

The Data Dictionary page provides a list of fields available in your Ascent360 Platform. By default, the editable version of this page is *only* available to administrative users. Administrators have the ability to update the category, field name, field description, sort order, or configure the field's visibility in various outputs.

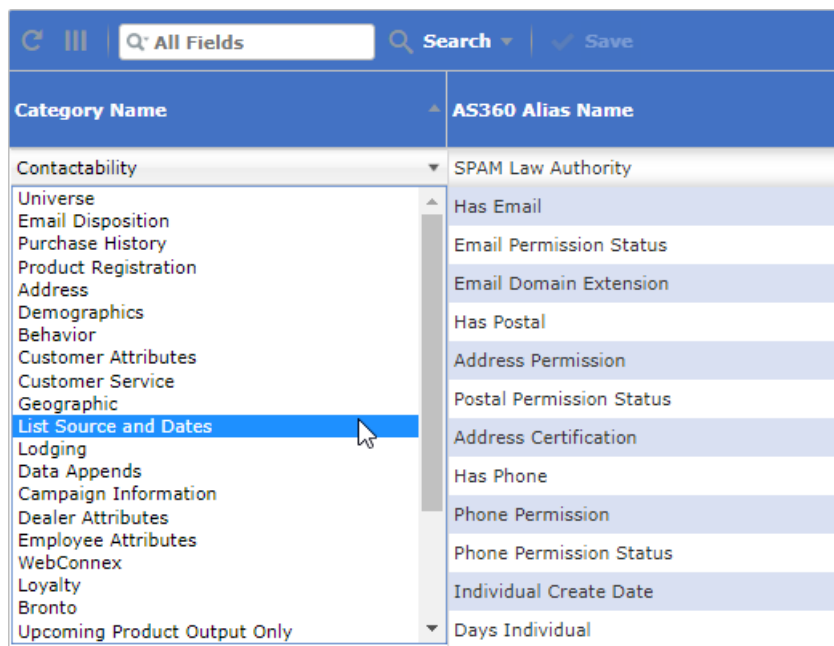
Integrate > Data Dictionary

Update a Field's Category

The **Category Name** of the field determines which folder the field appears in inside of the Fields Library in **Audience Selector** and the Output Fields selection page in **Campaign Manager**.

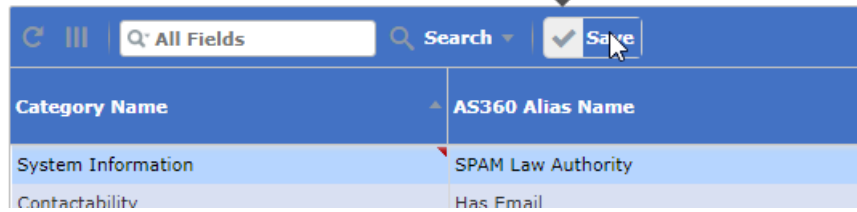
Category Name	AS360 Alias Name
Personal Information	LTGID
Personal Information	Middle Name
Personal Information	Last Name
Personal Information	Title
Personal Information	Zip Code
Customer Aggregates	Last Financial Purchase Date
Customer Aggregates	Number of Financial Purchases
Customer Aggregates	Frequency Score
Customer Aggregates	Monetary Score
Customer Aggregates	Recency Score

To change a field's category, double click on the current category name. Select a new **Category Name** from the drop-down.



Once you have selected your new category name, the category will show a "Not Updated" flag until you're able to click the **Save** button.

Data Dictionary



Category Name	AS360 Alias Name
System Information	SPAM Law Authority
Contactability	Has Email

Once you have clicked the **Save** button, your field will appear in the new category in **Audience Selector**:

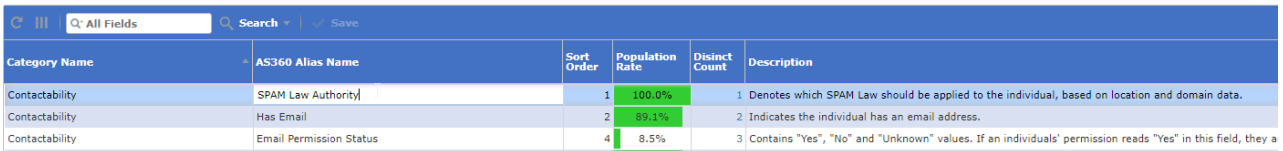


Fields Library
▶ Data Sources and Dates
▶ Purchase Details
▶ Product Registration
▶ Email Behavior
▶ System Information
● SPAM Law Authority

Update a Field's Name (AS360 Alias)

The AS360 Alias lists how a field is displayed in all areas of the tool.

