



DynamicAction

Data Source Summary

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1 Introduction

Welcome to DynamicAction™!

Generally speaking, DynamicAction seeks to gather data of the following types: Order, Operations, Product, Marketing, Web Analytics, Customer and Metric Files. This document provides details of each file type (many of which are optional) under those classifications.

What if my data set doesn't perfectly match these described files? While a perfect match would be ideal, we understand that it isn't always possible. The DynamicAction team will work with you to transform your data to fit the DynamicAction processing logic when necessary. Internally the DynamicAction team has access to multiple partial data definitions that can be used to input data to the model. While these may not cater to every possible complex data rule set, they will allow the vast majority to be covered where there are suitable keys within the data to enable it to be joined.

General Guidelines:

- Not all fields are mandatory but the more fields provided the better as they ultimately drive additional metrics and actions.
- All files should be transferred on a daily interval. Weekly transfers can be accommodated, but may result in loss of functionality.
- Not all files or fields are applicable to all businesses.
- Where feasible, it is preferred for the fields in each file to be ordered as outlined in this document. If certain fields are not available, please leave them blank.
- Where feasible, please output the files using the requested data types. For example, all requested date/timestamp fields should follow the format "YYYY-MM-DD hh:mm:ss".
- When the same field is listed in more than one file (e.g. Order ID, Product ID), the fields should match across source files. If this is not the case, we will require a mapping in order to join them.
- Please conform to standard file formats
- Please use a header row on all files using the field headers outlined in this document.

2 File Properties

The exact definition of the integration parameters will be defined during the detailed analysis work conducted with each integration provider. However, an overview of the general requirements is given below to assist in the discussions regarding source systems.

2.1 File Type

DynamicAction supports a number of file types including CSV, XML and Excel (XLS and XLSX) with a clear preference for CSV. Internally, we use tab separated text files. Any files where a field may contain the delimiter character should be enclosed in double quotes ("").

CSV, Delimited text and Excel files must have a header row.

2.2 Transfer Method

The preferred data file transfer method is via reliable APIs that DynamicAction can call. In the absence of an API, the DynamicAction standard method for file transfer is SFTP. This provides a secure and encrypted medium as well as a location for file transfer. Whether this is a "push" or a "pull" transfer can be agreed prior to setting up the file.

If you are not able to implement APIs or SFTP, we will consider FTP and email, but only with your approval and understanding that these are not secure means of file transfer.

When the data is controlled by a 3rd party we will typically have a pre-built connector and all that is required are the authorization credentials to allow us to access your data.

2.3 Schedule and Timing of Transfers

The export and transfer of each file should be a fully automated process to ensure regular and timely delivery of files. The specific timing of the transfer of files will be agreed with the individual integration providers, but it should be noted that DynamicAction must wait for the final file each day before proceeding with processing.

All files should be delivered daily. Each file should contain records for the whole of the previous day from 00:00:00 to 23:59:59. (Note: Weekly transfers can be accommodated, but may result in a loss of functionality and timeliness.)

Ideally, the systems from which source data is extracted should be set up for the same time zone. This ensures that the data gathered from the different data sources all falls within the same period of time. If this is not the case, this should be raised as an issue with your DynamicAction Implementation team.

2.4 File Naming Conventions

Daily files should be sent with a standard naming convention of:

{ClientName-Site}_{FileType}_{yyyy-mm-dd}_{dateperiod}.csv

For example: ClientXYZ-Australia_OrderLines_2012-11-18_daily.csv

If providing a weekly file, the preferred naming convention is:

{ClientName-Site}_{FileType}_{StartDate}_{EndDate}_weekly.csv

For example: ClientXYZ-Germany>Returns_2012-11-11_2012-11-17_weekly.csv

3 Data Considerations and Transformations

The number of data sources and fields that DynamicAction™ can ingest can be daunting when considered in totality. It is worth noting that no client will utilize every field or populate them in exactly the same way. Typically, we prefer to contain discussion of the specific fields within each file to the focused group responsible for each file. Hence, this document only gives an overview of the data required to enable the identification of those groups.

When considering the source systems there are some key questions that should be kept in mind.

1. Do all the systems use the same Product ID, SKU, Order ID and Customer ID? DynamicAction links information across the entire enterprise and needs consistent IDs (or lookups to them) to be able to match this data. If the IDs are not consistent, which ID do you consider to be the master ID and how do you facilitate lookups across IDs?
2. Does the system hold granular data that can be linked to the Product, SKU or Order where relevant?
3. Can the export frequency provide the full data set? For example, can the exports occur daily? If not, does a less granular file still supply day to day changes in cost, inventory levels, etc.?
4. Can the system provide timely data? Options for data sources often include a reporting database or data warehouse. This often has the advantage of collating much of the data; thus limiting the integrations required, but it may lead to delays in delivering data to DynamicAction.

After receipt, audit and discussion of the data files, DynamicAction will commence with data transformation work that molds your data into the format required for processing. In some cases, data files will come directly from your systems and in other cases they will arrive directly from your third party partners. As you might expect, the closer your data files are to the requested format, the faster the implementation will be delivered.

The transformation logic assumes the same data formats with each processing run. As a result, it is vital to communicate any changes that you may wish to make to the files post implementation. If you intend to add new files or fields, please communicate these intentions to your Customer Success Manager well in advance so that the changes can be scheduled and tested.

4 Order Files

Data File	Description	Business Required
Orders	High level order information (e.g. order value, purchaser)	✓
Order Lines	Detail level order information (e.g. specific products ordered)	✓
Currency Conversion	Client currency conversion values if not wanting to use DynamicAction default values	
Order Attributes	Custom attributes of orders (e.g. Credit Card Type, Installment Plan, Shipment Type, Gift Wrap, Registry, etc.)	
External Sales	Data about orders that are not reported in DynamicAction but that affect sales velocity used to calculate Stock Cover (in order words, orders that deplete inventory but aren't part of the orders included in DynamicAction)	

The following tables specify the desired fields within each Order File type.

4.1 Orders File (Used for Web / Store / Other)

This file should contain all order-processed data, including cancellations and declines (i.e. cancelled and declined orders will appear in both the Orders and the Cancellations/Declines files).

Field	Description	Example	Type
Order ID	Unique Order identifier	8293844	String
Placed Timestamp	Date and time of when order was placed. (Time is optional) Format=YYYY-MM-DD hh:mm:ss	2013-06-25 17:32:11	Date (YYYY-MM-DD hh:mm:ss)
Channel	The channel the order is placed through. This has set values such as WEB or STORE	Web	String
Site	Site Identifier for a selling location. It allows for defining different product ranges, prices, etc. It is also the identifier when locations have access to different inventory pools. For the web channel it is typically the region of the site (e.g. US, UK, France, etc.)	France	String
Site Category	Categorization of site from which the data is sourced (e.g. Web, Mobile, etc.)	Mobile	String
Customer ID	Unique Customer identifier of purchaser	929384844	String

Field	Description	Example	Type
Customer Email	Email address of purchaser [Required if no Customer ID]	jane@gmail.com	String
Payment Info	Pipe delimited payment type (e.g. credit card=amount)	CC=40 GC=20.50	String
Currency Code	Currency representing order value	USD	String
Sales	Total order value including VAT	97.43	Double
Sales Ex Tax	Total order value excluding VAT	90.00	Double
Order Type	Type of order placed (e.g. Online, Store Pickup, etc.)	Online	String
Bought Online	Y/N flag for order via web site. This should be set to "N" for orders placed via a purchasing channel for which web analytics data is not available.	Y	String
Order Channel	Purchasing channel via which the order was placed (e.g. Website, Call Center, Amazon, eBay, Store, etc.)	Website	String
Service Contacts	# of Customer Service Contacts associated to Order	2	Integer

4.2 Orders Lines File (Used for Web / Store / Other)

Field	Description	Example	Type
Order ID	Unique Order identifier	8293844	String
Order Placed Timestamp	Date and time of when order was placed (Time is optional) Format=YYYY-MM-DD hh:mm:ss	2013-06-25 17:32:11	Date (YYYY-MM-DD hh:mm:ss)
SKU (Item ID)	Unique Stock Keeping Unit identifier for a specific product color/style, etc.	3984904	String
Product ID	Unique Product identifier	FEU-123	String
Quantity	Number of Units Sold of this product	2	Integer
Currency Code	Currency representing order value	USD	String
Sales	Value of item(s) purchased including VAT	20.55	Double
Sales Ex Tax	Value of item(s) purchased excluding VAT	18.00	Double
Promo Info	Pipe delimited {{Promo Classifier}}Promo Type::Promo Name=Amount the classifier can be	{{P}}Percentage Offer::1/2 off sale=9.98{{S}}Free	String

Field	Description	Example	Type
	"P" for product, "S" for shipping or "O" for other	Shipping::Spring 2017 Clearout=2.99	
Other Offer Cost	Value of offer giveaways (e.g. free gift with purchase)	14.00	Double
Shipping Amount	Shipping charge collected from Customer including VAT	4.50	Double
Shipping Ex Tax	Shipping charge collected from Customer excluding VAT	4.00	Double
Shipping Cost	Cost to Ship item(s) purchased. Might be estimated based on shipping method	1.45	Double
Shipping Country	Destination Country for Item(s) Sold	United States	String
Shipping Region	Destination State/Province for Item(s) Sold	Texas	String
Shipping Postal Code	Destination Postal Code for Item(s) Sold	76092	String
Shipping Method	Customer selected shipping method (e.g. 1 Day, 2 Day)	Express	String
Delivery Location Type	The type of location to which the shipment is to be delivered (e.g. Store, Warehouse, House, Apartment)	House	String
Ship Promise Timestamp	The date and time by which the customer has been promised the item will ship. (Time is optional) Format=YYYY-MM-DD hh:mm:ss	2013-06-26 02:12:03	Date (YYYY-MM-DD hh:mm:ss)
Delivery Promise Timestamp	The date and time by which the customer has been promised the item will be delivered. (Time is optional) Format=YYYY-MM-DD hh:mm:ss	2013-6-28 15:00:00	Date (YYYY-MM-DD hh:mm:ss)
Pick Up In Store Promise Timestamp	The date and time by which the customer has been promised the item will be available for in-store pickup. (Time is optional) Format=YYYY-MM-DD hh:mm:ss	2013-06-28 17:30:00	Date (YYYY-MM-DD hh:mm:ss)
Is Free Shipping	Y/N flag if free shipping	N	String
Is Express Shipping	Y/N flag if express shipping	Y	String
Pick Pack Cost	Cost to pick and package item in warehouse	1.32	Double

