<tr>
<td>16404</td>
<td>Internal Error</td>
</tr>
<tr>
<td>16405</td>
<td>Internal Error: New Table Unknown function</td>
</tr>
<tr>
<td>16406</td>
<td>No file name specified</td>
</tr>
<tr>
<td>16407</td>
<td>No data dictionary specified</td>
</tr>
<tr>
<td>16408</td>
<td>The selected table has no defined fields</td>
</tr>
<tr>
<td>16409</td>
<td>Internal Error: No table created</td>
</tr>
<tr>
<td>16410</td>
<td>No name specified for new table</td>
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<tr>
<td>16411</td>
<td>Need a user name and password for the database</td>
</tr>
<tr>
<td>16412</td>
<td>The database type is not currently supported</td>
</tr>
<tr>
<td>16413</td>
<td>Table is not a base table -- no relations allowed</td>
</tr>
<tr>
<td>16414</td>
<td>Bad field index</td>
</tr>
<tr>
<td>16415</td>
<td>Record table ID not specified</td>
</tr>
<tr>
<td>16416</td>
<td>Internal Error: No dimension table with this name</td>
</tr>
<tr>
<td>16417</td>
<td>Table is not a dimension or general table</td>
</tr>
<tr>
<td>16418</td>
<td>Internal Error: No base table with this name</td>
</tr>
<tr>
<td>16419</td>
<td>Entry point not valid for this operation</td>
</tr>
<tr>
<td>16420</td>
<td>Mapping to an existing table not valid for this operation</td>
</tr>
<tr>
<td>16421</td>
<td>Error creating new Flat File</td>
</tr>
<tr>
<td>16422</td>
<td>Error - no file/table option selected</td>
</tr>
</tbody>
</table>

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<table>
<thead>
<tr>
<th>Code</th>
<th>Error Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>16423</td>
<td>Error - no database selected</td>
</tr>
<tr>
<td>16424</td>
<td>Error - table selected is invalid</td>
</tr>
<tr>
<td>16425</td>
<td>Error - bad key field index</td>
</tr>
<tr>
<td>16426</td>
<td>Error - blank key field name</td>
</tr>
<tr>
<td>16427</td>
<td>Error - Table Name is duplicate or invalid</td>
</tr>
<tr>
<td>16428</td>
<td>Field name must begin with a letter and may only contain alphanumerics and underscore</td>
</tr>
<tr>
<td>16429</td>
<td>Dimension table ID not specified</td>
</tr>
<tr>
<td>16430</td>
<td>Duplicate field names specified</td>
</tr>
<tr>
<td>16431</td>
<td>Table name must begin with a letter and may only contain alphanumerics and underscore</td>
</tr>
<tr>
<td>16432</td>
<td>Error - Dimension Name is duplicate or invalid</td>
</tr>
<tr>
<td>16433</td>
<td>Error - Folder not found</td>
</tr>
<tr>
<td>16501</td>
<td>Derived field internal error.</td>
</tr>
<tr>
<td>16503</td>
<td>Derived field unknown function tag error.</td>
</tr>
<tr>
<td>16504</td>
<td>Derived field not exist.</td>
</tr>
<tr>
<td>16505</td>
<td>Derived field report locking error.</td>
</tr>
<tr>
<td>16506</td>
<td>Derived field table locking error.</td>
</tr>
<tr>
<td>16507</td>
<td>Derived field cell locking error.</td>
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<tr>
<td>16508</td>
<td>Derived field already exists.</td>
</tr>
<tr>
<td>16509</td>
<td>Derived field getting all field information error.</td>
</tr>
<tr>
<td>16601</td>
<td>Internal Error.</td>
</tr>
</tbody>
</table>

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<table>
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<tr>
<th>Code</th>
<th>Error Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>16603</td>
<td>The authorized process's schedule period has expired.</td>
</tr>
<tr>
<td>16701</td>
<td>Selected string not found</td>
</tr>
<tr>
<td>16702</td>
<td>Parent window not found</td>
</tr>
<tr>
<td>16703</td>
<td>Filename not specified</td>
</tr>
<tr>
<td>16704</td>
<td>No fields selected</td>
</tr>
<tr>
<td>16705</td>
<td>Dialog initialization error</td>
</tr>
<tr>
<td>16706</td>
<td>Specified Source File does not exist</td>
</tr>
<tr>
<td>16707</td>
<td>Remapping system table - are you sure?</td>
</tr>
<tr>
<td>16708</td>
<td>Overwrite old definition?</td>
</tr>
<tr>
<td>16709</td>
<td>Syntax check OK</td>
</tr>
<tr>
<td>16710</td>
<td>Discard changes to current expression?</td>
</tr>
<tr>
<td>16711</td>
<td>Specified Dictionary File does not exist</td>
</tr>
<tr>
<td>16712</td>
<td>Derived variable name not specified</td>
</tr>
<tr>
<td>16713</td>
<td>Query name not specified</td>
</tr>
<tr>
<td>16714</td>
<td>Trigger name not specified</td>
</tr>
<tr>
<td>16715</td>
<td>No field selected</td>
</tr>
<tr>
<td>16716</td>
<td>Illegal field name</td>