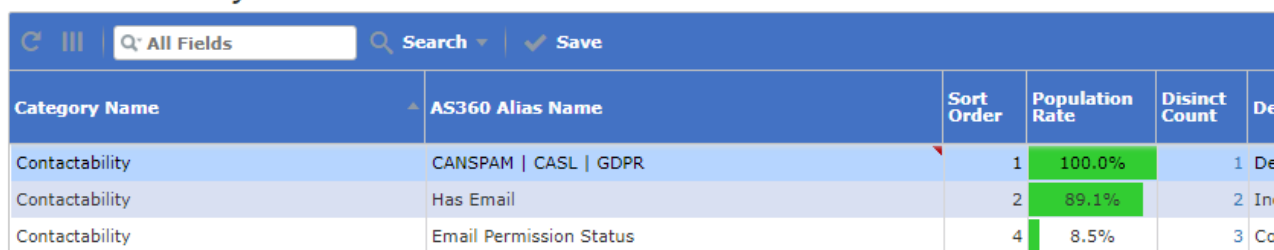
This field name is set by default based on standard field naming conventions that Ascent360 applies to all clients (for non-custom fields) or names a client has provided when a custom field is set up.



Category Name	AS360 Alias Name	Sort Order	Population Rate	Disinct Count	Description
Contactability	SPAM Law Authority	1	100.0%		1 Denotes which SPAM Law should be applied to the individual, based on location and domain data.
Contactability	Has Email	2	89.1%		2 Indicates the individual has an email address.
Contactability	Email Permission Status	4	8.5%		3 Contains "Yes", "No" and "Unknown" values. If an individual's permission reads "Yes" in this field, they a

To change the field's name, double click on the field name in the **Data Dictionary**, which will make the field editable.

Data Dictionary



Category Name	AS360 Alias Name	Sort Order	Population Rate	Disinct Count	De
Contactability	CANSPAM CASL GDPR	1	100.0%	1	De
Contactability	Has Email	2	89.1%	2	In
Contactability	Email Permission Status	4	8.5%	3	Co

Then, type your new field name in. Once your new field name appears the way you want to see it, select the **Save** button at the top to save your update.

A Note about Updating Field Names:

If your Yellowfin/BI Tool subscription began before 2019, be careful changing field names! Any report in Yellowfin created with the field name you change will throw an error because it will no longer be able to find the

field it is supposed to display.

Update a Field's Sort Order

The sort order of the field influences the order the field shows in the **Fields Library** in **Audience Selector** and the **Output Fields** selection page in **Campaign Manager**.

To update the sort order, double-click in the sort order field, then change the value to the new sort order value (usually, you'll update 2 fields when you do this, so you don't have to save twice.)

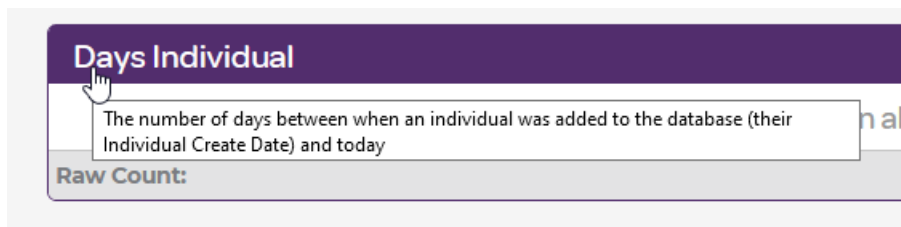
Data Dictionary

Category Name	AS360 Alias Name	Sort Order	Population Rate	Disinct Count	Description
Contactability	SPAM Law Authority	1	100.0%	1	Denotes which SPAM
Contactability	Has Email	2	89.1%	2	Indicates the indivi
Contactability	Email Permission Status	3	8.5%	3	Contains "Yes", "No
Contactability	Email Domain Extension	4	89.1%	1	The email domain e

When you click the save button to update your sort order, it will re-sort all other fields by category so that they are in sequential order again.

