

360 Attributes — Data Dictionary

Version 26.1

Customer 360 Attribute List

187 attributes across 11 categories

Demographics

Feature Name	Feature Description
party_id	The business identifier for the customer, often an external ID from a source system.
salutation	The title or salutation of the customer (e.g., Mr., Ms., Dr.).
first_name	The customer's given name.
middle_name	The customer's middle name.
last_name	The customer's family name.
birth_date	The customer's date of birth.
age	The customer's age in years as of the business date.
gender	The customer's gender.
marital_status	The customer's marital status (e.g., Single, Married).
education_level	The highest level of education attained by the customer.
income_range	The declared income range of the customer.
occupation_code	The code representing the customer's occupation.
citizenship	The customer's country of citizenship.
ethnicity	The customer's ethnicity.
no_of_dependents	The number of dependents the customer has.

Contact Info

Feature Name	Feature Description
email_address	The customer's most current email address.
email_verified	A flag ('Y'/'N') if the customer's email address is verified.
phone_number	The customer's most current phone number.
phone_verified	A flag ('Y'/'N') if the customer's phone number is verified.
mobile_number	The customer's most current mobile number.
mobile_verified	The verification status of the customer's mobile number.

Address

Feature Name	Feature Description
permanent_address_line1	The first line of the customer's permanent address.
permanent_address_line2	The second line of the customer's permanent address.
permanent_city	The city of the customer's permanent address.
permanent_state_province	The state or province of the customer's permanent address.
permanent_postal_code	The postal code of the customer's permanent address.
permanent_country_code	The country code of the customer's permanent address.
permanent_address_status	The status of the permanent address.
correspondence_address_line1	The first line of the customer's correspondence address.
correspondence_address_line2	The second line of the customer's correspondence address.
correspondence_city	The city of the customer's correspondence address.
correspondence_state_province	The state or province of the customer's correspondence address.
correspondence_postal_code	The postal code of the customer's correspondence address.
correspondence_country_code	The country code of the customer's correspondence address.

Compliance & Risk

Feature Name	Feature Description
mother_maiden_name	The customer's mother's maiden name, often used for identity verification.
pep_flag	A flag ('Y'/'N') indicating if the customer is a Politically Exposed Person.
pep_level	The risk level associated with the PEP flag.
sanction_flag	A flag ('Y'/'N') indicating if the customer is on a sanctions list.
sanction_status	The status of the sanction, if applicable.
high_risk_country_flag	A flag ('Y'/'N') indicating if the customer is associated with a high-risk country.
aml_flag	A flag ('Y'/'N') for Anti-Money Laundering.
aml_risk_score	The customer's risk score for AML.
fraud_flag	A flag ('Y'/'N') for fraudulent activity.
fraud_risk_score	The customer's risk score for fraud.
kyc_status	The status of the Know Your Customer verification.
kyc_risk_level	The risk level from KYC.
kyc_risk_score	The risk score from KYC.
kyc_verification_date	The date of the last KYC verification.
kyc_next_review_date	The date of the next scheduled KYC review.

Feature Name	Feature Description
kyc_customer_due_diligence_level	The level of due diligence performed for KYC.

Consent & Privacy

Feature Name	Feature Description
consent_for_data_processing	A flag ('Y'/'N') for consent to data processing.
consent_for_legal_compliance	A flag ('Y'/'N') for consent to data use for legal compliance.
consent_for_fraud_processing	A flag ('Y'/'N') for consent to data use for fraud processing.
consent_for_marketing_email	A flag ('Y'/'N') for consent to receive marketing emails.
consent_for_marketing_sms	A flag ('Y'/'N') for consent to receive marketing SMS messages.
consent_for_marketing_phone	A flag ('Y'/'N') for consent to receive marketing phone calls.
consent_for_marketing_push	A flag ('Y'/'N') for consent to receive marketing push notifications. ★ NEW
consent_for_marketing_whatsapp	A flag ('Y'/'N') for consent to receive marketing WhatsApp messages. ★ NEW
consent_for_marketing_postal	A flag ('Y'/'N') for consent to receive marketing mail.
consent_for_marketing_newsletter	A flag ('Y'/'N') for consent to receive newsletters.
consent_for_third_party_marketing	A flag ('Y'/'N') for consent to data sharing with third parties for marketing.
consent_for_personalization	A flag ('Y'/'N') for consent to data use for personalization.
consent_for_auto_decisioning	A flag ('Y'/'N') for consent to automated decision-making.
consent_for_sensitive_data_processing	A flag ('Y'/'N') for consent to process sensitive data.
consent_for_biometric_data_collection	A flag ('Y'/'N') for consent to collect biometric data.
consent_for_geolocation_capture	A flag ('Y'/'N') for consent to capture geolocation data.
consent_for_data_sharing_affiliates	A flag ('Y'/'N') for consent to share data with affiliates.
consent_for_data_sharing_service_providers	A flag ('Y'/'N') for consent to share data with service providers.
consent_for_data_sharing_internal	A flag ('Y'/'N') for consent to internal data sharing.