Field	Description	Example	Type
Is Backorder	Y/N flag if item ordered is backordered	N	String
Is Pre-order	Y/N flag if item ordered is a pre-order	N	String
Is Vendor Ship	Y/N flag if item ordered is shipped from vendor	N	String
Is Free Sample	Y/N flag if item was included in the order as a free sample	N	String
Unit Cost	Field where the product cost may be entered if different to the inventory files (it will only be used for calculating the profit of this particular line)	9.99	Float
Current Price	The current price on the website for the product. Only required if it is different to that held in the inventory files (e.g. unique price for customer segment)	20.55	Float
Full Price	The full price on the website for the product. Only required if it is different to that held in the inventory files (e.g. unique price for customer segment)	25.00	Float
Price Currency Code	The currency code for the cost and price if different from the sales currency	GBP	String
Order Line Attribute 1	A custom attribute for client requested data (e.g. gift wrap requested)	Gift	String
Order Line Attribute 2	A custom attribute for client requested data		String
Order Line Attribute 3	A custom attribute for client requested data		String
Order Line Attribute 4	A custom attribute for client requested data		String
Order Line Attribute 5	A custom attribute for client requested data		String

4.3 Currency Conversion File (Used for Web / Store / Other)

The Currency Conversion file should contain a full data set each time it is sent. This file is not required for retailers that work in a single currency.

Field	Description	Example	Type
Date	Date of Currency Exchange Value	2013-06-28	Date (YYYY-MM-DD)
Currency Code	Currency Value to convert to base currency	GBP	String
Currency Rate	Exchange Rate of Currency value to base currency	1.61	Double

4.4 Order Attributes File (Used for Web / Store / Omni)

Field	Description	Example	Type
Order ID	Unique Order identifier	8293844	String
Attribute Number	Attribute identifier (1-50)	1	Integer
Attribute Value	The value of the attribute (e.g. Credit Card Type, Installment Plan, Shipment Type, Gift Wrap, Registry, etc.)	Express	String

4.5 External Sales File (Used for Web / Store / Other)

Field	Description	Example	Type
Product Id	Unique Product identifier	FEU-123	String
SKU (Item ID)	Unique Stock Keeping Unit identifier for a specific product color/style, etc.	3984904	Integer
Stock Location ID	The identifier to specify which stock location the demand is against	Warehouse 1	String
External Units Sold	Number of units sold in locations not reported in DynamicAction but that are fulfilled from inventory reported in DynamicAction	1	Integer
External Sales	Revenue associated with External Units Sold	20.55	Double
Currency Code	Currency Value to convert to base currency	GBP	Currency Code

5 Operations Files

Data File	Description	Business Required
Shipments	Shipping data by Order ID (e.g. ship date, ship method, cost)	✓
Returns	Returns by Order ID (e.g. products returned, reason)	✓
Cancellations	Cancellations by Order ID (e.g. products cancelled, reason)	✓
Declines	Declines by Order ID (e.g. declined orders, reason)	✓
Failed Order Attempts	Failed Order Attempts by Attempt ID	
Deliveries	Delivery data by Order ID (e.g. delivery date, courier)	
Store Pickups	Store Pickups by Order ID (e.g. pickup date, product picked-up)	
Order Adjustments	A file that allows adjustments to the monetary value of historical orders, for example due to rebates	

The following tables specify the desired fields within each Operations File type.

5.1 Shipments File (Used for Web / Store / Other)

Field	Description	Example	Type
Shipment ID	Unique shipment identifier	29393933	String
Order ID	Unique Order identifier	8293844	String
Shipment Timestamp	Date and time that the shipment left the warehouse. (Time is optional) Format=YYYY-MM-DD hh:mm:ss	2013-06-25 17:32:11	Date (YYYY-MM-DD hh:mm:ss)
Channel	The channel the order is placed through. This has set values such as WEB or STORE	Web	String
Site	Site Identifier for a selling location. It allows for defining different product ranges, prices, etc. It is also the identifier when locations have access to different inventory pools. For the web channel it is typically the region of the site (e.g. US, UK, France, etc.)	France	String
Site Category	Categorization of site from which the data is sourced (e.g. Web, Mobile, etc.)	Mobile	String

Field	Description	Example	Type
Shipping Cost	The cost to ship the package	3.25	Double
Shipping Partner	The shipping courier	FedEx	String
Shipping Method	Customer selected shipping method (e.g. 1 Day, 2 Day)	Express	String
Fulfillment Location	The store/warehouse location at which the shipment was fulfilled	Memphis	String
Fulfillment Location Type	The type of location at which the shipment was fulfilled (e.g. Warehouse, Store, etc.)	Warehouse	String
Delivery Location Type	The type of location to which the shipment is to be delivered (e.g. Store, Warehouse, House, Apartment)	House	String
Delivery Country	The country to which the shipment is to be delivered	United States	String
Delivery Region	The state/province to which the shipment is to be delivered	Texas	String
Delivery Postal Code	The postal code to which the shipment is to be delivered	76092	String
SKU (Item ID)	Unique Stock Keeping Unit identifier for a specific product color/style, etc.	3984904	String
Product ID	Unique Product identifier of product being shipped	FEU-293	String
Quantity	The number of units being shipped of this product	2	Integer
Shipped with Partial Stock	Y/N as to whether or not we are fulfilling a partial quantity for the order (e.g. shipping 2 units despite the customer ordering 3 units of this product)	N	String

5.2 Returns File (Used for Web / Store / Other)

Field	Description	Example	Type
Order ID	Unique Order identifier	8293844	String
SKU (Item ID)	Unique Stock Keeping Unit identifier for a specific product color/style, etc.	3984904	String
Product ID	Unique Product identifier of returned product	FEU-293	String
Return Quantity	The number of units returned	1	Integer

Field	Description	Example	Type
Return Timestamp	Date and time when the return was made. (Time is optional) Format=YYYY-MM-DD hh:mm:ss	2013-06-25 17:32:11	Date (YYYY-MM-DD hh:mm:ss)
Channel	The channel the order is placed through. This has set values such as WEB or STORE	Web	String
Site	Site Identifier for a selling location. It allows for defining different product ranges, prices, etc. It is also the identifier when locations have access to different inventory pools. For the web channel it is typically the region of the site (e.g. US, UK, France, etc.)	France	String
Site Category	Categorization of site from which the data is sourced (e.g. Web, Mobile, etc.)	Mobile	String
Return Reason Code	The reason for the returned order (e.g. Damaged, Size Issue, Style/Color Issue, Differs from Web Description, Differs from Ordered, Better Price, Missed Delivery Date)	Damaged	String
Return to Stock	Y/N flag on whether or not the item was added back into the in-stock inventory count	Y	String
Return Refund Amount	The amount refunded to the customer as a result of the return	18.54	Double
Currency Code	The currency in which the refund was granted	USD	String
Return Shipping Cost	The shipping cost that our business incurred to accommodate the return	4.21	Double
Returned to Store	Y/N flag on whether or not the return was made by the customer at a store location	N	String

5.3 Cancellations File (Used for Web / Store / Other)

Field	Description	Example	Type
Order ID	Unique Order identifier	8293844	String
SKU (Item ID)	Unique Stock Keeping Unit identifier for a specific product color/style, etc.	3984904	String
Product ID	Unique Product identifier of cancelled product	FEU-293	String
Cancelled Quantity	The number of units cancelled	1	Integer

Field	Description	Example	Type
Cancellation Timestamp	Date and time at which the cancellation was made. (Time is optional) Format=YYYY-MM-DD hh:mm:ss	2013-06-25 17:32:11	Date (YYYY-MM-DD hh:mm:ss)
Channel	The channel the order is placed through. This has set values such as WEB or STORE	Web	String
Site	Site Identifier for a selling location. It allows for defining different product ranges, prices, etc. It is also the identifier when locations have access to different inventory pools. For the web channel it is typically the region of the site (e.g. US, UK, France, etc.)	France	String
Site Category	Categorization of site from which the data is sourced (e.g. Web, Mobile, etc.)	Mobile	String
Initiation Source	The party who initiated the order cancellation (e.g. Customer, Warehouse)	Customer	String
Cancellation Reason Code	The reason for the order cancellation	Ordered Wrong Item	String
Cancellation Refund Amount	The amount refunded to the customer as a result of the cancellation	18.54	Double
Currency Code	The currency in which the refund was granted	USD	String

5.4 Declines File (Used for Web / Store / Other)

Field	Description	Example	Type
Order ID	Unique Order identifier	8293844	String
Decline Timestamp	Date and time when the decline occurred. (Time is optional) Format=YYYY-MM-DD hh:mm:ss	2013-06-25 17:32:11	Date (YYYY-MM-DD hh:mm:ss)
Channel	The channel the order is placed through. This has set values such as WEB or STORE	Web	String
Site	Site Identifier for a selling location. It allows for defining different product ranges, prices, etc. It is also the identifier when locations have access to different inventory pools. For the web channel it is typically the region of the site (e.g. US, UK, France, etc.)	France	String
Site Category	Categorization of site from which the data is sourced (e.g. Web, Mobile, etc.)	Mobile	String

Field	Description	Example	Type
Decline Reason Code	The reason for the order decline (e.g. Payment Type, Fraud)	Fraud	String

5.5 Failed Order Attempts File (Used for Web / Store / Other)

This file should contain all failed order attempts resulting from an automated rule. For example, attempted orders that were rejected because of fraud rules, invalid payment types, size of the order, shipping region or a particular customer.

