

# **Data Warehouse Feeds Specification**

**Exchange Solutions User Documentation**

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# Data Warehouse Feeds Specification

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- 

## Entity-relationship diagram

The following diagram provides an overview of the feeds in the ES Loyalty platform.

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## Outbound feed specifications

The following sections provide a detailed list of feeds available from the ES Loyalty data warehouse.

The feeds are organized into the following categories:

- Account and loyalty card feeds
- Transactional data feeds
- Promotion and targeted offer data feeds

Each feed contains incremental data—only data changed since the last extraction is included. The feeds are designed to run at least daily, though frequency may change. Analytical data feeds are an exception and run on a different cadence, which is noted alongside those feeds.

All attributes in the feeds follow the Pascal case standard (capitalized first letter, with each subsequent word also capitalized).

## Snowflake data sharing

If data is shared directly from Snowflake using data sharing, reference the Snowflake table name provided for each feed. These tables appear in your Snowflake account once data sharing is enabled. Column names in these tables use underscores between words instead of Pascal case. All data is available in the tables and refreshed on an agreed-upon schedule—daily refreshes are typically sufficient.

## Converting data to CSV with escape scenario

The value of any given data type must be converted to a string before being included in a comma-separated values (CSV) file. The `generate_delimited_row` function is typically used to format or convert data into a delimited format like CSV. This function compiles an array of values from the source table and formats it into a comma-separated (,) and optionally enclosed (") string.

Nested `ARRAY_CONSTRUCT` functions build arrays of values by concatenating each element to ensure ordered inclusion in the final output. This is a feature found in SQL-based systems like Snowflake and is not directly related to CSV files. However, it can be used in conjunction with CSV data processing when working with databases that support the function.

The following is an example output of an Account feed comprising string, timestamp, number, and text values:

```
6168e8ea-c801-4082-be69-f50a3fabd4c5,6,2024-01-04T15:15:12.089 +0000,ACTIVE,2023-12-11T15:04:34.320
+0000,2024-01-04T15:15:12.089 +0000,2023-12-11T15:04:34.225
+0000,7651000003685,ACTIVE,false,0,0,false,0,
,***** ,***** ,***** ,***** ,***** ,
,TX,US,ANONYMOUS,SYSTEM
```

JSON fields often contain nested data and special characters ({, }, :, ", etc.). The following is an example output of an `account_extended_data` feed comprising `account_id`, `loyalty_id`, `extended_data_source`, and `extended_data`:

```
7623a3e9-286c-4d50-a45c20e60e399c0e,6105700001998079141,DEFAULT,"
{"bonusPointSegmentation":"Yes",
"cherryPicker":"No","frequencySegmentation":"Yes","industry":"Consulting"
"monetarySegementation":"Yes","recencySegmentation":"No","rfmSegmentation"
"trade":"Raconteur","tradeUnion":"Rush 2112"}
```

This is the JSON field `extended_data`:

```
{
  "bonusPointSegmentation": "Yes",
  "cherryPicker": "No",
  "frequencySegmentation": "Yes",
  "industry": "Consulting",
  "monetarySegementation": "Yes",
  "recencySegmentation": "No",
  "rfmSegmentation": "Yes",
  "trade": "Raconteur",
  "tradeUnion": "Rush 2112"
}
```

The output with JSON-like data `"{"trade":"plumber","tradeAssociation":"Loyal Order of Water Buffalos","tradeLocal":"Local 993"}"` uses double quotes (") around each character because the function treats the `{...}` structure as a standard string containing both commas and double quotes. Each " character is therefore escaped with an additional \".

```
"
{"bonusPointSegmentation":"Yes","cherryPicker":"No","frequencySegmentation"
"industry":"Consulting","monetarySegementation":"Yes","recencySegmentation"
"rfmSegmentation":"Yes","trade":"Raconteur","tradeUnion":"Rush Jobs 2112"
```

The following is an example of an Activity feed comprising `account_id`, `activity_id`, `version_num`, `version_effective_TS`, `activity_type`, `loyalty_id`, `audit_details`, `status`, `transaction_id`, `activity_data`, and `activity_ts`:

```
de9c7bcb-46ed-469d-8933-d71e281ecf40,932fa428-7553-43c6-ac99-8fee43e0930b,1,2024-
11-08T01:50:40.827
+0000,MEMBER_REGISTRATION,,,,{"ACCOUNT":{"REGISTRATION":
{"registrationChannel":"APP",
```

```
""registrationDate"":""2024-11-08T01:50:38.635Z"", ""registrationDateEpoch"":1731030638635}}}", "2024-11-08T01:50:40.821 +0000
```

# Account and loyalty card feeds

## Account feed

### Description

The Account feed stores customer state for each card account.