Account Summary

Feature Name	Feature Description
total_accounts	The total number of accounts the customer holds.
total_deposit_accounts	The total number of deposit accounts the customer holds.
total_casa_accounts	The total number of current and savings accounts (CASA) the customer holds.
total_loan_accounts	The total number of loan accounts the customer holds.
total_credit_card_accounts	The total number of credit card accounts the customer holds.
available_balance_casa	The total available balance of all CASA accounts.
outstanding_balance_loans	The total outstanding principal on all loan accounts.
outstanding_balance_cc	The total outstanding balance on all credit card accounts.
total_available_credit_limit	The total available credit limit across all credit card accounts.
product_holdings	A string array containing details about each active product the customer holds.
products_held_count	The total number of distinct active products the customer holds.

Transaction Activity

Feature Name	Feature Description
total_credit_count_90d	The total number of credit transactions made across the accounts in the last 90 days.
total_debit_count_90d	The total number of debit transactions made across the accounts in the last 90 days.
total_credit_transaction_amount_90d	The total amount of credit transactions made across accounts in the last 90 days.
total_debit_transaction_amount_90d	The total amount of debit transactions made across accounts in the last 90 days.
avg_daily_debit_transaction_count_casa_30d	The average number of debit transactions per day for CASA accounts over the last 30 days.
avg_daily_credit_transaction_count_casa_30d	The average number of credit transactions per day for CASA accounts over the last 30 days.
avg_daily_debit_transaction_amount_casa_30d	The average monetary value of debit transactions per day for CASA accounts over the last 30 days.
avg_daily_credit_transaction_amount_casa_30d	The average monetary value of credit transactions per day for CASA accounts over the last 30 days.
highest_transaction_value_casa_30d	The highest single transaction amount for CASA accounts in the last 30 days.
highest_transaction_value_cc_30d	The highest single transaction amount for credit card accounts in the last 30 days.
highest_transaction_value_loans_30d	The highest single transaction amount for loan accounts in the last 30 days.

Balance — 7-Day

Feature Name	Feature Description
avg_balance_casa_7d	The average balance for CASA accounts over the last 7 days.
min_balance_casa_7d	The minimum balance for CASA accounts over the last 7 days.
max_balance_casa_7d	The maximum balance for CASA accounts over the last 7 days.
debit_transaction_count_casa_7d	The total number of debit transactions for CASA accounts in the last 7 days.
credit_transaction_count_casa_7d	The total number of credit transactions for CASA accounts in the last 7 days.
debit_transaction_amount_casa_7d	The total monetary value of debit transactions for CASA accounts in the last 7 days.
credit_transaction_amount_casa_7d	The total monetary value of credit transactions for CASA accounts in the last 7 days.
min_balance_cc_7d	The minimum balance for credit card accounts over the last 7 days.
max_balance_cc_7d	The maximum balance for credit card accounts over the last 7 days.
debit_transaction_count_cc_7d	The total number of debit transactions for credit card accounts in the last 7 days.
credit_transaction_count_cc_7d	The total number of credit transactions for credit card accounts in the last 7 days.
debit_transaction_amount_cc_7d	The total monetary value of debit transactions for credit card accounts in the last 7 days.
credit_transaction_amount_cc_7d	The total monetary value of credit transactions for credit card accounts in the last 7 days.
min_balance_loans_7d	The minimum balance for loan accounts over the last 7 days.
max_balance_loans_7d	The maximum balance for loan accounts over the last 7 days.
debit_transaction_count_loans_7d	The total number of debit transactions for loan accounts in the last 7 days.
credit_transaction_count_loans_7d	The total number of credit transactions for loan accounts in the last 7 days.
debit_transaction_amount_loans_7d	The total monetary value of debit transactions for loan accounts in the last 7 days.
credit_transaction_amount_loans_7d	The total monetary value of credit transactions for loan accounts in the last 7 days.

