

Analytics Data Dictionary

The following database tables are available from Monetate Analytics Cloud.

Experience Configuration Data

These tables contain metadata about experiences, how they're configured, and the rules that define them.

Experience Metadata

The `METADATA_EXPERIENCE` table contains all configuration metadata for experiences. It's the base table to join against for information about experiences.

Column	Description
<code>EXPERIENCE_ID</code>	The experience's identifier
<code>EXPERIENCE_NAME</code>	The experience's name
<code>EXPERIENCE_TYPE</code>	The experience's type
<code>STATUS</code>	The experience's status
<code>ARCHIVED</code>	Indicates if an experience is archived
<code>INTEGRATION_TYPE</code>	The account's Monetate integration , with the possible value of <code>js-tag</code> , <code>engine-api</code> , or <code>email</code>
<code>CREATE_TIME</code>	The time the experience was created
<code>START_TIME</code>	The time the experience started as determined by its WHEN settings or when the client-user clicked ACTIVATE without setting a start date and time
<code>END_TIME</code>	The time the experience ended as determined by its WHEN settings Note: The value is <code>NULL</code> if the WHEN settings don't include an end time.

Page Event Metadata

The `METADATA_PAGE_EVENT` table contains all the metadata information for page events.

Column	Description
<code>PAGE_EVENT_ID</code>	The page event's identifier
<code>TITLE</code>	The page event's title
<code>DESCRIPTION</code>	The page event's description
<code>CREATE_TIME</code>	The time the page event was created
<code>ARCHIVED</code>	Indicates if a page event is archived

Column	Description
CATEGORY	The page event's type, with the possible value of <code>API</code> , <code>Interaction</code> , <code>Impression</code> , <code>Other</code> , or <code>URL</code>
SUBCATEGORY	The secondary level of the page event's type as established when the event was created in <code>Event Builder</code> or modified in the <code>Event Quickview modal</code> of the Events list page
UNIQUE_KEY	An alphanumeric string set <code>when you created the event</code> that represents it when you use it in Engine API requests

Experience-Page Event Metadata

The `METADATA_PAGE_EVENT` table links experiences to page events. You can query this table to obtain a list of which page event IDs are associated with an experience.

Column	Description
PAGE_EVENT_ID	The page event's identifier
EXPERIENCE_ID	The experience's identifier

Experience Tag Metadata

The `METADATA_EXPERIENCE_TAG` table contains metadata about any tags an experience has.

Column	Description
EXPERIENCE_ID	The experience's identifier
TAG_NAME	The tag attached to the experience

Experience Splits Metadata

The `METADATA_SPLIT` table contains metadata about an experience's splits.

Column	Description
SPLIT_ID	The split's identifier
SPLIT_LABEL	The Monetate-assigned discriminator for the different splits (for example, <code>A</code> , <code>B</code> , <code>C</code> , <code>Control</code> , <code>Experiment</code>)
SPLIT_DESCRIPTION	The name you gave the split when you configured the <code>variant</code> in the experience
EXPERIENCE_ID	The identifier of the experience to which the split belongs

Experience Variants Metadata

The `METADATA_VARIANT` table contains metadata about `variants` of a split. For ease of use, it includes the experience ID so that you can directly query what experience a variant is attached to. Keep in mind, though, that the

hierarchy is still experience > split > variant.

This table is the anchor between the session tables and the other metadata tables. Specifically, you can use `VARIANT_ID` in the `SESSION_FIRST_OFFER` table to join against this variants table. From there, you can access any of the session tables via `MONETATE_ID`, or you can access any of the metadata tables by joining against the `METADATA_EXPERIENCE` table.

Column	Description
<code>VARIANT_ID</code>	The variant's identifier
<code>VARIANT_LABEL</code>	The variant's label as it appears in the Monetate platform
<code>VARIANT_DESCRIPTION</code>	A combination of the variant label and description, if any
<code>SPLIT_ID</code>	The identifier of the split with which the variant is associated
<code>EXPERIENCE_ID</code>	The experience's identifier

Session and Interaction Data

These tables contain information about visitor sessions, their interactions, and conversion events.

Session Summary

The `SESSION_SUMMARY` table contains metadata about individual sessions. It includes all single-value dimensions and measures for each session. You can calculate aggregate metrics—such as conversion rate, add-to-cart rate, bounce rate, and revenue per session—by using the provided measures.

This table is the anchor for all other joins of session-based data.