### Supported formats

- JSON
- CSV
- Snowflake data sharing

### File name

`ES_ACCOUNT_YYYYMMDDHHMISS.csv` — `YYYYMMDDHHMISS` contains the date and time the feed was extracted.

**Snowflake data share table name:** `DWHF_ACCOUNT`

### Header

Field	Type	Length	Description	Sample values
File identifier	String	50	Constant value: <code>ES_ACCOUNT</code>	<code>ES_ACCOUNT</code>
Extraction start date	Date	8	The date the feed was extracted. Format: <code>YYYYMMDD</code>	<code>20240617</code>

Field	Type	Length	Description	Sample values
Extraction start time	Time	6	The time the feed was extracted. Format: <code>HMMISS</code> (UTC)	<code>164800</code>

Headers can alternatively be configured to display column names to meet client requirements.

## Detail

PK	Field	Type	Length	Description	Notes/val
PK	AccountID	String	36	Unique account identifier	Required
PK	VersionNumber	Integer		Sequential number for each update in the table	Required
	VersionEffectiveTS	Timestamp	29	The date and time the version took effect. Format: <code>yyyy-mm-ddThh:mi:ss.ff3TZHTZM</code>	Required. E <code>2024-01-26T08:14:-0800</code>
	AccountStatus	Enum	50	The status of the account. Accepts nulls.	Required. \ <code>ACTIVE</code>   <code>E</code> <code>SUSPENDED</code> <code>DECEASED</code> <code>CANCELLED</code> <code>UNREGISTE</code> <code>null</code>

PK	Field	Type	Length	Description	Notes/val
	CreatedTS	Timestamp	29	The date and time the account was created. Format: <code>yyyy-mm-ddThh:mi:ss.ff3TZHTZM</code>	Required. E <code>2024-01-26T08:14:-0800</code>
	UpdatedTS	Timestamp	29	The date and time the account was last updated. Format: <code>yyyy-mm-ddThh:mi:ss.ff3TZHTZM</code>	Required. A Example: <code>2024-01-26T08:14:-0800</code>
	RegistrationTS	Timestamp	29	The date the account was registered. Format: <code>yyyy-mm-ddThh:mi:ss.ff3TZHTZM</code>	Required. A Example: <code>2024-01-26T08:14:-0800</code>
	LoyaltyId	Integer	19	The current loyalty card associated with the account	Required. E <code>524574305</code>
	LoyaltyStatus	Enum	50	The status of the default loyalty card. Accepts nulls.	Required. \ <code>ACTIVE</code>   <code>S</code>   <code>LOST_OR_</code> <code>DAMAGED</code>   <code>FRAUD_ABU</code> <code>CANCELLED</code>

PK	Field	Type	Length	Description	Notes/val
	AskForEmail	Boolean		Indicates whether the POS should ask the customer for their email address	Required. \n <input type="checkbox"/> true   <input type="checkbox"/> false
	AvailablePointBalance	Integer		The current account balance available for redemption	Required
	PointBalance	Integer		The current account balance	Required
	Employee	Boolean		Indicates whether the account is owned by an employee	Required. \n <input type="checkbox"/> true   <input type="checkbox"/> false
	BlockRedemptionFlag	Boolean		Indicates whether an account is currently blocked from redemption activities due to manual or system-generated control events	Required. \n <input type="checkbox"/> true   <input type="checkbox"/> false
	CardSwipedCounter	Integer		The number of swipes by cards assigned to this account	Required. [ \n <input type="text"/> 0 when nu

PK	Field	Type	Length	Description	Notes/val
	ExternalIdentifier	String	36	External identifier linked to the customer's account. Currently used for the Carebook identifier.	May be rec client for ir purposes
	RegistrationChannel	String		The registration channel of the account	Optional. E APP
	FirstName	String		The account holder's first name	Optional
	LastName	String		The account holder's last name	Optional
	Email	String		The account holder's email address	Optional
	City	String		Address field: the account holder's city	Optional
	PostalZipCode	String		Address field: the account holder's postal code	Optional
	Street	String		Address field: the account holder's	Optional