Balance — 30-Day

Feature Name	Feature Description
avg_balance_casa_30d	The average balance for CASA accounts over the last 30 days.
min_balance_casa_30d	The minimum balance for CASA accounts over the last 30 days.
max_balance_casa_30d	The maximum balance for CASA accounts over the last 30 days.
debit_transaction_count_casa_30d	The total number of debit transactions for CASA accounts in the last 30 days.
credit_transaction_count_casa_30d	The total number of credit transactions for CASA accounts in the last 30 days.

Feature Name	Feature Description
debit_transaction_amount_casa_30d	The total monetary value of debit transactions for CASA accounts in the last 30 days.
credit_transaction_amount_casa_30d	The total monetary value of credit transactions for CASA accounts in the last 30 days.
min_balance_cc_30d	The minimum balance for credit card accounts over the last 30 days.
max_balance_cc_30d	The maximum balance for credit card accounts over the last 30 days.
debit_transaction_count_cc_30d	The total number of debit transactions for credit card accounts in the last 30 days.
credit_transaction_count_cc_30d	The total number of credit transactions for credit card accounts in the last 30 days.
debit_transaction_amount_cc_30d	The total monetary value of debit transactions for credit card accounts in the last 30 days.
credit_transaction_amount_cc_30d	The total monetary value of credit transactions for credit card accounts in the last 30 days.
min_balance_loans_30d	The minimum outstanding balance for loan accounts over the last 30 days.
max_balance_loans_30d	The maximum outstanding balance for loan accounts over the last 30 days.
debit_transaction_count_loans_30d	The total number of debit transactions for loan accounts in the last 30 days.
credit_transaction_count_loans_30d	The total number of credit transactions for loan accounts in the last 30 days.
debit_transaction_amount_loans_30d	The total monetary value of debit transactions for loan accounts in the last 30 days.
credit_transaction_amount_loans_30d	The total monetary value of credit transactions for loan accounts in the last 30 days.

Campaign Engagement

Feature Name	Feature Description
campaign_details	A string array containing details of campaign like campaign_id, campaign_name.
total_campaign_contacts_7d	The total number of times the customer was contacted for campaigns in the last 7 days.
email_campaign_contacts_7d	The number of email campaign contacts in the last 7 days. ★ NEW
sms_campaign_contacts_7d	The number of SMS campaign contacts in the last 7 days. ★ NEW
push_campaign_contacts_7d	The number of push campaign contacts in the last 7 days. ★ NEW
whatsapp_campaign_contacts_7d	The number of WhatsApp campaign contacts in the last 7 days. ★ NEW
rcs_campaign_contacts_7d	The number of RCS campaign contacts in the last 7 days. ★ NEW
total_actual_responses_received_7d	The number of responses received from customer in the last 7 days.
failed_campaign_contacts_7d	The number of campaign contacts that failed to deliver in the last 7 days.

Feature Name	Feature Description
total_campaign_responses_7d	The total number of responses from the customer to campaigns in the last 7 days.
email_campaign_responses_7d	The number of email campaign responses in the last 7 days.
sms_campaign_responses_7d	The number of SMS campaign responses in the last 7 days.
push_campaign_responses_7d	The number of push campaign responses in the last 7 days.
whatsapp_campaign_responses_7d	The number of WhatsApp campaign responses in the last 7 days.
rcs_campaign_responses_7d	The number of RCS campaign responses in the last 7 days.
webchannel_campaign_responses_7d	The number of WebChannel campaign responses in the last 7 days.
total_campaign_contacts_30d	The total number of times the customer was contacted for campaigns in the last 30 days.
email_campaign_contacts_30d	The number of email campaign contacts in the last 30 days.
sms_campaign_contacts_30d	The number of SMS campaign contacts in the last 30 days.
push_campaign_contacts_30d	The number of push campaign contacts in the last 30 days.
whatsapp_campaign_contacts_30d	The number of WhatsApp campaign contacts in the last 30 days.
rcs_campaign_contacts_30d	The number of RCS campaign contacts in the last 30 days.
total_actual_responses_received_30d	The number of responses received from customers in the last 30 days.
failed_campaign_contacts_30d	The number of campaign contacts that failed to deliver in the last 30 days.
total_campaign_responses_30d	The total number of responses from the customer to campaigns in the last 30 days.
email_campaign_responses_30d	The number of email campaign responses in the last 30 days.
sms_campaign_responses_30d	The number of SMS campaign responses in the last 30 days.
push_campaign_responses_30d	The number of push campaign responses in the last 30 days.
whatsapp_campaign_responses_30d	The number of WhatsApp campaign responses in the last 30 days.
rcs_campaign_responses_30d	The number of RCS campaign responses in the last 30 days.
webchannel_campaign_responses_30d	The number of WebChannel campaign responses in the last 30 days.
date_last_contacted	The most recent date a contact was made to the customer in the last 90 days.
date_last_responded	The most recent date the customer responded to a campaign in the last 90 days.