</tr>
<tr>
<td>16717</td>
<td>Invalid name: name must begin with a letter and must contain only alphanumerics or '_.'</td>
</tr>
<tr>
<td>16718</td>
<td>Remove entry?</td>
</tr>
<tr>
<td>16719</td>
<td>Remove folder? All folder information (sub-folders etc.) will be lost.</td>
</tr>
<tr>
<td>Code</td>
<td>Error Description</td>
</tr>
<tr>
<td>----------</td>
<td>-----------------------------------------------------------------------</td>
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<tr>
<td>16720</td>
<td>Name not specified</td>
</tr>
<tr>
<td>16721</td>
<td>Invalid Data Dictionary file. It may be a directory.</td>
</tr>
<tr>
<td>16722</td>
<td>Data Dictionary file exists. Do you want to overwrite it?</td>
</tr>
<tr>
<td>16723</td>
<td>File Not Found</td>
</tr>
<tr>
<td>16724</td>
<td>Overwrite Existing File?</td>
</tr>
<tr>
<td>16725</td>
<td>Audience level not specified</td>
</tr>
<tr>
<td>16726</td>
<td>Audience ID Field(s) not specified</td>
</tr>
<tr>
<td>16727</td>
<td>Duplicate Audience ID Fields</td>
</tr>
<tr>
<td>16728</td>
<td>Invalid run state - operation will be terminated</td>
</tr>
<tr>
<td>16729</td>
<td>No table(s) selected</td>
</tr>
<tr>
<td>16730</td>
<td>No cell(s) selected</td>
</tr>
<tr>
<td>16731</td>
<td>Selected tables have different audience levels</td>
</tr>
<tr>
<td>16732</td>
<td>Selected cells have different audience levels</td>
</tr>
<tr>
<td>16733</td>
<td>Audience level is already defined as the table's primary audience</td>
</tr>
<tr>
<td>16734</td>
<td>Audience level is already defined for this table</td>
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<tr>
<td>16735</td>
<td>Base Table's related fields not compatible with Dimension Table's key fields</td>
</tr>
<tr>
<td>16736</td>
<td>The file path length has exceeded the allowed limit</td>
</tr>
<tr>
<td>16737</td>
<td>No fields are checked</td>
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<tr>
<td>16738</td>
<td>Table or field name not specified</td>
</tr>
<tr>
<td>16739</td>
<td>Derived variable name conflicts with Unica Campaign Generated Field</td>
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<tr>
<td>16740</td>
<td>Required value missing</td>
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<td>Error Description</td>
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<td>----------------------------------------------------------------------------------</td>
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<tr>
<td>16741</td>
<td>Unable to translate existing expression for Point &amp; Click mode. Restart with empty expression?</td>
</tr>
<tr>
<td>16742</td>
<td>Unable to translate expression for Point &amp; Click mode. Switch to Text Builder mode?</td>
</tr>
<tr>
<td>16743</td>
<td>Current expression is not valid. Switch to Text Builder mode anyway?</td>
</tr>
<tr>
<td>16744</td>
<td>Tree expansion error</td>
</tr>
<tr>
<td>16745</td>
<td>Folder already exists.</td>
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<tr>
<td>16746</td>
<td>About to execute trigger command. Are you sure?</td>
</tr>
<tr>
<td>16747</td>
<td>Derived variable name conflicts with an existing Persistent Derived Field</td>
</tr>
<tr>
<td>16748</td>
<td>No delimiter is specified.</td>
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<tr>
<td>16750</td>
<td>No derived variable name has been specified.</td>
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<tr>
<td>16751</td>
<td>Selected segments have different audience levels</td>
</tr>
<tr>
<td>16752</td>
<td>Illegal field name. User Variable values may only be set in a Select process</td>
</tr>
<tr>
<td>16753</td>
<td>The full name is too long.</td>
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<tr>
<td>16754</td>
<td>An administrator must define at least one audience level before a new table can be created.</td>
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<tr>
<td>16755</td>
<td>Remap of Optimized List table is not permitted.</td>
</tr>
<tr>
<td>16756</td>
<td>Audience ID Field not compatible: type mismatch.</td>
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<tr>
<td>16757</td>
<td>Output cell name is too long.</td>
</tr>
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<td>Process name is too long.</td>
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<td>16759</td>
<td>Output cell name is empty.</td>