PK	Field	Type	Length	Description	Notes/val
				street	
	ProvinceState	String		Address field: the account holder's province or state	Optional. T state or pro code.
	CountryCode	String		Address field: the account holder's country	Optional. V US
	UserAgent	String		The agent's name who made the profile update	Optional. V Anonymous Loyalty_i AgentName
	Channel	String		The channel where the profile update was performed	Optional. V   SYSTEM   AGENT
	PreferredLanguage	String	36	The member's preferred language	Optional. F CC (for exa CA)
	PhoneNumber	String		The member's phone number for SMS communications	Optional. E (416) 967 416967121
	PhoneNumberSource	String	50	The source channel for the phone number	Optional. V   CUX   COM

PK	Field	Type	Length	Description	Notes/ val
	PhoneNumberAddedTimestamp	Timestamp	50	The date and time the phone number was added	Optional. E 2024-01-26T08:14:-0800
	IsReferrer	Boolean		Indicates whether the account is the referrer in a referral program	Optional. V true   false
	IsReferee	Boolean		Indicates whether the account is the referee in a referral program	Optional. V true   false
	ReferrerAccountId	String	36	The referrer's account ID for the referral program	Optional. E 345123501
	FirstReferralEnrollmentTs	Timestamp	29	The timestamp of the first referral enrollment made for a referrer	Optional. E 2024-01-26T08:14:-0800
	LastReferralEnrollmentTs	Timestamp	29	The timestamp of the most recent referral enrollment made for a referrer	Optional. E 2024-01-26T08:14:-0800

## Trailer

Field	Type	Length	Description	Sample values
Trailer identifier	String	7	Constant value: <code>TRAILER</code>	<code>TRAILER</code>
Record count	Integer		The number of rows in the file	

## JSON example

```
{
  "AccountID": "5205246052952340",
  "VersionNumber": 5,
  "VersionEffectiveTS": "2024-04-26T08:14:51:903 -0800",
  "AccountStatus": "ACTIVE",
  "CreatedTS": "2024-01-26T08:14:51:903 -0800",
  "UpdatedTS": "2024-02-26T08:14:51:903 -0800",
  "RegistrationTS": "2024-03-26T08:14:51:903 -0800",
  "LoyaltyID": "4520465245026",
  "LoyaltyStatus": "ACTIVE",
  "AskForEmail": true,
  "AvailablePointBalance": 2800000,
  "PointBalance": 3200000,
  "Employee": false,
  "CardSwipedCounter": 8,
  "ExternalIdentifier": "A5335BB5405257",
  "RegistrationChannel": "APP",
  "FirstName": "Roland",
  "LastName": "Thompson",
  "Email": "rthompson@esmail.com",
  "City": "Philadelphia",
  "PostalZipCode": "19120",
  "Street": "418 E. Eleanor St.",
  "ProvinceState": "PA",
  "CountryCode": "US",
  "UserAgent": "nrockefeller",
  "Channel": "POS",
  "PreferredLanguage": "en-us",
  "PhoneNumber": "2156678304",
  "PhoneNumberSource": "POS",
  "PhoneNumberAddedTimestamp": "2024-06-26T08:14:51:903 -0800",
  "IsReferrer": true,
  "IsReferee": false,
  "ReferrerAccountId": "524950249520",
```

```
"FirstReferralEnrollmentTs": "2024-02-26T08:14:51:903 -0800",  
"LastReferralEnrollmentTs": "2024-06-26T08:14:51:903 -0800"  
}
```

## Account tier feed

### Description

This feed provides tier information for an account.

### Supported formats

- JSON
- CSV
- Snowflake data sharing

### File name

ES\_ACCOUNT\_TIER\_<YYYYMMDD>\_<SerialNo>\_<VersionNo>.json

Example: ES\_ACCOUNT\_TIER\_20241231\_S1\_V1.json

**Snowflake data share table name:** DWHF\_ACCOUNT\_TIER

### Header

Field	Type	Length	Description	Sample values
File identifier	String	50	Constant value: ACCOUNT_TIER	ACCOUNT_TIER
Extraction start date	Date	8	The date the feed was extracted. Format: YYYYMMDD	20240617
Serial no.	String	6	The serial number of the feed	S1
Version no.	String	5	The version number of the feed	V2

Headers can alternatively be configured to display column names to meet client requirements.