Field	Description	Example	Type
Attempt ID	Unique identifier for the order attempt	8293844	String
Attempt Timestamp	Date and time of when the order was attempted. (Time is optional) Format=YYYY-MM-DD hh:mm:ss	2013-06-25 17:32:11	Date (YYYY-MM-DD hh:mm:ss)
Channel	The channel the order is placed through. This has set values such as WEB or STORE	Web	String
Site	Site Identifier for a selling location. It allows for defining different product ranges, prices, etc. It is also the identifier when locations have access to different inventory pools. For the web channel it is typically the region of the site (e.g. US, UK, France, etc.)	France	String
Site Category	Categorization of site from which the data is sourced (e.g. Web, Mobile, etc.)	Mobile	String
Customer ID	Unique Customer identifier of purchaser	929384844	String
Customer Email	Email address of purchaser	jane@gmail.com	String
Shipping Country	The country to which the shipment was intended to be delivered	United States	String
Shipping Region	The state/province to which the shipment is to be delivered	Texas	String
Shipping Postal Code	The postal code to which the shipment is to be delivered	76092	String
Payment Info	Pipe delimited payment type (e.g. credit card=amount)	CC=40 GC=20.50	String
Currency Code	Currency representing order value	USD	String
Sales	Total order value including VAT	97.43	Double

Field	Description	Example	Type
Sales Ex Tax	Total order value excluding VAT	90.00	Double
Failure Reason Code	Reason code to describe rejected order	Invalid Payment Type	String
Order Type	Type of order placed (e.g. Online, Store Pickup, etc.)	Online	String
Bought Online	A Y/N flag which should be set to "N" for orders placed via a purchasing channel for which web analytics data is not available.	Y	String
Order Channel	Purchasing channel via which the order was placed (e.g. Website, Call Center, Amazon, eBay, Store, etc.)	Website	String

5.6 Deliveries File (Used for Web / Store / Other)

Field	Description	Example	Type
Shipment ID	Unique shipment identifier	29393933	String
Order ID	Unique Order identifier	8293844	String
Delivery Timestamp	Date and time at which the delivery was made. (Time is optional) Format=YYYY-MM-DD hh:mm:ss	2013-06-25 17:32:11	Date (YYYY-MM-DD hh:mm:ss)
Channel	The channel the order is placed through. This has set values such as WEB or STORE	Web	String
Site	Site Identifier for a selling location. It allows for defining different product ranges, prices, etc. It is also the identifier when locations have access to different inventory pools. For the web channel it is typically the region of the site (e.g. US, UK, France, etc.)	France	String
Site Category	Categorization of site from which the data is sourced (e.g. Web, Mobile, etc.)	Mobile	String
Shipping Partner	The shipping courier	FedEx	String
Shipping Method	Customer selected shipping method (e.g. 1 Day, 2 Day)	Express	String
Delivery Location Type	The type of location to which the shipment was delivered (e.g. Store, Warehouse, House, Apartment)	House	String
Delivery Country	The country to which the shipment was delivered	United States	String

Field	Description	Example	Type
Delivery Region	The state/province to which the shipment was delivered	Texas	String
Delivery Postal Code	The postal code to which the shipment was delivered	76092	String
SKU (Item ID)	Unique Stock Keeping Unit identifier for a specific product color/style, etc.	3984904	String
Product ID	Unique Product identifier of delivered product	FEU-293	String
Quantity	The number of units delivered	2	Integer
Delivery Attempts	The number of attempts made by the courier to deliver the package	1	Integer
Delivered	Y/N on whether or not the shipment has been delivered	Y	String

5.7 Store Pick-Ups File (Used for Web / Store / Other)

Field	Description	Example	Type
Order ID	Unique Order identifier	8293844	String
SKU (Item ID)	Unique Stock Keeping Unit identifier for a specific product color/style, etc.	3984904	String
Product ID	Unique Product identifier of product ordered online for pick-up in store	FEU-293	String
Quantity	The number of units slated for in-store pickup	2	Integer
Pick-Up Timestamp	Date and time when the pick-up was made. (Time is optional) Format=YYYY-MM-DD hh:mm:ss	2013-06-25 17:32:11	Date (YYYY-MM-DD hh:mm:ss)
Channel	The channel the order is placed through which has set values such as WEB or STORE	Web	String
Site	Site Identifier for a selling location. It allows for defining different product ranges, prices, etc. It is also the identifier when locations have access to different inventory pools. For the web channel it is typically the region of the site (e.g. US, UK, France, etc.)	France	String
Site Category	Categorization of site from which the data is sourced (e.g. Web, Mobile, etc.)	Mobile	String
Pickup Channel	The channel the order is fulfilled and defaults to STORE	Store	String
Pickup Site	Site Identifier for the pickup location.	1002	String

Field	Description	Example	Type
Pickup Site Category	Categorization of the site	Superstore	String

5.8 Order Adjustments File (Used for Web / Store / Other)

Field	Description	Example	Type
Adjustment Date	Date when the adjustment was processed	2013-06-25	Date (YYYY-MM-DD)
Order ID	Unique Order identifier	8293844	String
Product ID	Optional product identifier of product associated with adjustment	FEU-293	String
SKU (Item ID)	Optional SKU identifier of product associated with adjustment	3984904	String
Adjustment Value	Value of adjustment	20.55	Double
Currency Code	The currency in which the adjustment was given	USD	String
Reason	Reason for the adjustment	Rebate	String
Channel	The channel the order is placed through which has set values such as WEB or STORE	Web	String
Site	Site Identifier for a selling location. It allows for defining different product ranges, prices, etc. It is also the identifier when locations have access to different inventory pools. For the web channel it is typically the region of the site (e.g. US, UK, France, etc.)	France	String
Site Category	Categorization of site from which the data is sourced (e.g. Web, Mobile, etc.)	Mobile	String

6 Product Files

Data File	Description	Business Required
Product Properties	Product detail by Product ID (e.g. Name, Brand, Category)	✓
Stock Location Inventory	Inventory details for the warehouses, i.e. details required of locations where stock is stored but is not a selling location	✓
Selling Location Inventory	Inventory details for the online sites, i.e. details required of locations where stock is sold but is not a stored	✓
Store Location Inventory	Inventory details for the stores, i.e. details required of locations where stock is both stored and sold	✓
Fulfillment Network (if required)	Used to define which stock locations are available for different selling locations (e.g. if a single warehouse doesn't supply all sites)	✓
Store Location	Details of stores such as size and daily footfall	
Site Attributes	Custom attributes of the different selling sites	
Stock Location Attributes	Custom attributes of the different warehouses	
Product Sets	Product set definitions. A set is a group of products displayed on the same page that can be added to the cart either individually or as a group. Products in sets may exist in a single set, multiple sets and/or individually (apart from a set).	
Product Ratings	User ratings and review data by product	
Product Attributes	Custom Attributes of products (e.g. Gem Type, Buyer)	
SKU Attributes	Custom Attributes of SKUs (e.g. Color, Size)	
Product Image URLs	Image URLs to product photos to offer additional context for the products being analyzed	✓
Price Comparisons	Competitor price data by product	
Product Initial Lifetime Data	History to date (lifetime) product views and units sold by product	
Purchase Orders	Outstanding inventory orders with suppliers	

The following tables specify the desired fields within each Product File type.

6.1 Product Properties File (Used for Web / Store / Other)

The Product Properties file should contain a full data set each time it is sent.

Field	Description	Example	Type
Product ID	Unique Product identifier or a Set ID if this record describes a Product Set	FEU-123	String
Product Name	The name of the product	Marathon 10 Sneakers	String
Brand	The manufacturer of the product	Adidas	String
Product Category1	Top level of product categorization hierarchy	Women	String
Product Category2	Second level of product categorization hierarchy	Activewear	String
Product Category3	Third level of product categorization hierarchy	Sneakers	String

6.2 Stock Location Inventory (Warehouse) (Used for Web / Other)

The Product Inventory file(s) should contain a full data set each time it is sent. The inventory data is split into Warehouse Stock, Store Stock and Inventory Selling Location feeds. If this complexity is not required, the feed specifications may be joined into a single feed.

Field	Description	Example	Type
Date	The date on which the inventory stock level was counted	2013-06-25	Date (YYYY-MM-DD)
Location ID	The warehouse identifier	US-East	String
Product ID	Unique Product identifier	FEU-123	String
SKU (Item ID)	Unique Stock Keeping Unit identifier for a specific product color/style, etc.	3984904	String
Seller (Not currently used)	Where there are multiple sellers of a product, i.e. in a marketplace this allows the specification of the data for the particular seller	Electric City	String
Is Supplier Owned	Y/N flag on ownership of stock. If Y then the stock is not counted towards inventory value	N	String
Is Non-Stockable	Y/N flag signifying whether a stock unit value is expected	N	String
Stock Units	A count of the number of stock units available to sell via direct channels (e.g.	6	Integer

Field	Description	Example	Type
	fulfilled from the warehouse(s) or from store if available to sell via direct channel)		
Lead Time Days	The amount of time in days required to receive additional merchandise once a purchase order has been placed	45	Integer
Unit Cost	The cost of the product (excluding VAT)	12.45	Float
Currency	Currency identifier for the unit cost. Only needed when multiple currencies are used	GBP	String
Is Reorderable	Y/N flag specifying whether it is possible to order more stock from suppliers	N	String

6.3 Inventory Selling Location (Used for Web / Other)

The Product Inventory file(s) should contain a full data set each time it is sent. The inventory data is split into Warehouse Stock, Store Stock and Inventory Selling Location feeds. If this complexity is not required, the feed specifications may be joined into a single feed.