Column	Description
<code>ACCOUNT_ID</code>	The ID of the Monetate account to which the session belongs
<code>MONETATE_ID</code>	The session's Monetate ID
<code>START_TIME</code>	The session's start time Note: The <code>START_TIME</code> value together with the <code>ACCOUNT_ID</code> value and the <code>MONETATE_ID</code> value form the session's key.
<code>END_TIME</code>	The time of the session's last recorded fact
<code>CUSTOMER_ID</code>	The last-seen customer ID associated with the session, if available
<code>PRODUCT_VIEWS</code>	The total product detail views recorded in the session
<code>HAS_CART</code>	Whether the customer placed any items in the cart during the session
<code>HAS_PURCHASE</code>	Whether the customer completed any purchases during the session
<code>HAS_NEW_CUSTOMER</code>	Whether the Monetate ID associated with the session has previous sessions

Column	Description
HAS_STEALTH	Whether the session was part of a configured Stealth Group
CITY	The primary English-language name for the settlement as defined in the GeoNames database that's associated with the session's IP address
REGION	The ISO-3166-2 code for the most specific subdivision available that's associated with the session's IP address
DMA_CODE	The numeric code for the DMA region as defined by The Nielsen Company that's associated with the session's IP address Note: The value of <code>DMA_CODE</code> corresponds to the <code>metro_code</code> attribute in newer versions of MaxMind's GeoIP database.
COUNTRY_CODE	The ISO-3166-1 alpha-2 code for the country associated with the session's IP address
POSTAL_CODE	The postal code close to the location associated with the session's IP address
TIMEZONE	The Internet Assigned Numbers Authority (IANA) time zone associated with the session's IP address
USER_AGENT	The user agent string of the customer's device associated with the session
BROWSER	The Web browser used during the session as identified by the user agent string of the customer's device
BROWSER_VERSION	The version of the Web browser used during the session as identified by the user agent string of the customer's device
OS	The operating system used during the session as identified by the user agent string of the customer's device
OS_VERSION	The version of the operating system used during the session as identified by the user agent string of the customer's device
SCREEN_HEIGHT	The height in pixels of the customer's device used during the session
SCREEN_WIDTH	The width in pixels of the customer's device used during the session
DEVICE_TYPE	The type of device the customer used during the session, the value limited to <code>Mobile Phone</code> , <code>Desktop</code> , or <code>Tablet</code>
PURCHASE_COUNT	The total purchase transactions made in the session
SESSION_VALUE	The total value of all purchases made in the session
PURCHASE_UNIT_COUNT	The total units of products purchased in the session

For more information about how geolocation-related data is determined, refer to MaxMind's [GeoIP2 documentation](#). See the DeviceAtlas [documentation](#) for additional information about technographics-related data.

Variants Assigned to Sessions

The `SESSION_FIRST_OFFER` table contains metadata about the variants that a session was assigned, or offered, for each of the experiences it saw. Keep in mind the following points about sessions and variants:

- A single session is assigned to only one variant of any eligible experience.
- Variant assignments don't change *during* a session.
- Variant assignment may change *between* sessions if the experience's split configuration changes, or if the variant assigned to a customer ID differs from the variant assigned to the session's Monetate ID.

For each experience Monetate only records an offer if any page view in the session was eligible for an action in any of the splits in the experience. To be eligible for an action, the page view must meet all [action conditions](#) configured for the action. A variant is assigned after this eligibility check, which means that a session isn't assigned to the control variant of a split unless it could have been eligible to display an action had it been assigned to the experiment variant instead.

Join this table with the `METADATA_VARIANT` table to associate metadata for each assigned variant.

Column	Description
<code>ACCOUNT_ID</code>	The ID of the Monetate account to which the session belongs
<code>MONETATE_ID</code>	The session's Monetate ID
<code>SESSION_START_TIME</code>	The session's start time Note: The <code>START_TIME</code> value together with the <code>ACCOUNT_ID</code> value and the <code>MONETATE_ID</code> value form the session's key.
<code>SESSION_END_TIME</code>	The time of the session's last recorded fact
<code>VARIANT_ID</code>	The variant's identifier that consists of a two-part ID describing the split and test group Note: This column corresponds to <code>VARIANT_ID</code> in the <code>METADATA_VARIANT</code> table.

Page Events in Sessions

The `SESSION_FIRST_PAGE_EVENT` table contains metadata about the set of distinct page events seen by a session.

Join this table with the `METADATA_PAGE_EVENT` table to associate metadata for individual page event IDs.

Column	Description
<code>ACCOUNT_ID</code>	The ID of the Monetate account to which the session belongs
<code>MONETATE_ID</code>	The session's Monetate ID
<code>SESSION_START_TIME</code>	The session's start time Note: The <code>START_TIME</code> value together with the <code>ACCOUNT_ID</code> value and the <code>MONETATE_ID</code> value form the session's key.

Column	Description
SESSION_END_TIME	The time of the session's last recorded fact
PAGE_EVENT_ID	The page event's identifier Note: This column corresponds to PAGE_EVENT_ID in the METADATA_PAGE_EVENT table.

Page Types in Sessions

The SESSION_DISTINCT_PAGE_TYPE table contains metadata about the distinct page types the customer saw in a session.