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<td>Security policy not specified.</td>
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<tr>
<td>16761</td>
<td>Security policy is restored to the original policy.</td>
</tr>
<tr>
<td>16762</td>
<td>Start or end date missing.</td>
</tr>
<tr>
<td>16763</td>
<td>Invalid date specification.</td>
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<tr>
<td>16764</td>
<td>No dates selected.</td>
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<tr>
<td>16765</td>
<td>End date cannot be earlier than start date.</td>
</tr>
<tr>
<td>16769</td>
<td>Data Packaging internal error.</td>
</tr>
<tr>
<td>16770</td>
<td>Package name not specified.</td>
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<tr>
<td>16771</td>
<td>View Log permission is required to access log entries.</td>
</tr>
<tr>
<td>16772</td>
<td>Dictionary file name cannot be the same as data file name.</td>
</tr>
<tr>
<td>16773</td>
<td>Data Package folder already exists. Existing content within that folder will be deleted.</td>
</tr>
<tr>
<td>16901</td>
<td>Stored template internal error.</td>
</tr>
<tr>
<td>16903</td>
<td>The template name is empty.</td>
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<tr>
<td>16906</td>
<td>Stored template unknown function tag.</td>
</tr>
<tr>
<td>16908</td>
<td>Templates directory does not exist.</td>
</tr>
<tr>
<td>16909</td>
<td>Templates directory is invalid.</td>
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<tr>
<td>16910</td>
<td>There is already a stored template of the same name.</td>
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<td>Stored catalog internal error.</td>
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<td>The catalog name is empty.</td>
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<td>17006</td>
<td>Stored catalog unknown function tag.</td>
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<tr>
<td>17008</td>
<td>Catalogs directory does not exist.</td>
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<tr>
<td>Code</td>
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<td>------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>17009</td>
<td>Catalogs directory is invalid.</td>
</tr>
<tr>
<td>17012</td>
<td>The catalog file extension is invalid. Only 'cat' and 'xml' are allowed.</td>
</tr>
<tr>
<td>17013</td>
<td>Target catalog file extension is not same as original.</td>
</tr>
<tr>
<td>17014</td>
<td>Unica Campaign Data Folder Identifier is empty.</td>
</tr>
<tr>
<td>17015</td>
<td>Unica Campaign Data Folder Path is empty.</td>
</tr>
<tr>
<td>17016</td>
<td>Duplicate Identifiers in Unica Campaign Data Folders.</td>
</tr>
<tr>
<td>17017</td>
<td>There is already a stored catalog of the same name.</td>
</tr>
<tr>
<td>17018</td>
<td>Catalog name conflicts with an existing catalog on another security policy. Please choose a different name.</td>
</tr>
<tr>
<td>17101</td>
<td>Group process internal error.</td>
</tr>
<tr>
<td>17102</td>
<td>No input is selected.</td>
</tr>
<tr>
<td>17103</td>
<td>No audience is chosen.</td>
</tr>
<tr>
<td>17104</td>
<td>No query string.</td>
</tr>
<tr>
<td>17105</td>
<td>No filter query string.</td>
</tr>
<tr>
<td>17106</td>
<td>No based-on function is chosen.</td>
</tr>
<tr>
<td>17107</td>
<td>No based-on field is chosen.</td>
</tr>
<tr>
<td>17108</td>
<td>No level is selected.</td>
</tr>
<tr>
<td>17109</td>
<td>No count operator is chosen.</td>
</tr>
<tr>
<td>17110</td>
<td>Group process cell locking error.</td>
</tr>
<tr>
<td>17112</td>
<td>Group process unknown function tag.</td>
</tr>
<tr>
<td>17113</td>
<td>Group process report locking error.</td>
</tr>
<tr>
<td>Code</td>
<td>Error Description</td>
</tr>
<tr>
<td>--------</td>
<td>-----------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>17114</td>
<td>The chosen audience is not in the selected table.</td>
</tr>
<tr>
<td>17115</td>
<td>An invalid audience level is chosen.</td>
</tr>
<tr>
<td>17116</td>
<td>Unknown parameter for Audience Process.</td>
</tr>
<tr>
<td>17117</td>
<td>Command not allowed in Reader mode</td>
</tr>
<tr>
<td>17201</td>
<td>List box selection error</td>
</tr>
<tr>
<td>17202</td>
<td>Dialog initialization error</td>
</tr>
<tr>
<td>17203</td>
<td>Tree expansion error</td>
</tr>
<tr>
<td>17204</td>
<td>Combo box insertion error</td>
</tr>
<tr>
<td>17205</td>