Field	Description	Example	Type
Date	The date on which the inventory stock level was counted	2013-06-25	Date (YYYY-MM-DD)
Channel	The channel of the selling location which currently should default to WEB	Web	String
Site	Site Identifier for a selling location. It allows for defining different product ranges, prices, etc. It is also the identifier when locations have access to different inventory pools. For the web channel it is typically the region of the site (e.g. US, UK, France, etc.)	France	String
Product ID	Unique Product identifier	FEU-123	String
SKU (Item ID)	Unique Stock Keeping Unit identifier for a specific product color/style, etc.	3984904	String
Seller (Not currently used)	Where there are multiple sellers of a product, i.e. in a marketplace this allows the specification of the data for the particular seller	Electric City	String
Publish Date	Date SKU available on site	2013-08-12	Date (YYYY-MM-DD)
Is Markdown	Y/N flag for items in markdown	N	String

Field	Description	Example	Type
Is Discontinued	Y/N flag for discontinued items	N	String
Is Core	Y/N flag to identify core items	N	String
Season Start Date	For seasonal items, the start date of the season	2013-08-12	Date (YYYY-MM-DD)
Season End Date	For seasonal items, the end date of the season	2013-12-24	Date (YYYY-MM-DD)
Is Sellable	Y/N flag for identifying items added to site pre-release	Y	String
Is Backorder	Y/N flag if backordered (end-of-day position)	N	String
Is Pre-order	Y/N flag if a pre-order item (end-of-day position)	N	String
Current Price	The price at which the product is available for purchase on the site	20.00	Float
Current Price Ex Tax	If available, the ex-tax value	16.00	Float
Full Price	The original full price (prior to markdown) at which the product was listed for purchase	25.00	Float
Full Price Ex Tax	If available, the ex-tax price	19.00	Float
Currency	Currency identifier for the prices. Only needed when multiple currencies are used	GBP	String
Backorder Units	The number of units currently backordered	5	Integer
Pre-Order Units	The number of units currently pre-ordered	0	Integer
Waitlist Units	The number of units for which customers are on the waitlist	0	Integer

6.4 Store Location Inventory (Used for Store)

The Product Inventory file(s) should contain a full data set each time it is sent. The inventory data is split into Warehouse Stock, Store Stock and Inventory Selling Location feeds. If this complexity is not required, the feed specifications may be joined into a single feed.

Field	Description	Example	Type
Date	The date on which the inventory stock level was counted	2013-06-25	Date (YYYY-MM-DD)

Field	Description	Example	Type
Channel	The channel of the selling location which currently should default to STORE	Store	String
Site	Site Identifier for a selling location. It allows for defining different product ranges, prices, etc. It is also the identifier when locations have access to different inventory pools. For the store channel it is typically the store name or id (e.g. Paris or 21)	Paris	String
Location ID	The warehouse identifier if other channels can fulfil from store	FR 001	String
Product ID	Unique Product identifier	FEU-123	String
SKU (Item ID)	Unique Stock Keeping Unit identifier for a specific product color/style, etc.	3984904	String
Seller (Not currently used)	Where there are multiple sellers of a product, i.e. in a marketplace this allows the specification of the data for the particular seller	Electric City	String
Publish Date	Date SKU available on site	2013-08-12	Date (YYYY-MM-DD)
Is Markdown	Y/N flag for items in markdown	N	String
Is Discontinued	Y/N flag for discontinued items	N	String
Is Core	Y/N flag to identify core items	N	String
Season Start Date	For seasonal items, the start date of the season	2013-08-12	Date (YYYY-MM-DD)
Season End Date	For seasonal items, the end date of the season	2013-12-24	Date (YYYY-MM-DD)
Is Sellable	Y/N flag for identifying items added to site pre-release	Y	String
Is Backorder	Y/N flag if backordered (end-of-day position)	N	String
Is Pre-order	Y/N flag if a pre-order item (end-of-day position)	N	String
Current Price	The price at which the product is available for purchase on the site	20.00	Float
Current Price Ex Tax	If available, the ex-tax value	16.00	Float
Full Price	The original full price (prior to markdown) at which the product was listed for purchase	25.00	Float

Field	Description	Example	Type
Full Price Ex Tax	If available, the ex-tax value	19.00	Float
Currency	Currency identifier for the prices. Only needed when multiple currencies are used	GBP	String
Backorder Units	The number of units currently backordered	5	Integer
Pre-Order Units	The number of units currently pre-ordered	0	Integer
Waitlist Units	The number of units for which customers are on the waitlist	0	Integer
Is Non-Stockable	Y/N flag signifying whether a stock units value is expected	N	String
Stock Units	A count of the number of stock units at the store available to sell	6	Integer
Stock units Reserved	When multiple channels can fulfil from the store, this defines the stock that is reserved for the store only and not other channels	2	Integer
Lead Time Days	The amount of time in days required to replenish the store from supplier or warehouse	5	Integer
Unit Cost	The cost of the product (excluding VAT)	12.45	Float
Currency	Currency identifier for the unit cost. Only needed when multiple currencies are used	GBP	String
Is Reorderable	Y/N flag specifying whether it is possible to order more stock from suppliers	N	String

6.5 Fulfillment Network File (Used for Web / Store / Other)

This file is only required if a fulfillment network needs to be defined for selling locations that can source inventory from multiple inventory locations.

Field	Description	Example	Type
Date	The date on which the inventory stock level was counted	2013-06-25	Date (YYYY-MM-DD)
Channel	The channel for the site which has set values such as WEB or STORE (required to fully specify site in next field)	Web	String
Site	Site Identifier for a selling location. It allows for defining different product ranges, prices, etc. It is also the identifier when locations have access to	France	String

Field	Description	Example	Type
	different inventory pools. For the web channel it is typically the region of the site (e.g. US, UK, France, etc.)		
Location ID	The warehouse identifier	France-East	String
Product ID	Unique Product identifier	FEU-123	String
SKU (Item ID)	Unique Stock Keeping Unit identifier for a specific product color/style, etc.	3984904	String
Seller (Not currently used)	Where there are multiple sellers of a product, i.e. in a marketplace this allows the specification of the data for the particular seller	Electric City	String
Cost Uplift	Cost uplift of network if required	0.0	Float
Currency	Currency identifier	EUR	String

6.6 Store Location File (Used for Store)

Field	Description	Example	Type
Date	The date of the data	2013-06-25	Date (YYYY-MM-DD)
Site ID	The Site Id of the Store for which the data has been taken	London	String
Size	The size of the store given as an area value. The units of measurement can be of the client's choice but must be consistent across all stores. The chosen unit will be configured in the UI metric name aliasing to give the correct unit in the UI.	95.4	double
Footfall	The number of customers entering the store	1427	Integer

6.7 Site Attributes File (Used for Web / Store / Omni)

Field	Description	Example	Type
Channel	The channel the attribute is valid for which has set values such as WEB or STORE (required to fully specify site in next field)	Store	String
Site ID	Unique Site identifier	London	String

Field	Description	Example	Type
Attribute Number	Attribute identifier (1-50)	1	Integer
Attribute Value	The value of the attribute e.g. Manager	John Smith	String

6.8 Stock Location Attributes File (Used for Web / Store / Omni)

Field	Description	Example	Type
Stock Location ID	Unique warehouse identifier	UK	String
Attribute Number	Attribute identifier (1-50)	1	Integer
Attribute Value	The value of the attribute e.g. Manager	John Smith	String

6.9 Product Sets File (Used for Web / Store / Other)

This file should contain multiple rows per set. One row per product in each set.

Field	Description	Example	Type
Set ID	Unique product set identifier (Set IDs must not have overlapping values with Product IDs)	SES-123	String
Product ID	Unique Product identifier	FEU-123	String
Min Stock Units	Used to specify if a member of the set must be purchased so defaults to 0	0	Integer

6.10 Product Ratings File (Used for Web / Store / Other)

Field	Description	Example	Type
Product ID	Unique Product identifier or Set ID if sets are rated or reviewed	FEU-123	String
Ratings Count	Count of number of product ratings submitted	135	Double
Review Count	Count of number of product reviews submitted	120	Double
Average Review Rating	Average review rating	4.2	Float
Likelihood to Recommend	Likelihood of customers to recommend the product to other potential customers	93%	Float

6.11 Product Attributes File (Used for Web / Store / Omni)

Field	Description	Example	Type
Product ID	Unique Product identifier	FEU-123	String
Attribute Number	Attribute identifier (1-50)	1	Integer
Attribute Value	The value of the attribute e.g. season code, product status, last receipt date (stock)	Top Seller	String

6.12 SKU Attributes File (Used for Web / Store / Omni)

Field	Description	Example	Type
SKU (Item ID)	Unique Stock Keeping Unit identifier	FEU-123	String
Attribute Number	Attribute identifier (1-50)	1	Integer
Attribute Value	The value of the attribute e.g. season code, product status, last receipt date (stock)	Blue	String

6.13 Product Image URL File (Used for Web / Store / Other)

The Product Image URL file should contain a full data set each time it is sent.

Field	Description	Example	Type
Product ID	Unique Product identifier	FEU-123	String
Product Image URL	The image URL of the product. It is used in DynamicAction to help users better recognize (have additional context) to the products being analyzed.	http://ecx.images- amazon.com/i images/I/51qw 2d75R8L_AA1 60_.jpg	String

6.14 Price Comparison File (Used for Web / Store)

Field	Description	Example	Type
Channel	The channel the comparison is for. This has set values such as WEB or STORE	Web	String
Product ID	Unique Product identifier	FEU-123	String
Competitor Name	Name of competitor selling the same product	Amazon	String

Field	Description	Example	Type
Competitor Price	Price at which competitor is selling the product	95.00	Double
Competitor In Stock	Y/N as to whether the competitor has the product in stock	Y	String
Currency	Currency identifier	EUR	String

6.15 Product Initial Lifetime Data File (Used for Web / Store)

The Product Initial Lifetime Data file is a one-time send to seed the solution. It should contain data through to the first DynamicAction processing date.

Field	Description	Example	Type
Channel	The channel the data is for which has set values such as WEB or STORE	Web	String
Product ID	Unique Product identifier	FEU-123	String
Lifetime Product Views	The number of lifetime product views that the product has received	3,837	Double
Lifetime Units Sold	The number of lifetime units sold for this product	248	Integer

6.16 Purchase Orders File (Used for Web / Store / Other)

This file allows definition of known incoming supplier deliveries.