Feature Name	Feature Description
offers_count	The number of distinct offers the customer was contacted with in the last 90 days.
total_no_of_conversions	The total number of conversions made by the customer within the last 90 days.
total_revenue	The aggregate monetary value generated from all product conversions by the customer in the last 90 days.
total_spent	The total cost of marketing engagement with the customer in the last 90 days.

ML & Decisioning

Feature Name	Feature Description
multi_channel_responder	A flag (1/0) indicating if the customer has responded across more than one channel in the last 90 days.
best_channel	The channel with the highest number of responses from the customer over the last 90 days.
best_time_to_send	A categorical value (MORNING, AFTERNOON, EVENING, NIGHT) for the best time to contact the customer.
best_channel_1	Next Best Channel calculated by the NBC ML model.
best_channel_2	Second Best Channel calculated by the NBC ML model.
best_channel_3	Third Best Channel calculated by the NBC ML model.
nbc_as_of_ts	Time when the NBC ML Model provided this output.
nbc_update_timestamp	Time when the NBC ML Model output was integrated into Customer 360.
best_hour_1_channel_1	Best time to contact the customer using best_channel_1.
best_hour_2_channel_1	Second best time to contact the customer using best_channel_1.
best_hour_3_channel_1	Third best time to contact the customer using best_channel_1.
best_hour_1_channel_2	Best time to contact the customer using best_channel_2.
best_hour_2_channel_2	Second best time to contact the customer using best_channel_2.
best_hour_3_channel_2	Third best time to contact the customer using best_channel_2.
best_hour_1_channel_3	Best time to contact the customer using best_channel_3.
best_hour_2_channel_3	Second best time to contact the customer using best_channel_3.
best_hour_3_channel_3	Third best time to contact the customer using best_channel_3.
sto_as_of_ts	Time when the STO ML Model provided this output.
sto_update_timestamp	Time when the STO ML Model output was integrated into Customer 360.

Metadata

Feature Name	Feature Description
updated_timestamp	ETL run timestamp when the customer 360 record was last updated/inserted. ★ NEW

Feature Name	Feature Description
data_as_of_date	Business date for which the customer 360 record was generated/refreshed. ★ NEW

Campaign 360 Attribute List

60 attributes across 9 categories

Identity

Feature Name	Feature Description
campaign_id	The business identifier for a campaign, often an external ID from a source system.
campaign_name	The descriptive name of the campaign.
campaign_code	A unique identifier for the campaign.
campaign_objective	The primary goal of the campaign, such as customer acquisition or brand awareness.
campaign_description	Human-readable text explaining the purpose, objective, and business intent of the campaign.
campaign_initiative	The broader business initiative the campaign supports.
campaign_status	The current state of the campaign lifecycle (e.g., active, completed, on hold).
campaign_start_date	The date the campaign officially began.
campaign_end_date	The date the campaign ended or is scheduled to end.
creation_date	The date when the campaign record was created.

Offer & Product

Feature Name	Feature Description
offers_count	The total number of unique offers promoted in the campaign.
offer_details	The list of offers promoted within the campaign.
product_details	The list of products promoted within the campaign.
products_count	The total number of unique products promoted in the campaign.

Cost & Budget

Feature Name	Feature Description
campaign_cost	The campaign cost associated with the campaign.
discount	The discount associated with the campaign.
marketing_cost	The marketing cost associated with the campaign.
product_cost	The product cost associated with the campaign.

Audience & Targeting

Feature Name	Feature Description
unique_channels_sent	The list of unique channels through which the campaign has been sent.
target_audience_size	The total number of unique users intended to be reached by the campaign.
target_group_size	The number of individuals in the target group.
control_group_size	The number of individuals in the control group.
users_targeted	The total number of unique individuals who were targeted.
target_group_count	The count of target groups present within a campaign.
control_group_count	The count of control groups present within a campaign.
target_group_contacts	The total number of contacts made to individuals in the target group.
control_group_contacts	The total number of contacts made to individuals in the control group.
target_group_responses	The number of responses made by individuals in the target group.
control_group_responses	The number of responses made by individuals in the control group.
target_group_response_rate	The percentage of customers from the target group who responded to the campaign.
control_group_response_rate	The percentage of customers from the control group who responded without being exposed to the campaign.