<td>Invalid cell size limit.</td>
</tr>
<tr>
<td>17302</td>
<td>Optimize process internal error</td>
</tr>
<tr>
<td>17303</td>
<td>Optimize process cell locking error</td>
</tr>
<tr>
<td>17304</td>
<td>Optimize process table locking error</td>
</tr>
<tr>
<td>17306</td>
<td>Optimize process unknown function tag error.</td>
</tr>
<tr>
<td>17307</td>
<td>Optimize process report locking error</td>
</tr>
<tr>
<td>17308</td>
<td>No input is selected.</td>
</tr>
<tr>
<td>17309</td>
<td>No fields are selected for export.</td>
</tr>
<tr>
<td>17310</td>
<td>Invalid field name.</td>
</tr>
<tr>
<td>17311</td>
<td>String conversion error.</td>
</tr>
<tr>
<td>17312</td>
<td>Selected input cells have different audience levels.</td>
</tr>
<tr>
<td>17313</td>
<td>Empty or Duplicate Cell Codes.</td>
</tr>
<tr>
<td>17314</td>
<td>Proposed contact table is not defined in selected ACO session.</td>
</tr>
</tbody>
</table>
## Unica Campaign error codes

<table>
<thead>
<tr>
<th>Code</th>
<th>Error Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>17315</td>
<td>DB source is not defined in selected UO session.</td>
</tr>
<tr>
<td>17316</td>
<td>Required field is missing from proposed contact table.</td>
</tr>
<tr>
<td>17317</td>
<td>Selected UO session is currently running.</td>
</tr>
<tr>
<td>17318</td>
<td>Database authentication required.</td>
</tr>
<tr>
<td>17319</td>
<td>No UO session is selected.</td>
</tr>
<tr>
<td>17321</td>
<td>Contact Date is invalid.</td>
</tr>
<tr>
<td>17322</td>
<td>Contact Date is expired.</td>
</tr>
<tr>
<td>17323</td>
<td>Command not allowed in Reader mode</td>
</tr>
<tr>
<td>17324</td>
<td>Selected offer not found.</td>
</tr>
<tr>
<td>17325</td>
<td>Channel not found for selected offer.</td>
</tr>
<tr>
<td>17326</td>
<td>Cell is missing offer assignment.</td>
</tr>
<tr>
<td>17327</td>
<td>Internal Error: Offer is missing.</td>
</tr>
<tr>
<td>17328</td>
<td>Internal Error: Channel is missing.</td>
</tr>
<tr>
<td>17329</td>
<td>Score field is not specified.</td>
</tr>
<tr>
<td>17330</td>
<td>Missing or retired Offer or Offer List detected.</td>
</tr>
<tr>
<td>17331</td>
<td>Tried to run flowchart while associated UO session was running.</td>
</tr>
<tr>
<td>17332</td>
<td>Failed while trying to write to the proposed attribute table.</td>
</tr>
<tr>
<td>17333</td>
<td>One or more export field is unmapped.</td>
</tr>
<tr>
<td>17334</td>
<td>Tried to delete optimize process box while associated UO session was running.</td>
</tr>
<tr>
<td>17351</td>
<td>Selection error</td>
</tr>
<tr>
<td>Code</td>
<td>Error Description</td>
</tr>
<tr>
<td>--------</td>
<td>------------------------------------------------------------</td>
</tr>
<tr>
<td>17352</td>
<td>Selection not found</td>
</tr>
<tr>
<td>17402</td>
<td>CreateSeg process internal error.</td>
</tr>
<tr>
<td>17403</td>
<td>CreateSeg process cell locking error.</td>
</tr>
<tr>
<td>17404</td>
<td>CreateSeg process unknown function tag.</td>
</tr>
<tr>
<td>17405</td>
<td>No input is selected.</td>
</tr>
<tr>
<td>17406</td>
<td>Segment name not unique within the specified folder.</td>
</tr>
<tr>
<td>17407</td>
<td>Segment name not specified.</td>
</tr>
<tr>
<td>17408</td>
<td>Invalid segment name.</td>
</tr>
<tr>
<td>17409</td>
<td>Invalid security policy.</td>
</tr>
<tr>
<td>17410</td>
<td>Security policy not specified.</td>
</tr>
<tr>
<td>17411</td>
<td>Selected input cells have different audience levels.</td>
</tr>
<tr>
<td>17412</td>
<td>Bin file creation is OFF and No Temp Table DS is specified.</td>
</tr>
<tr>
<td>17413</td>
<td>Invalid Data Source Name for Segment Temp Tables</td>
</tr>
<tr>
<td>17452</td>
<td>Segment name not specified</td>
</tr>
<tr>
<td>17502</td>
<td>Internal error.</td>
</tr>
<tr>
<td>17503</td>
<td>Cell locking error</td>
</tr>
<tr>
<td>17504</td>
<td>Table locking error</td>
</tr>
<tr>
<td>17505</td>
<td>Unknown function tag error</td>
</tr>
<tr>
<td>17507</td>
<td>Report locking error</td>
</tr>
<tr>
<td>17509</td>
<td>No input is selected.</td>
</tr>
<tr>
<td>17510</td>
<td>Fulfillment page: No export table is selected.</td>
</tr>
<tr>
<td>Code</td>
<td>Error Description</td>
</tr>
<tr>
<td>--------</td>
<td>--------------------------------------------------------</td>
</tr>
<tr>
<td>17511</td>
<td>Personalization page: No export fields are chosen.</td>
</tr>
<tr>
<td>17512</td>
<td>Log page: No table is chosen to log contacts.</td>
