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Genesys Info Mart Physical Data Model for an Oracle Database

[View CAMPAIGN](#)

12/18/2025

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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