The Ascent360 Platform calculates Customer Aggregates from your source system data. These fields can be extremely valuable for marketing! These "aggregated fields" are re-calculated each night with any new data that enters the system.

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: Sample customer 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.

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

Alias Name (Friendly Name in the Ascent360 CDP)	Description and Notes	Data Type
Days Customer	This is the difference between the Customer Create Date (the date of first attributed purchase) and today in days.	Integer or Number
Days Customer Lapse	Days since the Last Implied Purchase Date.	Integer or Number
Days Since Last Purchase	The number of days since the Last Financial Purchase Date including self-reported dollars.	Integer or Number
Average Order Value	This is the Average Order Value of transactions including self-reported dollars.	numeric
Average Order Value Verified	This is the Average Order Value of transactions of all verified transactions.	numeric
Count of Lift Scans This Season	This is the total count of lift scans for a customer in the current season.	Integer or Number
Count Custom Product Purchased	Count Custom Product Purchased.	Integer or Number
Lapsed Customer	This is a flag set to yes if the days since last purchase > 730 (2 years).	Text
Likelihood to Recommend	This is the 0-10 value of likely to recommend (or NPS Score). This field requires a connected data source that provides back individuals' scores.	Integer or Number
Last Store	The last store where the customer made a transaction.	Text
Preferred Store	The store that the customer prefers shopping at -- determined by the most number of purchases at a store.	Text
Birthday This Year	Allows query of birthdays occurring this year.	Date or Date with Timestamp
RFM addition	The addition of recency-frequency-monetary values. The highest score is "15".	Integer or Number
Customer Create Date	The date an individual became a Customer (aka an individual's first purchase date)	Date or Date with Timestamp
First Customer Source	The source of an individual's first purchase.	Text

Alias Name (Friendly Name in the Ascent360 CDP)	Description and Notes	Data Type
Customer Status	Status of either customer or prospect using financial transaction and implied purchases.	Text
Resort Lifestage	Lifestage person has because of their age group. Defined as the following: • 17 or Younger: age 17 or younger • Younger years: age 18 to 34 • Family years: age 35 to 50 • Mature years: age 51 to 99 • Unknown: No age given This field is not available for all client types.	Text
Resort Customer Type	Resort customer type based off season pass bought in three years. This field is not available for all client types.	Text
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
Last Email Click Date	This is the date at which an email was last clicked by the individual.	Date or Date with Timestamp
Last Email Delivered Date	This is the date at which an email was sent to the individual.	Date or Date with Timestamp
Last Email Opened Date	This is the date at which an email was last opened by the individual.	Date or Date with Timestamp
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
Number of Emails Clicked - Lifetime	The total number of emails clicked by an individual.	Integer or Number
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
Number of Emails Opened - Lifetime	The total number of emails opened by an individual.	Integer or Number

Alias Name (Friendly Name in the Ascent360 CDP)	Description and Notes	Data Type
Number of Emails Sent - Past 12 Months	The total number of emails sent to an individual over the past 12 months.	Integer or Number
Number of Emails Sent Lifetime	The total number of emails sent to an individual.	Integer or Number
Unsubscribe Date from Email	The date at which the individual unsubscribed from email from any source.	Date or Date with Timestamp
Individual Create Date	This is the first date an individual was created in the database.	Date or Date with Timestamp
First Source	An individual's first source.	Text
Last Interaction Date	The last date an individual has "interacted" via email or transaction.	Date or Date with Timestamp
Last Source Date	Last Source Date (the last date an individual entered the database)	Date or Date with Timestamp
Last Source	The last source system an individual came into the database from.	Text
Last Financial Purchase Date	The date the customer last made a purchase -- including self-reported purchases (i.e. product registration)	Date or Date with Timestamp
Last Purchase Date Verified	The date the customer last made a purchase -- NOT including self-reported purchases (i.e. product registration)	Date or Date with Timestamp
Last Implied Purchase Date	Similar to the Last Financial Purchase Date, but includes implied purchases.	Date or Date with Timestamp
Number of Financial Purchases	A count of all purchases and self-reported purchases for an individual.	Integer or Number
Number Transactions Verified	A count of verified transactions for an individual.	Integer or Number
Number of Implied Purchases	A count of implied purchases for an individual.	Integer or Number
Frequency Score	20% buckets of frequent customers. The best score is a "5".	Integer or Number

Alias Name (Friendly Name in the Ascent360 CDP)	Description and Notes	Data Type
Monetary Score	20% bucket of top spend. The best score is a "5".	Integer or Number
Recency Score	20% buckets of recent customers. The best score is a "5".	Integer or Number
RFM Score	RFM scores in one field. The best score is a "555".	Integer or Number
Spend in the Past 30 Days	Total Spent by the customer over the past 30 days.	numeric
Spend in Past 12 Months	Total Spent by the customer over the past 12 months.	numeric
Spend in the Past 60 Days	Total Spent by the customer over the past 60 days.	numeric
Spend in the Past 90 Days	Total Spent by the customer over the past 90 days.	numeric
Spend in Current Calendar Year	Total Spent by the customer in the current calendar year.	numeric
Total Spent Lifetime	This is the sum of all known spend from all sources including self-reported purchases. Also called "LTV" (lifetime value) in marketing.	numeric
Total Spent Lifetime Verified	Total spent by the customer on all verified transactions.	numeric
Spend in Prior Calendar Year	Total Spent by the customer in the previous calendar year.	numeric

If you have any questions on **aggregates**, please contact us!