Field	Description	Example	Type
Date	The date on which the purchase order was raised	2013-06-25	Date (YYYY-MM-DD)
Product ID	Unique Product identifier	FEU-123	String
SKU (Item ID)	Unique Stock Keeping Unit identifier for a specific product color/style, etc.	3984904	String
Seller (Not currently used)	Where there are multiple sellers of a product, i.e. in a marketplace this allows the specification of the data for the particular seller	Electric City	String
Units on Order	The number of units currently on order	0	Integer
Location ID	Where the PO is to be delivered	US-East	String
Expected Delivery Date	The date on which the product order is expected to arrive	2013-08-12	Date (YYYY-MM-DD)

Field	Description	Example	Type
Last PO Date	The date on which the most recent purchase order was received	2013-08-12	Date (YYYY-MM-DD)
Last PO Units	The number of units associated with the most recent purchase order received	100	Integer

7 Marketing Files

Data File	Description	Business Required
Paid Search	PPC Marketing Data (e.g. impressions, costs, clicks)	✓
90-Day Paid Search	Daily PPC Marketing Data for the last 90 days, including order attribution data updated after the fact	
Email	Email Marketing Data (e.g. opens, clicks, costs)	✓
Branded Terms	List of branded/trademark search engine terms	
Display	Display Marketing Data (e.g. impressions, costs, clicks)	✓
Affiliate	Affiliate Marketing Data (e.g. impressions, costs, clicks)	✓
Comparison Shopping (CSE)	CSE Marketing Data (e.g. product, shopping channel, clicks)	✓
SEO	SEO data when available or where managed by an agency	
Other Marketing	Other Digital Marketing Data (e.g. channel, costs, clicks)	

The following tables specify the desired fields within each Marketing File type.

7.1 Paid Search Marketing File (Used for Web)

Field	Description	Example	Type
Date	The date of the paid search activity	2013-06-15	Date (YYYY-MM-DD)
Site	Site Identifier for a selling location. It allows for defining different product ranges, prices, etc. It is also the identifier when locations have access to different inventory pools. For the web channel it is typically the region of the site (e.g. US, UK, France, etc.)	France	String
Site Category	Categorization of site from which the data is sourced (e.g. Web, Mobile, etc.)	Mobile	String
Search Engine	Search Engine corresponding to the PPC account	Google	String
Account	Name of the PPC account	XYZ - Google - Europe	String
Campaign	Name of the PPC campaign	Running Shoes	String

Field	Description	Example	Type
AdGroup	Name of the PPC AdGroup	Asics Sneakers	String
Creative	PPC creative text	Free Shipping on Asics 2170. Huge Selection.	String
Keyword	PPC keyword phrase	Asics GT-2170	String
Ad ID	Ad ID (reported instead of keyword for product ads)	9458362748744678	String
Mkt Parm1	Optional parameter (e.g. Account) often used to match to web analytics data	Shoes	String
Mkt Parm2	Optional parameter (e.g. Campaign) often used to match to web analytics data	RS40303	String
Mkt Parm3	Optional parameter (e.g. AdGroup) often used to match to web analytics data	AS_3939	String
Mkt Parm4	Optional parameter (e.g. Keyword) often used to match to web analytics data	Asics_GT	String
Product ID	If applicable, the target Product ID for the marketing effort	FEU-123	String
Match Type	The keyword match type (e.g. Exact, Phrase, Broad)	Exact	String
Ad Type	Type of ad (e.g. Product Listing Ad, Display Ad, Text Ad, Mobile Ad, etc.)	Product Listing Ad	String
Marketing Cost	The cost associated with the PPC activity	2.45	Double
Clicks	The number of clicks associated with the PPC activity	3	Long
Impressions	The number of impressions for the PPC keyword	12	Long
Quality Score	The PPC Keyword's quality score	7	Double
Average Position	The average position of the PPC keyword	6.4	Double
Relevance	The measure of how relevant the creative is to the keyword	67%	Double
Sales	The amount of sales resulting from the PPC click as identified by the PPC vendor.	87.45	Double
Orders	The number of orders (last click) resulting from the PPC click as identified by the PPC vendor.	1	Double
Impression Assisted Orders	Orders attributed to impressions of this PPC ad	1	Double

Field	Description	Example	Type
Click Assisted Orders	Orders attributed to clicks of this PPC ad (except for the last click)	1	Double
Order ID	The Order ID resulting from the PPC click as identified by the PPC vendor.	8293844	String
Landing Page	The landing page type (e.g. Home, Category List Page, Search Results, Product Detail Page) resulting from the PPC click as identified by the PPC vendor. Note: a URL may need to be mapped to a type if required.	Product Detail Page	String
First Page Cost per Click	The estimated minimum cost for this ad to be displayed in the first page of results.	0.67	Double
Campaign Status	The status (e.g. enabled, paused, removed) of the Campaign	Enabled	String
AdGroup Status	The status (e.g. enabled, paused, removed) of the AdGroup	Enabled	String
Keyword Status	The status (e.g. enabled, paused, removed) of the Keyword	Enabled	String

7.2 90-Day Paid Search Marketing File (Used for Web)

Field	Description	Example	Type
Date	The date of the paid search activity	2013-06-15	Date (YYYY-MM-DD)
Site	Site Identifier for a selling location. It allows for defining different product ranges, prices, etc. It is also the identifier when locations have access to different inventory pools. For the web channel it is typically the region of the site (e.g. US, UK, France, etc.)	France	String
Site Category	Categorization of site from which the data is sourced (e.g. Web, Mobile, etc.)	Mobile	String
Search Engine	Search Engine corresponding to the PPC account	Google	String
Account	Name of the PPC account	XYZ - Google - Europe	String
Campaign	Name of the PPC campaign	Running Shoes	String
AdGroup	Name of the PPC AdGroup	Asics Sneakers	String

Field	Description	Example	Type
Creative	PPC creative text	<ul style="list-style-type: none"> Free Shipping on Asics 2170. Huge Selection. 	String
Keyword	PPC keyword phrase	Asics GT-2170	String
Ad ID	Ad ID (reported instead of keyword for product ads)	9458362748744678	String
Mkt Parm1	Optional parameter (e.g. Account) often used to match to web analytics data	Shoes	String
Mkt Parm2	Optional parameter (e.g. Campaign) often used to match to web analytics data	RS40303	String
Mkt Parm3	Optional parameter (e.g. AdGroup) often used to match to web analytics data	AS_3939	String
Mkt Parm4	Optional parameter (e.g. Keyword) often used to match to web analytics data	Asics_GT	String
Product ID	If applicable, the target Product ID for the marketing effort	FEU-123	String
Match Type	The keyword match type (e.g. Exact, Phrase, Broad)	Exact	String
Ad Type	Type of ad (e.g. Product Listing Ad, Display Ad, Text Ad, Mobile Ad, etc.)	Product Listing Ad	String
Relevance	The measure of how relevant the creative is to the keyword	67%	Double
Sales	The amount of sales resulting from the PPC click as identified by the PPC vendor	87.45	Double
Orders	The number of orders (last click) resulting from the PPC click as identified by the PPC vendor	1	Double
Landing Page	The landing page type (e.g. Home, Category List Page, Search Results, Product Detail Page) resulting from the PPC click as identified by the PPC vendor (Note: a URL may need to be mapped to a type if required)	Product Detail Page	String
First Page Cost per Click	The estimated minimum cost for this ad to be displayed in the first page of results	0.67	Double

7.3 Email Marketing File (Used for Web)

Field	Description	Example	Type
Date	The date of the email send	2013-06-15	Date (YYYY-MM-DD)
Site	Site Identifier for a selling location. It allows for defining different product ranges, prices, etc. It is also the identifier when locations have access to different inventory pools. For the web channel it is typically the region of the site (e.g. US, UK, France, etc.)	France	String
Site Category	Categorization of site from which the data is sourced (e.g. Web, Mobile, etc.)	Mobile	String
Mkt Parm1	Parameter used to map to Web Analytics data (e.g. Email Service Provider)	Responsys	String
Mkt Parm2	Parameter used to map to Web Analytics data (e.g. Campaign Name)	Summer Shoe Sale	String
Mkt Parm3	Parameter used to map to Web Analytics data (e.g. Email Topic)	Free Shipping on Shoes	String
Mkt Parm4	Parameter used to map to Web Analytics data (e.g. Link Name)	Asics Running Shoes	String
Product ID	If applicable, the target Product ID for the marketing effort	FEU-123	String
Marketing Cost	The cost associated with the email campaign send	34.55	Double
Clicks	The number of clicks on links within the email	120	Long
Emails Sent	The number of emails sent	691	Long
Opens	The number of times the email was opened	211	Long
Complaints	The number of complaints associated with the email	3	Integer
Forwards	The number of times the email was forwarded	28	Integer
Hard Bounces	The number of hard bounces for this email	6	Integer
Soft Bounces	The number of soft bounces for this email	16	Integer
Sales	The amount of sales resulting from the Email click as identified by the Email vendor	87.45	Double
Orders	The number of orders resulting from the Email click as identified by the Email vendor	1	Double

Field	Description	Example	Type
Order ID	The Order ID resulting from the Email click as identified by the Email vendor	8293844	String

7.4 Branded Terms File (Used for Web)

The Branded Terms file should contain a full data set each time it is sent.

