

The Ascent360 Customer Data Platform has the ability to store and create variables that aggregate data from other fields. These aggregated fields are at the Individual (or Person) level, which means that each individual in the database has about 55 fields that are "aggregates" in addition to the data about them from the source system(s).

In this article:

- [Definition of Ascent360 Aggregates](#)
- [List of Standard Derived Variables and Aggregates](#)

## Definition of Ascent360 Aggregates

**Individual Aggregate:** An individual aggregate is a derived field that is built at the individual level based upon other data related to that individual.

This is best explained through the following example: Imagine if John Smith buys twice from your store and once from your eCommerce site. The first purchase was for \$50 on January 1st, 2018. The second purchase was for \$100 on January 15th, 2018, and the third purchase was for \$200 on December 1, 2019. In total, John has made 3 purchases. Ascent360 would derive the following aggregates:

Aggregate	Value1
Total Lifetime Spend	\$350
Average Order Value	\$116
Number of Purchases	3
Last Purchase Date	01/01/2018
First Purchase Date	12/01/2018

## List of Standard Derived Variables and Aggregates

Below is a list of standard Derived Variables and Aggregates. Most of these will be implemented "Out of the Box" with every customer implementation. Some of these are industry specific such as "Count of Lift Scans This Season", which is exclusive to resorts that scan passes.

Database Column Name	Alias Name (Friendly Name in the Ascent360 CDP)	Description and Notes	Data Type
Mag_Computed_Days_Active	Days Individual	Number of Days between Individual Create Date and Today.	Integer or Number

Database Column Name	Alias Name (Friendly Name in the Ascent360 CDP)	Description and Notes	Data Type
Mag_Computed_Days_Customer	Days Customer	This is the difference between the Customer Create Date (the date of first attributed purchase) and today in days.	Integer or Number
Mag_Computed_Days_Customer_Lapse	Days Customer Lapse	Days since the Last Implied Purchase Date.	Integer or Number
Mag_Computed_Days_Since_Last_Purchase	Days Since Last Purchase	The number of days since the Last Financial Purchase Date including self-reported dollars.	Integer or Number
Mag_Computed_Spend_Avg_Order_Value	Average Order Value	This is the Average Order Value of transactions including self-reported dollars.	numeric
Mag_Computed_Spend_Avg_Order_Value_QL	Average Order Value Verified	This is the Average Order Value of transactions of all verified transactions.	numeric
Mag_Custom_Count_LiftScan_This_Season	Count of Lift Scans This Season	This is the total count of lift scans for a customer in the current season.	Integer or Number
Mag_Custom_Count_Specific_Product	Count Custom Product Purchased	Count Custom Product Purchased.	Integer or Number
Mag_Custom_Lapsed_Customer	Lapsed Customer	This is a flag set to yes if the days since last purchase > 730 (2 years).	Text
Mag_Custom_Rating_Likely_Recommend	Likelihood to Recommend	This is the zero to 10 value of likely to recommend.	Integer or Number
Mag_Custom_Text_Store_Last_Shopped	Last Store	Last store that the customer shopped.	Text
Mag_Custom_Text_Store_PREFERRED	Preferred Store	Store that the customer prefers shopping at determined by the most number of purchases at a store.	Text
Mag_CustomDate6	Birthday This Year	Allows query of birthdays occurring this year.	Date or Date with Timestamp
Mag_customDecimal6	RFM addition	The addition of recency-frequency-monetary values	Integer or Number

Database Column Name	Alias Name (Friendly Name in the Ascent360 CDP)	Description and Notes	Data Type
Mag_Customer_Create_Date	Customer Create Date	The first date at which an individual became a Customer with a financial purchase.	Date or Date with Timestamp
Mag_Customer_Source_Text	First Customer Source	Description of customer source.	Text
Mag_Customer_Status	Customer Status	Status of either customer or prospect using financial transaction and implied purchases.	Text
Mag_CustomText5	Resort Lifestage	Lifestage person has because of their age group. Defined as the following: <ul style="list-style-type: none"> <li>• 17 or Younger: age 17 or younger</li> <li>• Younger years: age 18 to 34</li> <li>• Family years: age 35 to 50</li> <li>• Mature years: age 51 to 99</li> <li>• Unknown: No age given</li> </ul>	Text
Mag_CustomText6	Resort Customer Type	Resort customer type based off season pass bought in 3 years	Text
Mag_Email_First_Delivered_Date	First Email Delivered Date	This is the date at which AscentCRM first sent email by client to the specific individual.	Date or Date with Timestamp
Mag_Email_Last_Clicked_Date	Last Email Click Date	This is the date at which an email was last clicked by the individual.	Date or Date with Timestamp
Mag_Email_Last_Delivered_Date	Last Email Delivered Date	This is the date at which an email was sent to the individual.	Date or Date with Timestamp
Mag_Email_Last_Opened_Date	Last Email Opened Date	This is the date at which an email was last opened by the individual.	Date or Date with Timestamp
Mag_Email_Number_Clicked_365days	Number of Emails Clicked - Past 12 Months	This is the total number of emails Clicked by an individual over the past 12 months.	Integer or Number