</tr>
<tr>
<td>17513</td>
<td>Log page: No fields are chosen to log contacts.</td>
</tr>
<tr>
<td>17514</td>
<td>Getting cell field information error.</td>
</tr>
<tr>
<td>17515</td>
<td>No trigger is specified.</td>
</tr>
<tr>
<td>17516</td>
<td>Personalization page: no sort field is chosen.</td>
</tr>
<tr>
<td>17518</td>
<td>Invalid field name.</td>
</tr>
<tr>
<td>17519</td>
<td>Double to string conversion error.</td>
</tr>
<tr>
<td>17521</td>
<td>Fulfillment page: No export file is chosen.</td>
</tr>
<tr>
<td>17522</td>
<td>Contact list page: No delimiter is specified.</td>
</tr>
<tr>
<td>17523</td>
<td>Fulfillment page: No export dictionary file is chosen.</td>
</tr>
<tr>
<td>17524</td>
<td>Log page: No file is chosen to log contacts.</td>
</tr>
<tr>
<td>17525</td>
<td>Log page: No delimiter is specified for contacts.</td>
</tr>
<tr>
<td>17526</td>
<td>Log page: No dictionary file is specified for contacts.</td>
</tr>
<tr>
<td>17527</td>
<td>Fulfillment Page: Selected Data Export Filename contains Invalid Path</td>
</tr>
<tr>
<td>17528</td>
<td>Fulfillment Page: Selected Data Dictionary for Export File contains an Invalid Path.</td>
</tr>
<tr>
<td>17529</td>
<td>Personalization Page: No skip duplicate field is chosen.</td>
</tr>
<tr>
<td>17530</td>
<td>Fulfillment Page: Update Records require a base table with audience same as input.</td>
</tr>
<tr>
<td>17531</td>
<td>Log Page Contact: Update Records require a base table with audience same as input.</td>
</tr>
<tr>
<td>Code</td>
<td>Error Description</td>
</tr>
<tr>
<td>--------</td>
<td>-----------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>17532</td>
<td>Selected input cells have different audience levels.</td>
</tr>
<tr>
<td>17533</td>
<td>Empty or Duplicate Cell Codes.</td>
</tr>
<tr>
<td>17534</td>
<td>Log page: No skip duplicate field is chosen.</td>
</tr>
<tr>
<td>17535</td>
<td>Fulfillment page: Selected Data Dictionary File does not exist.</td>
</tr>
<tr>
<td>17538</td>
<td>Offer codes are not unique.</td>
</tr>
<tr>
<td>17539</td>
<td>Command not allowed in Reader mode</td>
</tr>
<tr>
<td>17540</td>
<td>Invalid Offer ID in eMessage Document</td>
</tr>
<tr>
<td>17541</td>
<td>Empty audience level.</td>
</tr>
<tr>
<td>17542</td>
<td>No offers are selected.</td>
</tr>
<tr>
<td>17544</td>
<td>Cell is missing offer assignment.</td>
</tr>
<tr>
<td>17549</td>
<td>Error returned from eMessage server during run.</td>
</tr>
<tr>
<td>17550</td>
<td>Internal error: unknown eMessage status.</td>
</tr>
<tr>
<td>17552</td>
<td>List box selection error</td>
</tr>
<tr>
<td>17553</td>
<td>Selection not found</td>
</tr>
<tr>
<td>17554</td>
<td>Offer name or code is empty.</td>
</tr>
<tr>
<td>17555</td>
<td>The specified records are cleared from Contact History, Detailed Contact History, and Treatment tables.</td>
</tr>
<tr>
<td>17557</td>
<td>You are about to permanently delete ALL contact history entries ever created by this process. Are you sure you want to continue?</td>
</tr>
<tr>
<td>17558</td>
<td>Invalid expiration duration specified.</td>
</tr>
<tr>
<td>17559</td>
<td>Document settings updated from eMessage server.</td>
</tr>
<tr>
<td>17560</td>
<td>Duplicate tracking codes not allowed.</td>
</tr>
<tr>
<td>Code</td>
<td>Error Description</td>
</tr>
<tr>
<td>--------</td>
<td>-----------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>17561</td>
<td>Cannot determine tracking audience level.</td>
</tr>
<tr>
<td>17562</td>
<td>Invalid number of contacts</td>
</tr>
<tr>
<td>17563</td>
<td>Invalid number of responses</td>
</tr>
<tr>
<td>17564</td>
<td>Invalid or missing start/end date</td>
</tr>
<tr>
<td>17565</td>
<td>Start date is later than end date</td>
</tr>
<tr>
<td>17566</td>
<td>You are about to permanently delete the selected contact history entries created by this process. Are you sure you want to continue?</td>
</tr>
<tr>
<td>17567</td>
<td>There are no contact history entries created by this process.</td>
</tr>
<tr>
<td>17568</td>
<td>Records for this process are cleared from Contact History, Detailed Contact History tables, and Treatment tables.</td>
</tr>
<tr>
<td>17570</td>
<td>Missing field assignment for document PF.</td>
</tr>
<tr>
<td>17571</td>
<td>Missing field assignment for offer parameter.</td>
</tr>
<tr>
<td>17572</td>
<td>Missing field assignment for tracking field.</td>
</tr>
<tr>