Field	Description	Example	Type
Search String	Search strings that characterize your brand (including popular misspellings)	Nike, Nykee, Nikee, Nikey	String

7.5 Display Marketing File (Used for Web)

Field	Description	Example	Type
Date	The date of the display advertising activity	2013-06-15	Date (YYYY-MM-DD)
Site	Site Identifier for a selling location. It allows for defining different product ranges, prices, etc. It is also the identifier when locations have access to different inventory pools. For the web channel it is typically the region of the site (e.g. US, UK, France, etc.)	France	String
Site Category	Categorization of site from which the data is sourced (e.g. Web, Mobile, etc.)	Mobile	String
Mkt Parm1	Parameter used to map to Web Analytics data (e.g. Site or Vendor)	Yahoo	String
Mkt Parm2	Parameter used to map to Web Analytics data (e.g. Campaign Name)	Running_Shoes	String
Mkt Parm3	Parameter used to map to Web Analytics data (e.g. Creative Name)	Creative3893	String
Mkt Parm4	Parameter used to map to Web Analytics data (e.g. Creative Size)	300x250	String
Product ID	If applicable, the target Product ID for the marketing effort	FEU-123	String
Marketing Cost	The cost associated with the Display activity	2.45	Double
Clicks	The number of clicks on the Display Ad	3	Long
Impressions	The number of impressions for the Display Ad	85	Long

Field	Description	Example	Type
Sales	The amount of sales resulting from the Display click as identified by the Display vendor.	87.45	Double
Orders	The number of orders resulting from the Display click as identified by the Display vendor.	1	Double
Order ID	The Order ID resulting from the Display click as identified by the Display vendor.	8293844	String

7.6 Affiliate Marketing File (Used for Web)

Field	Description	Example	Type
Date	The date of the display advertising activity	2013-06-15	Date (YYYY-MM-DD)
Site	Site Identifier for a selling location. It allows for defining different product ranges, prices, etc. It is also the identifier when locations have access to different inventory pools. For the web channel it is typically the region of the site (e.g. US, UK, France, etc.)	France	String
Site Category	Categorization of site from which the data is sourced (e.g. Web, Mobile, etc.)	Mobile	String
Mkt Parm1	Parameter used to map to Web Analytics data (e.g. Site or Vendor)	Linkshare	String
Mkt Parm2	Parameter used to map to Web Analytics data (e.g. Campaign Name)	Running_Shoes	String
Mkt Parm3	Parameter used to map to Web Analytics data (e.g. Creative Name)	Creative3893	String
Mkt Parm4	Parameter used to map to Web Analytics data (e.g. Creative Size)	300x250	String
Product ID	If applicable, the target Product ID for the marketing effort	FEU-123	String
Marketing Cost	The cost associated with the Affiliate activity	2.45	Double
Clicks	The number of clicks on the Affiliate Ad	3	Long
Impressions	The number of impressions for the Affiliate Ad	85	Long
Sales	The amount of sales resulting from the Affiliate click as identified by the Affiliate vendor.	87.45	Double

Field	Description	Example	Type
Orders	The number of orders resulting from the Affiliate click as identified by the Affiliate vendor.	1	Double
Order ID	The Order ID resulting from the Affiliate click as identified by the Affiliate vendor.	8293844	String

7.7 Comparison Shopping (CSE) Marketing File (Used for Web)

Field	Description	Example	Type
Date	The date of the comparison shopping activity	2013-06-15	Date (YYYY-MM-DD)
Site	Site Identifier for a selling location. It allows for defining different product ranges, prices, etc. It is also the identifier when locations have access to different inventory pools. For the web channel it is typically the region of the site (e.g. US, UK, France, etc.)	France	String
Site Category	Categorization of site from which the data is sourced (e.g. Web, Mobile, etc.)	Mobile	String
Mkt Parm1	Parameter used to map to Web Analytics data (e.g. Shopping Channel)	PriceGrabber	String
Mkt Parm2	Parameter used to map to Web Analytics data (e.g. Campaign Name)	Running_Shoes	String
Mkt Parm3	Parameter used to map to Web Analytics data (e.g. Product Name)	Men's Asics GT-2170	String
Mkt Parm4	Parameter used to map to Web Analytics data (e.g. Product ID)	FEU-123	String
Product ID	If applicable, the target Product ID for the marketing effort	FEU-123	String
Marketing Cost	The cost associated with the Comparison Shopping Activity	5.33	Double
Clicks	The number of clicks on the comparison shopping link	3	Long
Impressions	The number of impressions for the product on the comparison shopping engine	27	Long
Shopping Channel	The name of the comparison shopping channel	PriceGrabber	String
Brand	The brand of the clicked product	Asics	String
SKU (Item ID)	If applicable, the target SKU (or Item ID) for the marketing effort	8938984	String

Field	Description	Example	Type
Sales	The amount of sales resulting from the CSE click as identified by the CSE vendor.	87.45	Double
Orders	The number of orders resulting from the CSE click as identified by the CSE vendor.	1	Double
Order ID	The Order ID resulting from the CSE click as identified by the CSE vendor.	8293844	String

7.8 SEO Marketing File (Used for Web)

Field	Description	Example	Type
Date	The date of the display advertising activity	2013-06-15	Date (YYYY-MM-DD)
Site	Site Identifier for a selling location. It allows for defining different product ranges, prices, etc. It is also the identifier when locations have access to different inventory pools. For the web channel it is typically the region of the site (e.g. US, UK, France, etc.)	France	String
Site Category	Categorization of site from which the data is sourced (e.g. Web, Mobile, etc.)	Mobile	String
Mkt Parm1	Parameter used to map to Web Analytics data (e.g. Site or Vendor)	Google	String
Mkt Parm2			String
Mkt Parm3			String
Mkt Parm4			String
Product ID	If applicable, the target Product ID for the marketing effort	FEU-123	String
Marketing Cost	The cost associated with the 3 rd Party activity	2.45	Double
Clicks	The number of clicks from the search	3	Long
Search Engine	Search Engine used	Google	String
Search String	Search term used	Wool hats	String
Impressions	The number of impressions of the link	85	Long
Average Position Rank	The ranking of the listing for the search	3.25	Double

Field	Description	Example	Type
Sales	The amount of sales resulting from the click as identified by the 3 rd party vendor.	87.45	Double
Orders	The number of orders resulting from the click as identified by the 3 rd party vendor.	1	Double
Order ID	The Order ID resulting from the click as identified by the 3 rd party vendor.	8293844	String

7.9 Other Marketing File (Used for Web)

Field	Description	Example	Type
Date	The date of the marketing activity	2013-06-15	Date (YYYY-MM-DD)
Site	Site Identifier for a selling location. It allows for defining different product ranges, prices, etc. It is also the identifier when locations have access to different inventory pools. For the web channel it is typically the region of the site (e.g. US, UK, France, etc.)	France	String
Site Category	Categorization of site from which the data is sourced (e.g. Web, Mobile, etc.)	Mobile	String
Marketing Channel	The channel in which the marketing activity took place	Social	String
Mkt Parm1	Parameter used to map to Web Analytics data (e.g. site or vendor)	Twitter	String
Mkt Parm2	Parameter used to map to Web Analytics data (e.g. Campaign)	Shoe Awareness	String
Mkt Parm3	Parameter used to map to Web Analytics data (e.g. Primary Topic)	<ul style="list-style-type: none"> Shoe Community 	String
Mkt Parm4	Parameter used to map to Web Analytics data (e.g. Link)	Shoe Forum	String
Product ID	If applicable, the target Product ID for the marketing effort	FEU-123	String
Marketing Cost	The cost associated with the marketing activity	5.50	Double
Clicks	The number of clicks from the marketing activity	120	Long
Impressions	If applicable, the number of impressions of the marketing activity	500	Long
Sales	The amount of sales resulting from the marketing click as identified by the marketing vendor	87.45	Double

Field	Description	Example	Type
Orders	The number of orders resulting from the marketing click as identified by the marketing vendor	1	Double
Order ID	The Order ID resulting from the marketing click as identified by the marketing vendor	8293844	String

8 Web Analytics Files

Data File	Description	Business Required
Page Sources Activity	Page data linked to the visit initiating Marketing Source	✓
Page Sources Orders	Order and sales attributed page data	✓
Page Sources Attributed Activity	This enables identifying the area of the site that led each unit sold and the resultant revenue.	
Product Sources	Product data linked to the visit initiating Marketing Source	✓
Order Sources	Order IDs linked to the visit initiating Marketing Source	✓
Mobile Devices	Visits by mobile device	
Product Impressions	Number of impressions per Product ID (e.g. Product Listings, Product Detail, Search, etc.)	
Checkout Page Countries	Checkout page data by visitor country	
Marketing Attribution	Attributed Sales (Revenue) metrics by Marketing Source as calculated by the Web Analytics Vendor	

The following tables specify the desired fields within each Web Analytics File type.

8.1 Page Sources Activity File (Used for Web)

Field	Description	Example	Type
Date	The date of the web activity	2013-06-20	Date (YYYY-MM-DD)
Marketing Channel	The Marketing Channel that initiated the visit	Display	String
Mkt Parm1	Parameter used to map to Marketing File	Yahoo	String
Mkt Parm2	Parameter used to map to Marketing File	Running Shoes	String
Mkt Parm3	Parameter used to map to Marketing File	Creative3893	String
Mkt Parm4	Parameter used to map to Marketing File	300x250	String
Site	Site Identifier for a selling location. It allows for defining different product ranges, prices, etc. It is also the identifier when locations have access	France	String

Field	Description	Example	Type
	to different inventory pools. For the web channel it is typically the region of the site (e.g. US, UK, France, etc.)		
Site Category	Categorization of site from which the data is sourced (e.g. Web, Mobile, etc.)	Mobile	String
Page Type	Type of page (e.g. Category, Search Results, Product Detail, Shipping, Payment, Shopping Cart, Order Confirmation, Login, My Account)	Search Results	String
Page Name	The name of the page	Product Detail: Asics GT-2170	String
Product ID	If a product detail page, the product ID being viewed, or the product set ID if this is a product set page.	FEU-123	String
Source Type	If a product detail page, the source of the product view (e.g. Search, Browse, Recommendation, etc.)	Search	String
Page Category1	Top level of page categorization hierarchy	Search	String
Page Category2	Second level of page categorization hierarchy	Shoes	String
Page Category3	Third level of page categorization hierarchy	Asics	String
Page Category4	Fourth level of page categorization hierarchy		String
Page Category5	Fifth level of page categorization hierarchy		String
Visits	Number of visits to page	30	Long
One Page Visits	Number of one-page visits to page	4	Long
Page Views	Number of page views to page	45	Long
Entry Page Views	Number of entry page views to page	7	Long
Exit Page Views	Number of exit page views from page	5	Long
New Visitor Visits	Number of visits to page from New Visitors	8	Long
Search Term	The on-site search term entered by the visitor	blue jeans	String
Search Results	If a search results page view, average number of search results returned	41	Double
Time on Page	Average amount of time spent on page (seconds)	121	Double

Field	Description	Example	Type
Filter Count	For searches, the average number of filters applied to the search (e.g. By Price, By Brand, etc.)	2	Integer
Token Count	The number of words entered in the on-site search phrase. Men's blue jeans = 3.	3	Integer