Delivery Metrics

Feature Name	Feature Description
total_contacts	The total count of all contacts made to the target audience.
actual_contacts_made	The number of contacts that were actually made.
success_contact_rate	The percentage of successful contacts out of the total contacts made.
failed_contacts	The total count of all contacts that failed to be delivered.
failed_contact_rate	The percentage of failed contacts out of the total contacts made.
bounced_contacts	The number of contacts that bounced back.
bounce_contact_rate	The percentage of bounced contacts out of the total contacts made.

Engagement Metrics

Feature Name	Feature Description
total_clicks	The total number of clicks on links.
total_opens	The total number of times an email was opened.
click_through_rate	The percentage of contacts that led to a click.
open_rate	The percentage of successful email contacts that were opened.
engagement_rate	A combined metric of audience interaction.
total_responses	The total number of responses received.
response_rate	The percentage of customers who responded to the campaign.

Feature Name	Feature Description
unique_responders	The number of unique individuals who responded.
email_clicks	The number of clicks from email contacts.
email_opens	The number of opens from email contacts.
sms_clicks	The number of clicks from SMS contacts.
push_notification_opens	The number of opens from push notification contacts.
push_notification_clicks	The number of clicks from push notification contacts.
whatsapp_opens	The number of opens from WhatsApp contacts.
rsc_clicks	The number of clicks from RCS contacts.

Timing & Patterns

Feature Name	Feature Description
peak_contact_day_of_week	The day of the week with the highest number of contacts over the last 7 days.
peak_response_day_of_week	The day of the week with the highest number of responses over the last 7 days.
peak_engagement_time	The time of day with the highest engagement over the last 90 days.

Conversion

Feature Name	Feature Description
total_no_of_conversions	The total number of clicks that qualify as a successful conversion directly attributed to the campaign.
conversion_rate	The percentage of all clicks that were the final, goal-achieving click.

Metadata

Feature Name	Feature Description
updated_timestamp	ETL run timestamp when the campaign 360 record was updated/inserted.
data_as_of_date	Business date for which the campaign 360 record was inserted/updated.

Flowchart 360 Attribute List ★ New in Release 26.1

38 attributes across 6 categories

Identity

Feature Name	Feature Description
flowchart_id	Unique flowchart identifier.
flowchart_description	Flowchart name.
campaign_code	Campaign identifier.

Feature Name	Feature Description
campaign_name	Campaign name.
offerid_name_map	List of one or more offer IDs and offer names associated with a flowchart ID.
offer_channels	List of channels through which an offer has been sent for a flowchart.
offer_channel_map	List of offers and channels through which offers have been sent for a flowchart.

Delivery Metrics

Feature Name	Feature Description
total_contacts	Total contacts attributed to the flowchart from start to today.
total_unique_contacts	Unique audience count contacted.

Engagement Metrics

Feature Name	Feature Description
total_clicks	The total number of clicks on links.
total_opens	The total number of times an email was opened.
click_through_rate	The percentage of contacts that led to a click.
open_rate	The percentage of successful email contacts that were opened.
engagement_rate	A combined metric of audience interaction.
total_responses	The total number of responses received.
response_rate	The percentage of customers who responded to the campaign.
unique_responders	The number of unique individuals who responded.
email_clicks	The number of clicks from email contacts.
email_opens	The number of opens from email contacts.
sms_clicks	The number of clicks from SMS contacts.
push_notification_opens	The number of opens from push notification contacts.
push_notification_clicks	The number of clicks from push notification contacts.
whatsapp_opens	The number of opens from WhatsApp contacts.

Avg Engagement Metrics

Feature Name	Feature Description
avg_total_clicks	The average total number of clicks on links.
avg_total_opens	The average total number of times an email was opened.
avg_click_through_rate	The average percentage of contacts that led to a click.
avg_open_rate	The average percentage of successful email contacts that were opened.
avg_engagement_rate	Average combined metric of audience interaction.

Feature Name	Feature Description
avg_email_clicks	The average number of clicks from email contacts.
avg_email_opens	The average number of opens from email contacts.
avg_sms_clicks	The average number of clicks from SMS contacts.
avg_push_notification_opens	The average number of opens from push notification contacts.
avg_push_notification_clicks	The average number of clicks from push notification contacts.
avg_whatsapp_opens	The average number of opens from WhatsApp contacts.

Execution

Feature Name	Feature Description
channel_cnt	Number of distinct channels used in the campaign.
execution_count	Number of times the flowchart ran.

Metadata

Feature Name	Feature Description
create_ts	Record creation timestamp.
updated_ts	Last update timestamp for the record.

★ *NEW* denotes attributes added in Release 26.1