## Detail

PK	Field	Type	Length	Description	Notes/Sample values
PK	AccountID	String	36	Unique account identifier	Required
	External_Identifier	String	50	Unique client identifier	Always present in the feed but accepts null values
PK	LoyaltyID	String	50	Unique loyalty card identifier	Required
	TierProgram	Object		Object containing tier data	Optional. Contains <code>NextTierCode</code> and <code>NextTierProgress</code> .
	NextTierCode	String	50	The name of the next level up in the loyalty program tiers	Optional. Example: <code>Tier2</code>
	NextTierProgress	Object		Contains data about progress toward the next tier level	Optional. Contains <code>Spend</code> .
	Spend	Object		Contains data about the spend status toward the next tier level	Optional. Contains <code>Next</code> , <code>Total</code> , and <code>Unused</code> .

PK	Field	Type	Length	Description	Notes/Sample values
	Next	Number	38,2	The number of points required to achieve the next tier level	Optional. Example: <code>25000</code>
	Total	Number	38,2	The total number of points accumulated toward the next tier level	Optional. Example: <code>10000</code>
	Unused	Number	38,2	The number of points not yet applied toward the next tier level	Optional. Example: <code>15000</code>
	ProgramCode	String	255	The unique identifier for the loyalty program	Optional. Example: <code>BUYCO_PROGRAM</code>
	TierCode	String	50	The name of the current tier level	Optional. Example: <code>Tier1</code>
	TierStart	String	50	The date and time the current tier starts	Optional. Example: <code>2024-01-01T03:59:59.999Z</code>
	TierEnd	Timestamp	50	The date and time the current tier expires	Optional. Example: <code>2025-01-01T03:59:59.999Z</code>
	TierRank	Number	30	The ranking of the current tier in the overall tier	Optional. Example: <code>0</code>

PK	Field	Type	Length	Description	Notes/Sample values
				structure. The lowest number indicates the lowest tier.	
	NextPeriodTierCode	String	50	The name of the next period tier level	Optional. Example: <code>Tier2</code>
	NextPeriodTierRank	Number	30	The ranking of the next period tier in the overall tier structure. The lowest number indicates the lowest tier.	Optional. Example: <code>1</code>
	NextPeriodAchievedDt	Timestamp	50	The date and time the next period tier level is achieved	Optional. Example: <code>2026-02-01T03:59:59.999Z</code>
	VersionNumber	Integer		Sequential number for each update in the table	Required
	VersionEffectiveTS	Timestamp	29	The date and time the version took effect. Format: <code>yyyy-mm-ddThh:mi:ss.ff3TZHTZM</code>	Required. Example: <code>2024-01-26T08:14:51.903-0800</code>

## Trailer

Field	Type	Length	Description	Sample values
Trailer identifier	String	7	Constant value: TRAILER	TRAILER
Record count	Integer		The number of rows in the file	

## JSON example

```
{
  "AccountID": "5205246052952340",
  "ExternalIdentifier": "X3970RT41351570",
  "LoyaltyID": "52436527362602",
  "TierProgram": {
    "NextTierCode": "GOLD",
    "NextTierProgress": {
      "Spend": {
        "Total": 500,
        "Unused": 500,
        "Next": 1000
      }
    }
  },
  "ProgramCode": "BUYCO_PROGRAM",
  "TierCode": "SILVER",
  "TierStart": "2024-01-01T00:00:01:001 -0800",
  "TierEnd": "2024-12-31T23:59:59:999 -0800",
  "TierRank": 3,
  "NextPeriodTierCode": false,
  "NextPeriodTierRank": false,
  "NextPeriodAchievedDt": "2026-02-01T03:59:59.999Z"
}
```

---

## Account tier history feed

### Description

This feed tracks all tier changes and enables analysis of tier transitions and their timing—for example, member promotions or downgrades within a program period or year.

