

Campaign History Layout

Field	DataType	Required	Notes
Client	String	Yes	The name of the client.
CampaignType	String	No	This groups multiple campaigns together for analysis.
CampaignSubtype	String	No	
Channel	String	Yes	Valid values are: Direct Mail, Email, Targeted Digital, Outbound Call, or SMS Text.
JobID	String	No	This is populated with the Amsive DirectLink JobNo for mail files printed at Amsive. It is strongly recommended this be populated, even though it is not required.
SolicitDate	Date	Yes	The mail date of the solicitation. YYYY-MM-DD is the preferred format.
FirstName	String	Yes	Should be populated for attribution.
MiddleName	String	No	
LastName	String	Yes	Must be populated for attribution.
Suffix	String	No	Should be populated for attribution.
AddressLine1	String	Yes	Must be populated for attribution.
AddressLine2	String	No	Should be populated for attribution.
City	String	Yes	Should be populated for attribution.
State	String	Yes	Must be populated for attribution.
Zip5	String	Yes	Must be populated for attribution.
Zip4	String	No	
Model	String	No	The name of the model that drove the solicitation.
ModelDecile	String	No	
ModelScore	String	No	
TargetAudience	String	No	Valid values are Prospect, Lead, Member, and Winback.
Segment	String	No	Used to group audience segments for reporting.
SubSegment	String	No	
AdditionalSegment3	String	No	
AdditionalSegment4	String	No	
EnvelopeCode	String	No	
CampaignID	String	Yes	Populate with a code that groups together all channels that were included in a single Campaign (ie: Drop #, Campaign Identification, etc)
CampaignName	String	No	Optional friendly name of the CampaignID
EmailAddress1	String	No	
DateOfBirth	Date	No	YYYY-MM-DD is the preferred format.
SolicitID	String	Yes	The unique ID of the individual solicitation. This ID must be unique across all mail drops for a specific client.
InboundPhoneNumber	String	No	Optional Inbound call number (TFN/DNIS) printed on the piece to be used for report groupings.
ClientCampaignCode	String	No	Optional Client campaign code (often the Salesforce code of the segment, etc) to be used for report groupings.
AttributionStartDate	Date	No	YYYY-MM-DD is the preferred format. If a Start date is not provided, the SolicitDate will be used by default.
AttributionEndDate	Date	No	YYYY-MM-DD is the preferred format. If an End Date is not provided, the SolicitDate + 90 days will be used by default.
CreativeVersionCode	String	No	Define your creative groupings using this field.
PackageTypeCode	String	No	Valid values are Letter, Self-Mailer, PostCard, Greeting Card, Calendar, Magazine, Snap-Pack.