<td>17573</td>
<td>eMessage directory is invalid.</td>
</tr>
<tr>
<td>17574</td>
<td>Missing field assignment for content type.</td>
</tr>
<tr>
<td>17575</td>
<td>eMessage is still completing the last operation. Please try again later.</td>
</tr>
<tr>
<td>17576</td>
<td>No eMessage document selected.</td>
</tr>
<tr>
<td>17577</td>
<td>Unknown parameter.</td>
</tr>
<tr>
<td>17578</td>
<td>Invalid parameter.</td>
</tr>
<tr>
<td>17579</td>
<td>DOM creation error.</td>
</tr>
<tr>
<td>17580</td>
<td>Multiple cells selected. Assignment rule will apply to all selected cells.</td>
</tr>
<tr>
<td>17581</td>
<td>Internal Error: Offer is missing.</td>
</tr>
<tr>
<td>Code</td>
<td>Error Description</td>
</tr>
<tr>
<td>-------</td>
<td>----------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>17582</td>
<td>Internal Error: Channel is missing.</td>
</tr>
<tr>
<td>17583</td>
<td>Contact History is tracked at a different audience level. All audience ID fields must be specified.</td>
</tr>
<tr>
<td>17584</td>
<td>No output queue selected.</td>
</tr>
<tr>
<td>17585</td>
<td>Output queue not found.</td>
</tr>
<tr>
<td>17586</td>
<td>Required field not found in output queue.</td>
</tr>
<tr>
<td>17587</td>
<td>Log page: Contact History Table is not yet defined for this audience level.</td>
</tr>
<tr>
<td>17588</td>
<td>Output page advanced settings: Contact History Table is not yet defined for this audience level.</td>
</tr>
<tr>
<td>17589</td>
<td>Output page advanced settings: Response History Table is not yet defined for this audience level.</td>
</tr>
<tr>
<td>17590</td>
<td>A new offer parameter name has been added to one of the offer URLs since the process box was configured. You must map a field to this offer parameter before you can begin the run.</td>
</tr>
<tr>
<td>17591</td>
<td>The process box needs to be reconfigured due to a Personalization Field change in the eMessage document.</td>
</tr>
<tr>
<td>17592</td>
<td>Missing or retired Offer or Offer List detected.</td>
</tr>
<tr>
<td>17593</td>
<td>Assigned Offer List does not contain any offers.</td>
</tr>
<tr>
<td>17595</td>
<td>Cannot clear contact history. Response history exists for the selected treatments.</td>
</tr>
<tr>
<td>17596</td>
<td>No contact history records found.</td>
</tr>
<tr>
<td>17597</td>
<td>Contact history exists for current run. History must be cleared before starting branch or process run.</td>
</tr>
<tr>
<td>17599</td>
<td>Specified contact status code is not defined in the system.</td>
</tr>
<tr>
<td>17600</td>
<td>Duplicate field names. Output table cannot be created.</td>
</tr>
<tr>
<td>Code</td>
<td>Error Description</td>
</tr>
<tr>
<td>--------</td>
<td>-----------------------------------------------------------------</td>
</tr>
<tr>
<td>17602</td>
<td>Response process internal error.</td>
</tr>
<tr>
<td>17603</td>
<td>Response process cell locking error.</td>
</tr>
<tr>
<td>17604</td>
<td>Response process table locking error.</td>
</tr>
<tr>
<td>17605</td>
<td>Response process unknown function tag error.</td>
</tr>
<tr>
<td>17607</td>
<td>Response process report locking error.</td>
</tr>
<tr>
<td>17608</td>
<td>Response process getting cell field information error.</td>
</tr>
<tr>
<td>17611</td>
<td>Double to string conversion error.</td>
</tr>
<tr>
<td>17613</td>
<td>Empty audience level.</td>
</tr>
<tr>
<td>17614</td>
<td>No input is selected.</td>
</tr>
<tr>
<td>17615</td>
<td>Selected input cells have different audience levels.</td>
</tr>
<tr>
<td>17616</td>
<td>No offers selected.</td>
</tr>
<tr>
<td>17617</td>
<td>One or more offers are missing cell assignments.</td>
</tr>
<tr>
<td>17618</td>
<td>Offer Code Field is missing.</td>
</tr>
<tr>
<td>17620</td>
<td>Campaign Code Field is missing.</td>
</tr>
<tr>
<td>17621</td>
<td>Cell Code Field is missing.</td>
</tr>
<tr>
<td>17622</td>
<td>Channel Code Field is missing.</td>
</tr>
<tr>
<td>17623</td>
<td>Product ID Field is missing.</td>
</tr>
<tr>
<td>17624</td>
<td>No table is chosen to log for other destination.</td>
</tr>
<tr>
<td>17625</td>
<td>Update Records require a base table with audience same as tracking.</td>
</tr>
<tr>
<td>17626</td>
<td>No file is chosen to log for other destination.</td>
</tr>
<tr>
<td>17627</td>
<td>No delimiter is specified for logging to delimited file.</td>
</tr>
</tbody>
</table>

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<table>
