



This PDF is generated from authoritative online content, and is provided for convenience only. This PDF cannot be used for legal purposes. For authoritative understanding of what is and is not supported, always use the online content. To copy code samples, always use the online content.

iWD Data Mart Reference Guide

CUSTOMER_SEGMENT Dimension

5/12/2025

CUSTOMER_SEGMENT Dimension

A customer segment is an **extended iWD attribute** that further describes a customer. Customer segments are normally set by the source system that is submitting the task. A segment often represents the value of the client to the enterprise for example, gold, silver, or bronze.

The CUSTOMER_SEGMENT Dimension

Field	Data Type	Description
CUSTOMER_SEGMENT_KEY	int	Primary key of this table.
CUSTOMER_SEGMENT_NAME	nvarchar(64)	Descriptive name of the customer segment.
CREATED_ETL_AUDIT_KEY	int	Key to the ETL_AUDIT dimension , identifying the ETL job that created this record.
UPDATED_ETL_AUDIT_KEY	int	Key to the ETL_AUDIT dimension , identifying the ETL job that last updated this record.