8.2 Page Sources Orders File (Used for Web)

Field	Description	Example	Type
Date	The date of the web activity	2013-06-20	Date (YYYY-MM-DD)
Site	Site Identifier for a selling location. It allows for defining different product ranges, prices, etc. It is also the identifier when locations have access to different inventory pools. For the web channel it is typically the region of the site (e.g. US, UK, France, etc.)	France	String
Site Category	Categorization of site from which the data is sourced (e.g. Web, Mobile, etc.)	Mobile	String
Page Type	Type of page (e.g. Category, Search Results, Product Detail, Shipping, Payment, Shopping Cart, Order Confirmation, Login, My Account)	Search Results	String
Page Name	The name of the page	Product Detail: Asics GT-2170	String
Product ID	If a product detail page, the product ID being viewed, or the product set ID if this is a product set page.	FEU-123	String
Search Term	The on-site search term entered by the visitor	blue jeans	String
Page Category1	Top level of page categorization hierarchy	Search	String
Page Category2	Second level of page categorization hierarchy	Shoes	String
Page Category3	Third level of page categorization hierarchy	Asics	String
Page Category4	Fourth level of page categorization hierarchy		String
Page Category5	Fifth level of page categorization hierarchy		String
Order Influence	Number of orders occurring in the same session as this page view	6	Double

Field	Description	Example	Type
Sales Influence	Amount of sales from orders occurring in the same session as this page view	432.31	Double

8.3 Page Sources Attributed Activity File (Used for Web)

Field	Description	Example	Type
Date	The date of the web activity	2013-06-20	Date (YYYY-MM-DD)
Marketing Channel	The Marketing Channel that initiated the visit	Display	String
Mkt Parm1	Parameter used to map to Marketing File	Yahoo	String
Mkt Parm2	Parameter used to map to Marketing File	Running Shoes	String
Mkt Parm3	Parameter used to map to Marketing File	Creative3893	String
Mkt Parm4	Parameter used to map to Marketing File	300x250	String
Site	Site Identifier for a selling location. It allows for defining different product ranges, prices, etc. It is also the identifier when locations have access to different inventory pools. For the web channel it is typically the region of the site (e.g. US, UK, France, etc.)	France	String
Site Category	Categorization of site from which the data is sourced (e.g. Web, Mobile, etc.)	Mobile	String
Page Type	Type of page (e.g. Category, Search Results, Product Detail, Shipping, Payment, Shopping Cart, Order Confirmation, Login, My Account)	Search Results	String
Page Name	The name of the page	Product Detail: Asics GT-2170	String
Product ID	The product ID that was purchased and that the page is being attributed with the addition	FEU-123	String
Search Term	The on-site search term entered by the visitor if the page was a search results page	blue jeans	String
Page Category1	Top level of page categorization hierarchy	Search	String
Page Category2	Second level of page categorization hierarchy	Shoes	String

Field	Description	Example	Type
Page Category3	Third level of page categorization hierarchy	Asics	String
Page Category4	Fourth level of page categorization hierarchy		String
Page Category5	Fifth level of page categorization hierarchy		String
Attributed Units Sold	The units sold that are attributed to the page and should sum to the true quantity of units sold when aggregated across all pages attributed	7.0	Double
Attributed Revenue	The revenue that is attributed to the page and should sum to the sale revenue across all pages attributed	35.00	Double

8.4 Product Sources File (Used for Web)

Field	Description	Example	Type
Date	The date of the web activity	2013-06-20	Date (YYYY-MM-DD)
Marketing Channel	The Marketing Channel that initiated the visit	Display	String
Mkt Parm1	Parameter used to map to Marketing File	Yahoo	String
Mkt Parm2	Parameter used to map to Marketing File	Running Shoes	String
Mkt Parm3	Parameter used to map to Marketing File	Creative3893	String
Mkt Parm4	Parameter used to map to Marketing File	300x250	String
Site	Site Identifier for a selling location. It allows for defining different product ranges, prices, etc. It is also the identifier when locations have access to different inventory pools. For the web channel it is typically the region of the site (e.g. US, UK, France, etc.)	France	String
Site Category	Categorization of site from which the data is sourced (e.g. Web, Mobile, etc.)	Mobile	String
Product ID	The Product ID being viewed. This should always be a Product ID, even if the product is in a set. Each product in the set should result in a separate Product View,	FEU-123	String
Product Views	Number of product views to product	61	Long

Field	Description	Example	Type
Adding Sessions	Number of sessions (visits) in which a product was added to cart	7	Long
Items Added	Number of items for this product added to cart	17	Long
Units Sold	Number of items for this product in the order	10	Long
In Stock Views	Number of product views to product when Stock > 0	55	Double

8.5 Order Sources File (Used for Web)

Field	Description	Example	Type
Order Date	The date of the order	2013-06-20	Date (YYYY-MM-DD)
Order ID	Unique Order identifier	8293844	String
Marketing Channel	The Marketing Channel that initiated the visit	Display	String
Mkt Parm1	Parameter used to map to Marketing File	Yahoo	String
Mkt Parm2	Parameter used to map to Marketing File	Running_Shoes	String
Mkt Parm3	Parameter used to map to Marketing File	Creative3893	String
Mkt Parm4	Parameter used to map to Marketing File	300x250	String
Click Timestamp	The date and time of the marketing click that initiated the ordering visit (Time is optional, but important for attribution calculation)	2012-06-20 15:22:13	Date (YYYY-MM-DD hh:mm:ss)
Weight	Attributed weight (% of order) applied to marketing source with an expected value between 0 and 1 and the records should sum to 1 for each order ID (e.g. if 0.45, then 45% of the order value will be attributed to the marketing source)	0.60	Float

8.6 Mobile Devices File (Used for Web)

Field	Description	Example	Type
Date	The date on which the site was visited	2013-06-25	Date (YYYY-MM-DD)
Site	Site Identifier for a selling location. It allows for defining different product	France	String

Field	Description	Example	Type
	ranges, prices, etc. It is also the identifier when locations have access to different inventory pools. For the web channel it is typically the region of the site (e.g. US, UK, France, etc.)		
Site Category	Categorization of site from which the data is sourced (e.g. Web, Mobile, etc.)	Mobile	String
Device Type	The user's device type (e.g. Phone, Tablet)	Phone	String
Device Name	The name of the user's devices	Apple iPhone 5	String
Visits	The number of visits by visitors with this device	322	Integer
One Page Visits	The number of visits with only one page view by visitors with this mobile device	1,202	Integer
Orders	The number of orders completed in visits by visitors with this mobile device	301	Integer

8.7 Product Impressions File (Used for Web)

Field	Description	Example	Type
Date	The date on which the site was visited	2013-06-25	Date (YYYY-MM-DD)
Site	Site Identifier for a selling location. It allows for defining different product ranges, prices, etc. It is also the identifier when locations have access to different inventory pools. For the web channel it is typically the region of the site (e.g. US, UK, France, etc.)	France	String
Site Category	Categorization of site from which the data is sourced (e.g. Web, Mobile, etc.)	Mobile	String
Product ID	Unique Product identifier	FEU-123	String
Impression Type	Impression Type (e.g. Search, Recommendation, Listing)	Listing	String
Impressions	The number of times the product name/image was viewed	873	Integer

8.8 Checkout Page Countries File (Used for Web)

Field	Description	Example	Type
Date	The date of the web activity	2013-06-20	Date (YYYY-MM-DD)

Field	Description	Example	Type
Site	Site Identifier for a selling location. It allows for defining different product ranges, prices, etc. It is also the identifier when locations have access to different inventory pools. For the web channel it is typically the region of the site (e.g. US, UK, France, etc.)	France	String
Site Category	Categorization of site from which the data is sourced (e.g. Web, Mobile, etc.)	Mobile	String
Page Type	Type of page (e.g. Shipping, Payment, Shopping Cart, Order Confirmation, Login, My Account)	Payment	String
Page Name	The name of the page	Credit Card Details	String
Page Category1	Top level of page categorization hierarchy	Checkout	String
Page Category2	Second level of page categorization hierarchy	Payment	String
Page Category3	Third level of page categorization hierarchy	Card Details	String
Country	Country of visitor	United States	String
Visits	Number of visits to page from this country	30	Long
One Page Visits	Number of one-page visits to page from this country	4	Long
Page Views	Number of page views to page from this country	45	Long
Entry Page Views	Number of entry page views to page from this country	7	Long
Exit Page Views	Number of exit page views from page from this country	5	Long
Attributed Units Sold	The units sold that are attributed to the page and should sum to the true quantity of units sold when aggregated across all pages attributed	7.0	Double
Attributed Revenue	The revenue that is attributed to the page and should sum to the sale revenue across all pages attributed	35.00	Double
Time on Page	Average amount of time spent on page (seconds) from this country	121	Double
Error Message	Error details for checkout errors from this country; should only be set when Page Type is "Checkout Error".	Credit card processing error	String

8.9 Marketing Attribution File (Used for Web)

Field	Description	Example	Type
Date	The date of the web activity	2013-06-20	Date (YYYY-MM-DD)
Marketing Channel	The Marketing Channel to which the values are attributed	Display	String
Mkt Parm1	Parameter used to map to Marketing File	Yahoo	String
Mkt Parm2	Parameter used to map to Marketing File	Running Shoes	String
Mkt Parm3	Parameter used to map to Marketing File	Creative3893	String
Mkt Parm4	Parameter used to map to Marketing File	300x250	String
Site	Site Identifier for a selling location. It allows for defining different product ranges, prices, etc. It is also the identifier when locations have access to different inventory pools. For the web channel it is typically the region of the site (e.g. US, UK, France, etc.)	France	String
Site Category	Categorization of site from which the data is sourced (e.g. Web, Mobile, etc.)	Mobile	String
First Click Sales	The amount of first click sales attributed to this marketing source	1,385.35	Double
Last Click Sales	The amount of last click sales attributed to this marketing source	2,495.11	Double
Average Click Sales	The amount of average click sales attributed to this marketing source	1,874.22	Double

9 Customer Files

Data File	Description	Business Required
Customer ID Channel Mapping	A file to allow mapping of a temporary customer ID identified on an order to the final customer ID. A temporary customer ID is identified in an order by starting with 'T ' (or some other client configurable value)	
Customer ID Omni Mapping	A file to allow mapping of channel customer IDs to an Omnichannel ID that can encompass multiple IDs from different channels	
Customer Activity	An engagement file mapping customer IDs to product views	
Customer Attributes	Custom attributes of customers	
Customer Initial Data	Historical customer lifetime purchases, revenue, last order date, etc. to seed the system, based on direct channel orders	✓
Customer Survey	Customer satisfaction scores collected via survey	
Customer Email Opt-Out	File of email addresses that have opted out of marketing communications	
Customer Email Bounces	Email addresses that have hard or soft bounced	
Customer Initial Dominant Purchase Categories	Historical customer orders by product category to seed the system	
Customer Initial Marketing Channels	Used to populate the dominant purchase channel field in customer trees for customers in the customer initial feed	

The following tables specify the desired fields within each Customer File type.