<thead>
<tr>
<th>Code</th>
<th>Error Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>17628</td>
<td>No dictionary file is specified for logging.</td>
</tr>
<tr>
<td>17629</td>
<td>No fields are chosen to log for other destination.</td>
</tr>
<tr>
<td>17630</td>
<td>Invalid field name.</td>
</tr>
<tr>
<td>17631</td>
<td>Offer with selected response type is already added in this process.</td>
</tr>
<tr>
<td>17632</td>
<td>Response type(s) not specified.</td>
</tr>
<tr>
<td>17633</td>
<td>Response channel is not specified.</td>
</tr>
<tr>
<td>17634</td>
<td>Response date field is not a date type field.</td>
</tr>
<tr>
<td>17635</td>
<td>Response date value is not in the specified format.</td>
</tr>
<tr>
<td>17636</td>
<td>No offer is selected</td>
</tr>
<tr>
<td>17637</td>
<td>Internal Error: Offer not found.</td>
</tr>
<tr>
<td>17638</td>
<td>Internal Error: Contact channel not found.</td>
</tr>
<tr>
<td>17639</td>
<td>Internal Error: Campaign not found.</td>
</tr>
<tr>
<td>17640</td>
<td>Offer field must be specified to track all incoming responses.</td>
</tr>
<tr>
<td>17641</td>
<td>When tracking at a different audience level from the input cell, all audience ID fields must be specified under ‘Additional Fields’ in the Log tab.</td>
</tr>
<tr>
<td>17642</td>
<td>Default response type not found in the User Response Type Table</td>
</tr>
<tr>
<td>17643</td>
<td>Default contact status not found in the Contact Status Table</td>
</tr>
<tr>
<td>17644</td>
<td>No treatment mapping specified.</td>
</tr>
<tr>
<td>17651</td>
<td>List box selection error</td>
</tr>
<tr>
<td>17653</td>
<td>Response name is empty</td>
</tr>
<tr>
<td>17654</td>
<td>Records for this Process are cleared from Response History and Tracking tables.</td>
</tr>
<tr>
<td>Code</td>
<td>Error Description</td>
</tr>
<tr>
<td>-------</td>
<td>----------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>17655</td>
<td>About to clear Response History and Tracking table records for this Process. Are you sure?</td>
</tr>
<tr>
<td>17656</td>
<td>Response channel is not specified.</td>
</tr>
<tr>
<td>17657</td>
<td>Records for this Process are cleared from Contact History and Tracking tables.</td>
</tr>
<tr>
<td>17658</td>
<td>About to clear Contact History and Tracking table records for this Process. Are you sure?</td>
</tr>
<tr>
<td>17659</td>
<td>Contact History is tracked at a different audience level. All audience ID fields must be specified.</td>
</tr>
<tr>
<td>17702</td>
<td>Cube process internal error.</td>
</tr>
<tr>
<td>17703</td>
<td>Cube process cell locking error.</td>
</tr>
<tr>
<td>17704</td>
<td>Cube process unknown function tag.</td>
</tr>
<tr>
<td>17705</td>
<td>No input cell or segment.</td>
</tr>
<tr>
<td>17706</td>
<td>Segment name not unique.</td>
</tr>
<tr>
<td>17713</td>
<td>No output cube specified.</td>
</tr>
<tr>
<td>17714</td>
<td>Dimension no longer exists.</td>
</tr>
<tr>
<td>17715</td>
<td>Selected Segment is based on an unknown audience level.</td>
</tr>
<tr>
<td>17717</td>
<td>Report locking error.</td>
</tr>
<tr>
<td>17718</td>
<td>Invalid field name.</td>
</tr>
<tr>
<td>17752</td>
<td>Cube name is missing.</td>
</tr>
<tr>
<td>17753</td>
<td>There are no dimensions available.</td>
</tr>
<tr>
<td>17754</td>
<td>There are no dimensions specified for this cube.</td>
</tr>
<tr>
<td>17755</td>
<td>Invalid configuration: duplicate dimensions selected.</td>
</tr>
<tr>
<td>Code</td>
<td>Error Description</td>
</tr>
<tr>
<td>--------</td>
<td>--------------------------------------------------------</td>
</tr>
<tr>
<td>17800</td>
<td>Error formatting date for display.</td>
</tr>
<tr>
<td>17801</td>
<td>Error parsing user input date.</td>
</tr>
<tr>
<td>17802</td>
<td>Error formatting currency value for display.</td>
</tr>
<tr>
<td>17803</td>
<td>Error parsing user input currency value.</td>
</tr>
<tr>
<td>17804</td>
<td>Error formatting number for display.</td>
</tr>
<tr>
<td>17805</td>
<td>Error parsing user input number.</td>
</tr>
<tr>
<td>17806</td>
<td>Error formatting time for display.</td>
</tr>
<tr>
<td>17807</td>
<td>Client Stored List Internal Error.</td>
</tr>
<tr>
<td>17808</td>
<td>Error formatting datetime for display.</td>
</tr>
<tr>
<td>19000</td>
<td>Internal Error: Unknown function tag.</td>
</tr>
<tr>
<td>19001</td>
<td>Memory error</td>
</tr>
<tr>
<td>19002</td>
<td>DOM exception</td>