Update a Field's Description

The description of the field shows when a user hovers over the field in the **Fields Library** in **Audience Selector**. This description is meant to be the definition of the field and provide more context into how the field can be used.



To update the field description, double click in the Description area of the **Data Dictionary** and make any updates needed to the field.

Data Dictionary

Category Name	AS360 Alias Name	Sort Order	Population Rate	Disinct Count	Description	Show/Hide
Contactability	SPAM Law Authority	1	100.0%	1	Denotes which SPAM Law should be applied to the individual, based on location and domain data.	Yes
Contactability	Has Email	2	89.1%	2	Indicates the individual has an email address.	Yes
Contactability	Email Domain Extension	4	89.1%	1	The email domain extension of the individual's email address (.edu, .com). Used for GDPR or CASL compliance.	Yes

Once you are satisfied with your description, select the **Save** button to save your changes

Update Where a Field is Available

The last 4 fields are flag fields to provide or revoke field visibility in different areas of the Platform.

If **Show in Audience Selector** is set to "Yes", the field will show in **Audience Selector**.

If **Show in Mail Output** is set to "Yes", the field will show for postal lists.

If **Show in Email Output** is set to "Yes", the field will show for email lists. In order for this to work correctly, you will also need to set an Email Alias value. The Email Alias value is the field name in the external email service provider that the field you are updating will map to (if applicable). This value should read *exactly* what is in the ESP in order for the mapping to work correctly.

If **Show in BI View** is set to "Yes", the field will show in the Yellowfin/BI Tool view. Currently, this is not being used - once we are able to make some default updates for all clients, we will begin using this field. In the meantime, *all* fields you see in the data dictionary should be available in the Yellowfin/BI Tool view.

Data Dictionary Counts Last Refreshed: 05/06/2019 08:07 PM

Category Name	AS360 Alias Name	Sort Order	Population Rate	Disinct Count	Description	Show In Audience Selector	Show In Mail Output	Show In Email Output	Show In BI View
Contactability	SPAM Law Authority	1	100.0%	1	Denotes which SPAM Law should be applied to the individual, based on location and domain data.	Yes	Yes	No	Yes
Contactability	Has Email	2	99.7%	2	Indicates the individual has an email address.	Yes	Yes	No	No
Contactability	Email Domain Extension	4	99.7%	1	The email domain extension of the individual's email address (.edu, .com). Used for GDPR or CASL compliance.	No	Yes	No	Yes

To change any of these flag fields, double click on the field value. A drop-down with selections of "Yes" and "No" will appear.

Data Dictionary

The screenshot shows the Data Dictionary interface with a context menu open over the 'Email Alias Name' field. The menu items are:

- Line #
- Category Name
- AS360 Alias Name
- Email Alias Name** (highlighted)
- Sort Order
- Population Rate
- Disinct Count
- Description
- Show In Audience Selector
- Show In Mail Output
- Show In Email Output
- Show In BI View

Below the menu items, there is a 'Skip' field with the value '0' and a 'Records' label. At the bottom of the menu, there are options for 'Save Grid State' and 'Restore Default State'. The background shows a table with columns for 'Category Name', 'AS360 Alias Name', 'Sort Order', 'Population Rate', 'Disinct Count', 'Description', and four 'Show In' columns.

If you are making the field available for Email Output, you will need to also set the Email Alias. Add this to your view by selecting the 3 line icon on the left of the menu, then selecting "Email Alias Name" from the menu.

Data Dictionary

Category Name	AS360 Alias Name	Email Alias Name	So Or
Contactability	SPAM Law Authority	SPAM_Law	
Contactability	Has Email		

Save your updates to make your field available to send to email service providers.

Category Name	AS360 Alias Name
Personal Information	LTGID
Personal Information	Middle Name
Personal Information	Last Name
Personal Information	Title
Personal Information	Zip Code
Customer Aggregates	Last Financial Purchase Date
Customer Aggregates	Number of Financial Purchases
Customer Aggregates	Frequency Score
Customer Aggregates	Monetary Score
Customer Aggregates	Recency Score