9.1 Customer ID Channel Mapping (Used for Web / Store)

Field	Description	Example	Type
Date	The date on which the ID has been identified	2017-04-25	Date (YYYY-MM-DD)
Channel	The channel of the order against which the customer ID was given	Store	String
Customer ID	Unique temporary Customer identifier of the order. A temporary	929384844	String

Field	Description	Example	Type
	customer ID is identified in an order by starting with 'T' (or some other client configurable value)		
Channel Master Customer ID	Unique final Customer identifier for the channel	1234135211	String

9.2 Customer ID Channel Mapping (Used for Omni)

Field	Description	Example	Type
Date	The date on which the ID has been identified	2017-04-25	Date (YYYY-MM-DD)
Channel	The channel of the order against which the customer ID was given	Store	String
Channel Master Customer ID	Unique final Customer identifier for the channel	1234135211	String
Omni Master Customer ID	Unique mapped Omni Customer identifier (e.g. a CRM identifier holding multiple IDs from different channels)	4521135211	String

9.3 Customer Activity File (Used for Web)

Field	Description	Example	Type
Date	The date on which the customer had web site activity (e.g. viewed a page on the site)	2013-06-25	Date (YYYY-MM-DD)
Customer ID	Unique Customer identifier of visitor	929384844	String
Site	Site Identifier for a selling location. It allows for defining different product ranges, prices, etc. It is also the identifier when locations have access to different inventory pools. For the web channel it is typically the region of the site (e.g. US, UK, France, etc.)	France	String
Site Category	Categorization of site from which the data is sourced (e.g. Web, Mobile, etc.)	Mobile	String
Email Address	Email address of visitor (Required if no Customer ID)	jane@gmail.com	String
Product ID	Unique Product identifier of product viewed	FEU-123	String
Product Views	The number of product views to the product	2	Long
Items Abandoned	The number of items of the product abandoned from the shopping cart	1	Long

9.4 Customer Attributes File (Used for Web / Store / Omni)

Field	Description	Example	Type
Customer ID	Unique Customer identifier	929384844	String
Attribute Number	Attribute identifier (1-50)	1	Integer
Attribute Value	The value of the attribute	VIP	String

9.5 Customer Initial Data File (Used for Web / Store)

The Customer Initial Data file is a one-time send to seed the solution. It should contain data through to the first DynamicAction processing date.

Field	Description	Example	Type
Customer ID	Unique Customer identifier of visitor	929384844	String
Email Address	Email address of visitor (Required if no Customer ID)	jane@gmail.com	String
Channel	The channel the data is for. This has set values such as WEB or STORE	Web	String
Lifetime Orders	The number of lifetime orders by the customer	7	Long
Lifetime Units	The number of lifetime units purchased by the customer	12	Long
Lifetime Sales	The amount of lifetime sales associated to customer	743.45	Double
Lifetime Profit	The amount of lifetime profit associated to customer	135.50	Double
Lifetime Returns	The number of lifetime returned units by customer	2	Long
Lifetime Returned Value	The amount of lifetime sales associated with returned items from the customer	85.40	Double
Lifetime Cancellations	The number of lifetime cancelled orders by customer	1	Long
Lifetime Cancellation Value	The amount of lifetime sales associated with cancelled orders related to the customer	45.00	Double
Lifetime Declines	The number of lifetime declined orders by customer	1	Long
Lifetime Declined Value	The amount of lifetime sales associated with declined orders related to the customer	30.45	Double

Field	Description	Example	Type
First Order Date	The date of the customer's first order	2010-02-15	Date (YYYY-MM-DD)
Second Order Date	The date of the customer's second order	2011-03-02	Date (YYYY-MM-DD)
Last Order Date	The date of the customer's last order	2013-06-25	Date (YYYY-MM-DD)
First Purchase Store ID	For the Store channel, the ID of the first purchase store	1002	String
Last Purchase Store ID	For the Store channel, the ID of the last purchase store	1037	String

9.6 Customer Survey File (Used for Web / Store / Other)

Field	Description	Example	Type
Customer ID	Unique Customer identifier of visitor	929384844	String
Satisfaction Score	Customer's satisfaction score	8.5	Float

9.7 Customer Email Bounces File (Used for Web)

Field	Description	Example	Type
Date	Date of the email bounce	3013-06-25	Date (YYYY-MM-DD)
Campaign	Email Campaign Name	Summer Shoe Sale	String
Email Address	Email address of customer	jon@gmail.com	String
Emails Sent	The number of emails sent to the customer	2	Integer
Hard Bounces	The number of hard bounced emails to the customer	2	Long
Soft Bounces	The number of soft bounced emails to the customer	0	Long

9.8 Customer Initial Dominant Purchase Categories File (Used for Web / Store)

The Customer Initial Dominant Purchase Categories file is a one-time send to seed the solution. It should contain data up to the first DynamicAction processing date.

Field	Description	Example	Type
Customer ID	Unique Customer identifier of visitor	929384844	String

Field	Description	Example	Type
Channel	The channel the data is for. This has set values such as WEB or STORE	Web	String
Product Category1	Top level of product categorization hierarchy	Women	String
Product Category2	Second level of product categorization hierarchy	Activewear	String
Product Category3	Third level of product categorization hierarchy	Sneakers	String
Orders	The number of historical orders placed by the customer for products within the product category	14	Integer

9.9 Customer Initial Marketing Channels (Used for Web / Store)

The file is used to populate the dominant purchase channel field in customer trees for customers in the customer initial feed.

Field	Description	Example	Type
Customer ID	Unique Customer identifier for the channel	929384844	String
Channel	The channel the data is for. Currently this should be set to WEB	Web	String
Marketing Channel	Marketing channel to be attributed	Paid Search	String
Weight	The weight to be attributed to the marketing channel. The weight should be the number of orders (or sum of fractions of orders when multiple attribution is used) attributed to the customer.	1.5	Double

10 Metric Files

Data File	Description	Business Required
Target Metrics	Target (forecast/plan) values for your key performance indicator metrics	✓
Historical Metrics	Historical metric values (e.g. Last Year metrics) for your key performance indicators	✓

DynamicAction expects to receive values at daily, weekly and/or monthly intervals matching the calendar in your account. If wanting to provide values at multiple intervals, the expectation is that the file will include values for each distinct date range – for example, Jan 4, Jan 5, Jan 4-10, Jan 11-17, Jan 18-24, Jan 25-31 and a Jan 4-31 (to represent the month). You are not required to provide values for all metrics. You may selectively provide the values of greatest interest to your business. A couple of notes regarding importing metrics:

- It is important that any metric supplied has a definition that closely matches that of DynamicAction to ensure the comparisons are meaningful.
- Calculated metrics based on other metrics are not supported by import. Instead, DynamicAction automatically creates calculated metrics from the imported component metrics. For example, if Online Units Sold and Product Views were both imported, DynamicAction would automatically calculate Product Conversion. Your DynamicAction representative can help you understand which metrics are calculated and which corresponding metrics are used in their calculation.

In addition to importing top line metrics, you may also use the dimension list and dimension values columns to specify metric values for the values of dimensions you wish to import (e.g. product categories, brands, product ids etc.). Please consult your DynamicAction representative for a template file for the Target Metrics and/or Historical Metrics files and list of dimensions which are available for import.

10.1 Target Metrics File

Field	Description	Example	Type
Start Date	The beginning date for the target period	2013-06-23	Date (YYYY-MM-DD)
End Date	The end date for the target period	2013-06-29	Date (YYYY-MM-DD)
Metric	The DynamicAction metric identifier	Visits	String
Value	The target value for the metric	12,500	Double
Dimension List	The list of dimensions for which metric value should be assigned for	product_category1 product_category2	String

Field	Description	Example	Type
	the target period. For top line metrics, leave empty.		
Dimension Values	The value for each dimension configured in the dimension list. For top line metrics, leave empty.	Mens Shirts	String

10.2 Historical Metrics File

The Historical Metric File is a one-time file to seed the system. As a result, the expectation is to receive values for dates up to the first period processed in DynamicAction. For example, if the first week in DNA is Sept 14-20, the expectation is to receive historical data for Sept 7-13 backwards. The format of the Historical Metric File is identical to that of the Target Metric File.

Field	Description	Example	Type
Start Date	The beginning date for the historical period	2013-06-23	Date (YYYY-MM-DD)
End Date	The end date for the historical period	2013-06-29	Date (YYYY-MM-DD)
Metric	The DynamicAction metric identifier	Visits	String
Value	The historic value for the metric	12,500	Double
Dimension List	The list of dimensions for which metric value should be assigned for the historical period. For top line metrics, leave empty.	product_category1 product_category2	String
Dimension Values	The value for each dimension configured in the dimension list. For top line metrics, leave empty.	Mens Shirts	String

11 Appendix

11.1 Sample Shipping Method Lookup

This is a sample look-up table that you might provide to help us calculate the appropriate shipping cost to apply for each shipping method found in customer orders. Further, the table communicates the expected delivery promise by method.

Shipping Method	Shipping Partner	Shipping Cost	Days to Meet Delivery Promise
24 hrs.	FedEx Express	€9.64	1
48 hrs.	FedEx Express	€9.64	1
Standard delivery	FedEx Standard Delivery	€5.29	8