</tr>
<tr>
<td>19003</td>
<td>Pipe open error</td>
</tr>
<tr>
<td>19005</td>
<td>End date specified is earlier than start date</td>
</tr>
<tr>
<td>19006</td>
<td>Invalid Report name</td>
</tr>
<tr>
<td>19007</td>
<td>Invalid Attribute name</td>
</tr>
<tr>
<td>19010</td>
<td>Invalid character(s) were found in a Numeric Field.</td>
</tr>
<tr>
<td>19011</td>
<td>Segment is in use. Can not modify.</td>
</tr>
<tr>
<td>19013</td>
<td>Invalid cube specification</td>
</tr>
<tr>
<td>19014</td>
<td>Invalid Effective Date</td>
</tr>
<tr>
<td>19015</td>
<td>Invalid Expiration Date</td>
</tr>
<tr>
<td>Code</td>
<td>Error Description</td>
</tr>
<tr>
<td>--------</td>
<td>----------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>19016</td>
<td>Expiration Date specified is earlier than Effective Date</td>
</tr>
<tr>
<td>19018</td>
<td>Folder names must be unique within the same folder. The specified folder name already exists in this folder.</td>
</tr>
<tr>
<td>19019</td>
<td>Cannot remove folder: folder contents (files/subfolders) must first be removed.</td>
</tr>
<tr>
<td>19020</td>
<td>Folder contains in use segment(s). Can not move.</td>
</tr>
<tr>
<td>19021</td>
<td>Can not delete.</td>
</tr>
<tr>
<td>19022</td>
<td>Can not move.</td>
</tr>
<tr>
<td>19023</td>
<td>Folder contains active segment(s). Can not delete.</td>
</tr>
<tr>
<td>19024</td>
<td>Folder contains inactive segment(s). Can not delete.</td>
</tr>
<tr>
<td>19025</td>
<td>No destination folder was selected. Please select a destination folder and retry.</td>
</tr>
<tr>
<td>19026</td>
<td>Invalid folder ID specified.</td>
</tr>
<tr>
<td>19027</td>
<td>Session name must be unique within the same folder. The specified session name already exists in this folder.</td>
</tr>
<tr>
<td>19028</td>
<td>Cannot move Campaign/Session because it contains an active Flowchart.</td>
</tr>
<tr>
<td>19029</td>
<td>Cannot move. Move will result in duplicate segment names in destination folder.</td>
</tr>
<tr>
<td>19030</td>
<td>An object having the destination name already exists.</td>
</tr>
<tr>
<td>19500</td>
<td>Process internal error.</td>
</tr>
<tr>
<td>19501</td>
<td>String conversion error.</td>
</tr>
<tr>
<td>19502</td>
<td>Selected UO session not found.</td>
</tr>
<tr>
<td>20000</td>
<td>Internal Error: Unknown function tag.</td>
</tr>
<tr>
<td>20002</td>
<td>DOM exception</td>
</tr>
<tr>
<td>20003</td>
<td>Pipe open error</td>
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</table>

Version 8.1.1
<table>
<thead>
<tr>
<th>Code</th>
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</tr>
</thead>
<tbody>
<tr>
<td>20004</td>
<td>Offer code not unique</td>
</tr>
<tr>
<td>20005</td>
<td>End date specified is earlier than start date</td>
</tr>
<tr>
<td>20006</td>
<td>Invalid Report name</td>
</tr>
<tr>
<td>20007</td>
<td>Invalid Attribute name</td>
</tr>
<tr>
<td>20008</td>
<td>Offer is used. Can not delete.</td>
</tr>
<tr>
<td>20009</td>
<td>Folder contains used offer(s). Can not delete.</td>
</tr>
<tr>
<td>20010</td>
<td>Invalid character(s) were found in a Numeric Field.</td>
</tr>
<tr>
<td>20011</td>
<td>Segment is in use. Can not modify.</td>
</tr>
<tr>
<td>20012</td>
<td>Offer version name not unique</td>
</tr>
<tr>
<td>20013</td>
<td>Invalid cube specification</td>
</tr>
<tr>
<td>20014</td>
<td>Invalid Effective Date</td>
</tr>
<tr>
<td>20015</td>
<td>Invalid Expiration Date</td>
</tr>
<tr>
<td>20016</td>
<td>Expiration Date specified is earlier than Effective Date</td>
</tr>
<tr>
<td>20017</td>
<td>Offer version code not unique</td>
</tr>
<tr>
<td>20018</td>
<td>Folder names must be unique within the same folder. The specified folder name same folder. The specified folder name already exists in this folder.</td>
</tr>
<tr>
<td>20019</td>
<td>Cannot remove folder: folder contents (files/subfolders) must first be removed.</td>
</tr>
<tr>
<td>20020</td>
<td>Folder contains in use segment(s). Can not move.</td>
</tr>
<tr>
<td>20021</td>
<td>Can not delete.</td>
</tr>
<tr>
<td>20022</td>
<td>Can not move.</td>
</tr>
<tr>
<td>20023</td>
<td>Folder contains active segment(s). Can not delete.</td>
</tr>
<tr>
<td>Code</td>
<td>Error Description</td>
</tr>
<tr>
<td>-------</td>
<td>--------------------------------------------------------</td>
</tr>
<tr>
<td>20024</td>
<td>Folder contains inactive segment(s). Can not delete.</td>
</tr>
</tbody>
</table>