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# Genesys Info Mart Physical Data Model for a Microsoft SQL Server Database

[View CAMPAIGN](#)

12/16/2025

# View CAMPAIGN

## Description

Allows facts to be described based on attributes of an outbound campaign. Each row describes one campaign.

## Column List

| Column            | Description                                                                                                                                                                                                                                                                                   |
|-------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| CAMPAIGN_KEY      | The surrogate key that is used to join the CAMPAIGN dimension to the fact tables.                                                                                                                                                                                                             |
| TENANT_KEY        | The surrogate key that is used to join the TENANT dimension to the fact tables.                                                                                                                                                                                                               |
| CAMPAIGN_NAME     | The name of the campaign object in Configuration Server.                                                                                                                                                                                                                                      |
| CREATE_AUDIT_KEY  | The surrogate key that is used to join to the CTL_AUDIT_LOG control table. The key specifies the lineage for data creation. This value can be useful for aggregation, enterprise application integration (EAI), and ETL tools — that is, applications that need to identify newly added data. |
| UPDATE_AUDIT_KEY  | The surrogate key used to join to the CTL_AUDIT_LOG dimension. Specifies the lineage for data update. This value can be useful for aggregation, enterprise application integration (EAI), and ETL tools — that is, applications that need to identify recently modified data.                 |
| DESCRIPTION       | The description of the campaign.                                                                                                                                                                                                                                                              |
| CAMPAIGN_CFG_DBID | The campaign object identifier in contact center configuration.                                                                                                                                                                                                                               |
| START_TS          | The UTC-equivalent value of the date and time when the campaign was added to IDB, which may differ from when the campaign was actually added to contact center configuration.                                                                                                                 |
| END_TS            | The UTC-equivalent value of the date and time when the campaign object was removed from contact center configuration.                                                                                                                                                                         |

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