## Supported formats

- JSON
- CSV
- Snowflake data sharing

## File name

`ES_ACCOUNT_TIER_HISTORY_YYYYMMDDHHMISS.csv` — `YYYYMMDDHHMISS` contains the date and time the feed was extracted.

**Snowflake data share table name:** `DWHF_ACCOUNT_TIER_HISTORY`

## Header

Field	Type	Length	Description	Sample values
File identifier	String	50	Constant value: <code>ES_ACCOUNT_TIER_HISTORY</code>	<code>ES_ACCOUNT_TIER_HISTORY</code>
Extraction start date	Date	8	The date the feed was extracted. Format: <code>YYYYMMDD</code>	<code>20250617</code>
Extraction start time	Time	6	The time the feed was extracted. Format: <code>HHMISS</code> (UTC)	<code>164800</code>

Headers can alternatively be configured to display column names to meet client requirements.

## Detail

PK	Field	Type	Length	Description	Notes/Sample values
PK	AccountID	String	36	Unique account identifier	Required
	ExternalIdentifier	String	50	External account identifier	Always present in the feed but accepts null values
PK	LoyaltyID	String	50	Loyalty ID associated with the account	Required
	TierCode	String	50	The tier level at the beginning of the phase	Example: SILVER
	NextTierCode	String	50	The next tier level assigned, if any	Example: BRONZE
	TierStart	Timestamp	29	The start date of the tier phase. Format: yyyy-mm-dd	Example: 2025-01-01
	TierEnd	Timestamp	29	The end date of the tier phase (start of next tier or program end date). Format: yyyy-mm-dd	Example: 2025-06-11
	ProgramTierStartDate	Timestamp	29	The program-defined start date of the tier year.	Example: 2025-01-01

PK	Field	Type	Length	Description	Notes/Sample values
				Format: yyyy-mm-dd	
	ProgramTierEndDate	Timestamp	29	The program-defined end date of the tier year. Format: yyyy-mm-dd	Example: 2025-12-31
	ProgramCode	String	255	The unique identifier for the loyalty program	Optional. Example: BUYCO_PROGRAM
	OverrideFlag	String	50	Indicates whether the tier change resulted from a manual override by a user (feed or Console)	When Assessment_Type = UPGRADE, value is true; when Assessment_Type = FEED, value is false; otherwise false
	NextPeriodTierCode	String	50	The name of the next period tier level	Optional. Example: Tier2
	NextPeriodTierRank	Number	30	The ranking of the next period tier in the overall tier structure. The lowest number indicates the lowest tier.	Optional. Example: 1

PK	Field	Type	Length	Description	Notes/Sample values
	NextPeriodAchievedDt	Timestamp	50	The date and time the next period tier level is achieved	Optional. Example: 2026-02-01T03:59:59.999Z
	VersionNumber	Integer		Sequential number for each update in the table	Required
	VersionEffectiveTS	Timestamp	29	The date and time the version took effect. Format: yyyy-mm-ddThh:mi:ss.ff3TZHTZM	Required. Example: 2024-01-26T08:14:51.903-0800

## Trailer

Field	Type	Length	Description	Sample values
Trailer identifier	String	7	Constant value: TRAILER	TRAILER
Record count	Integer		The number of rows in the file	

## JSON example

```
{
  "accountID": "5205246052952340",
  "externalIdentifier": "5205246052952340",
  "loyaltyID": "301851038",
  "tierCode": "SILVER",
  "programCode": "PLATINUM",
  "nextTierCode": "BRONZE",
```

```
"tierStart": "2025-01-01",
"tierEnd": "2025-06-11",
"programTierStartDate": "2025-01-01",
"programTierEndDate": "2025-12-31",
"overrideFlag": false,
"nextPeriodTierCode": false,
"nextPeriodTierRank": false,
"nextPeriodAchievedDt": "2026-02-01T03:59:59.999Z"
}
```

## Account token feed

### Description

This table contains point reservation tokens associated with an account. Points are reserved in a separate API call from the point redemption.

### Supported formats

- JSON
- CSV
- Snowflake data sharing

### File name

`ES_ACCOUNT_TOKEN_YYYYMMDDHHMISS.csv` — `YYYYMMDDHHMISS` contains the date and time the feed was extracted.