Column	Description
ACCOUNT_ID	The ID of the Monetate account to which the session belongs
MONETATE_ID	The session's Monetate ID
SESSION_START_TIME	The session's start time Note: The START_TIME value together with the ACCOUNT_ID value and the MONETATE_ID value form the session's key.
SESSION_END_TIME	The time of the session's last recorded fact
PAGE_TYPE	The type of page (for example, main, product, cart) the customer saw in the session as passed to Monetate by the setPageType method in Monetate JavaScript API implementations or by the pageType key-value pair of the monetate:context:PageView event in Engine API implementations

Purchases in Sessions

The PURCHASE_FACT table contains metadata about the individual line items of purchases the customer made in a session.

Column	Description
ACCOUNT_ID	The ID of the Monetate account to which the session belongs
MONETATE_ID	The session's Monetate ID
SESSION_START_TIME	The session's start time Note: The START_TIME value together with the ACCOUNT_ID value and the MONETATE_ID value form the session's key.
SESSION_END_TIME	The time of the session's last recorded fact

Column	Description
PURCHASE_ID	The purchase's ID as passed to Monetate in the <code>purchaseId</code> key-value pair in the <code>addPurchaseRows</code> method in Monetate JavaScript API implementations or by the <code>purchaseId</code> key-value pair of the <code>monetate:context:Purchase</code> event in Engine API implementations
LINE	The number of the purchase line in an order
PRODUCT_ID	The product ID (<code>item_group_id</code> in Monetate's product catalog specification) of a purchased product as passed to Monetate in the <code>productId</code> key-value pair in the <code>addPurchaseRows</code> method in Monetate JavaScript API implementations or in the <code>pid</code> key-value pair in the <code>purchaseLines</code> array of the <code>monetate:context:Purchase</code> event in Engine API implementations
SKU	The SKU (<code>id</code> in Monetate's product catalog specification) of a purchased product as passed to Monetate in the <code>sku</code> key-value pair in the <code>addPurchaseRows</code> method in Monetate JavaScript API implementations or in the <code>sku</code> key-value pair in the <code>purchaseLines</code> array of the <code>monetate:context:Purchase</code> event in Engine API implementations
QUANTITY	The quantity of the product that the customer bought
CURRENCY	The currency of the purchase in the ISO 4217 code
CURRENCY_UNIT_PRICE	The per-unit price of the purchased product

Query Examples

You can use the following query examples to extract values from the database tables.

List Variants

The following query lists all variants and the splits to which they belong across all experiences.

```
SELECT
  me.experience_id,
  ms.split_id,
  mv.variant_id
FROM
  public.dt_metadata_experience me
JOIN
  public.dt_metadata_split ms
  ON ms.experience_id = me.experience_id
JOIN
  public.dt_metadata_variant mv
  ON mv.split_id = ms.split_id;
```

List Sessions in a Variant

The following query lists all sessions that qualified for a specified variant.

```
SELECT
*
FROM
  public.dt_metadata_variant mv
JOIN
  public.dt_session_first_offer sfo
  ON sfo.variant_id = mv.variant_id
JOIN
  public.dt_session_summary ss
  ON ss.monetate_id = sfo.monetate_id
  AND ss.start_time = sfo.session_start_time
WHERE
  mv.variant_id = '12345-0'
```

Filter Experiences by Integration Type

The following query lists only experiences deployed using the Engine API. To view a list of experiences deploying using the Monetate JavaScript API, replace `engine-api` with `js-tag`.

```
SELECT
*
FROM
  public.dt_metadata_experience
WHERE
  integration_type = 'engine-api';
```

List Page Events by Experience

The following query lists all page events associated with an experience.

```
SELECT
*
FROM
  public.dt_metadata_experience_page_event mepe
JOIN
  public.dt_metadata_page_event mpe
  ON mepe.page_event_id = mpe.page_event_id
WHERE
  mepe.experience_id = 1234;
```

Filter and List Distinct Tags

The following query lists distinct tags for all experiences that started in a specified time period.

```
SELECT DISTINCT
(met.tag_name)
FROM
  public.dt_metadata_experience_tag met
  JOIN
  public.dt_metadata_experience me
  ON met.experience_id = me.experience_id
WHERE
  me.start_time >= '2023-11-01 00:00:00'
  AND me.start_time < '2023-12-01 00:00:00';
```

Count Sessions by Experience Tag

By joining through the [SESSION_FIRST_OFFER](#) table, the following query lists for each specified tag the number of sessions that qualified for experiences over a specified period of time.

```
SELECT
  met.tag_name,
  COUNT(*)
FROM
  public.dt_metadata_experience_tag met
  JOIN
  public.dt_metadata_experience me
  ON me.experience_id = met.experience_id
  JOIN
  public.dt_metadata_variant mv
  ON me.experience_id = mv.experience_id
  JOIN
  public.dt_session_first_offer sfo
  ON mv.variant_id = sfo.variant_id
WHERE
  sfo.session_start_time >= '2023-11-01 00:00:00'
  AND sfo.session_start_time < '2023-12-01 00:00:00'
GROUP BY
  met.tag_name;
```