Database Column Name	Alias Name (Friendly Name in the Ascent360 CDP)	Description and Notes	Data Type
Mag_Email_Number_Clicked_Lifetime	Number of Emails Clicked - Lifetime	The total number of emails clicked by an individual recorded by AscentCRM.	Integer or Number
Mag_Email_Number_Opened_365days	Number of Emails Opened - Past 12 Months	This is the total number of emails Opened on by an individual over the past 12 months.	Integer or Number
Mag_Email_Number_Opened_Lifetime	Number of Emails Opened - Lifetime	The total number of emails opened on by an individual recorded by AscentCRM.	Integer or Number
Mag_Email_Number_Sent_365days	Number of Emails Sent - Past 12 Months	This is the total number of emails sent to an individual over the past 12 months.	Integer or Number
Mag_Email_Number_Sent_Lifetime	Number of Emails Sent Lifetime	The total number of emails sent to an individual recorded by AscentCRM.	Integer or Number
Mag_Email_Unsubscribed_Date	Unsubscribe Date from Email	This is the date at which the individual unsubscribed from email for all contact from any source.	Date or Date with Timestamp
Mag_Individual_Create_Date	Individual Create Date	This is the first date at which an individual was created in the database.	Date or Date with Timestamp
Mag_Individual_Source_Text	First Source	Description of first source.	Text
Mag_Last_Interaction_Date	Last Interaction Date	The last date at which the individual has interacted with our client through any means.	Date or Date with Timestamp
Mag_Last_Source_Date	Last Source Date	Last Source Date	Date or Date with Timestamp
Mag_Last_Source_Text	Last Source	Description of last source.	Text
Mag_Purchase_Last_Date_Financial	Last Financial Purchase Date	This is the date at which the customer last purchased something including self-reported purchases.	Date or Date with Timestamp

Database Column Name	Alias Name (Friendly Name in the Ascent360 CDP)	Description and Notes	Data Type
Mag_Purchase_Last_Date_Financial_QL	Last Purchase Date Verified	This is the number of days between the verified transactional Last Purchase Date and Today.	Date or Date with Timestamp
Mag_Purchase_Last_Date_Implied	Last Implied Purchase Date	Similar to the Last Financial Purchase Date, but includes implied purchases.	Date or Date with Timestamp
Mag_Purchase_NumberTransactions_Financial	Number of Financial Purchases	This is a count of all purchases and self-reported purchases.	Integer or Number
Mag_Purchase_NumberTransactions_Financial_QL	Number Transactions Verified	This is the number of transactions of all verified transactions.	Integer or Number
Mag_Purchase_NumberTransactions_Implied	Number of Implied Purchases	Number of Implied Purchases	Integer or Number
Mag_Score_Frequency	Frequency Score	20% buckets of frequent customers.	Integer or Number
Mag_Score_Monetary	Monetary Score	20% bucket of top spend.	Integer or Number
Mag_Score_Recency	Recency Score	20% buckets of recent customers.	Integer or Number
Mag_Score_RFM	RFM Score	RFM scores in one field.	Integer or Number
Mag_Spend_30days	Spend in the Past 30 Days	Total Spent by the customer over the past 30 days.	numeric
Mag_Spend_365days	Spend in Past 12 Months	Total Spent by the customer over the past 12 months.	numeric
Mag_Spend_60days	Spend in the Past 60 Days	Total Spent by the customer over the past 60 days.	numeric
Mag_Spend_90days	Spend in the Past 90 Days	Total Spent by the customer over the past 90 days.	numeric
Mag_Spend_Current_Calendar_Year	Spend in Current Calendar Year	Total Spent by the customer in the current calendar year.	numeric

Database Column Name	Alias Name (Friendly Name in the Ascent360 CDP)	Description and Notes	Data Type
Mag_Spend_Lifetime	Total Spent Lifetime	This is the sum of all known spend from all sources including self-reported purchases.	numeric
Mag_Spend_Lifetime_QL	Total Spent Lifetime Verified	This is the sum of dollars spent of all verified transactions.	numeric
Mag_Spend_Prior_Calendar_Year	Spend in Prior Calendar Year	Total Spent by the customer previous calendar year.	numeric