**Snowflake data share table name:** `DWHF_ACCOUNT_TOKEN`

### Header

Field	Type	Length	Description	Sample values
File identifier	String	50	Constant value: <code>ES_ACCOUNT_TOKEN</code>	<code>ES_ACCOUNT_TOKEN</code>
Extraction start date	Date	8	The date the feed was extracted. Format: <code>YYYYMMDD</code>	<code>20240617</code>

Field	Type	Length	Description	Sample values
Extraction start time	Time	6	The time the feed was extracted. Format: <code>HHMISS</code> (UTC)	<code>164800</code>

Headers can alternatively be configured to display column names to meet client requirements.

## Detail

PK	Field	Type	Length	Description	Notes/Sample values
PK	AccountID	String	36	The account ID associated with the token	
PK	Token	String	50	The token	
PK	VersionNumber	Integer		Sequential number for each update in the table	
	VersionEffectiveTS	Timestamp	29	The date and time the version took effect. Format: <code>yyyy-mm-ddThh:mi:ss.ff3TZHTZM</code>	Example: <code>2024-01-26T08:14:51.903-0800</code>
	CreatedTS	Timestamp	29	The date and time the token was created. Format: <code>yyyy-mm-ddThh:mi:ss.ff3TZHTZM</code>	Example: <code>2024-01-26T08:14:51.903-0800</code>

PK	Field	Type	Length	Description	Notes/Sample values
	ExpiryTS	Timestamp	29	The date and time the token expires. Format: <code>yyyy-mm-ddThh:mi:ss.ff3TZHTZM</code>	Example: <code>2024-01-26T08:14:51.903-0800</code>
	ReservationAmount	Integer		The number of points reserved by this token	

### Trailer

Field	Type	Length	Description	Sample values
Trailer identifier	String	7	Constant value: <code>TRAILER</code>	<code>TRAILER</code>
Record count	Integer		The number of rows in the file	

### JSON example

```
{
  "AccountID": "5205246052952340",
  "Token": "eyJhbGciOiJIUzI1NiIsInR5cCI6IkpXVCJ9JV_adQssw5c",
  "VersionNumber": "3",
  "VersionEffectiveTS": "2024-02-26T08:14:51:903 -0800",
  "CreatedTS": "2024-01-26T08:14:51:903 -0800",
  "ExpiryTS": "2025-01-26T08:14:51:903 -0800",
  "ReservationAmount": "5000"
}
```

## Extended member data feed

### Description

This table lets clients add extended member data (EMD) relevant to them to member accounts. The table includes unique account identifiers (`accountId` and `loyaltyId`), the source of the EMD (such as `Marketing`), and details of the extended member data.

## Supported formats

- JSON
- CSV
- Snowflake data sharing

## File name

`ES_ACCOUNT_EXTENDED_DATA_YYYYMMDDHH24MISS.json` — `YYYYMMDDHH24MISS` contains the date and time the feed was extracted in 24-hour format. This feed is also available in CSV or Snowflake data sharing format.

**Snowflake data share table name:** `DWHF_ACCOUNT_EXTENDED_DATA`

## Header

Field	Type	Length	Description	Sample values
File identifier	String	50	Constant value: <code>ES_ACCOUNT_EXTENDED_DATA</code>	<code>ES_ACCOUNT_EXTENDED_DATA</code>
Extraction start date	Date	8	The date the feed was extracted. Format: <code>YYYYMMDD</code>	<code>20240617</code>
Extraction start time	Time	6	The time the feed was extracted. Format: <code>HH24MISS</code> (UTC)	<code>164800</code>

## Detail

PK	Field	Type	Length	Description	Notes/Sample values
PK	AccountID	String	36	The account ID associated with the	

PK	Field	Type	Length	Description	Notes/Sample values
				token	
PK	Source	String		The source of the external member data	Example: <code>Marketing</code>
	LoyaltyID	String	50	The loyalty card number	
	ExtendedData	Object		Additional client data associated with the member. Contains key/value pair(s) defined by the client.	Example attribute:value pair: <code>"EnrollmentChannel": "MyPC"</code>

## Trailer

Field	Type	Length	Description	Sample values
Trailer identifier	String	7	Constant value: <code>TRAILER</code>	<code>TRAILER</code>
Record count	Integer		The number of rows in the file	

## JSON example

```
{
  "AccountID": "5205246052952340",
  "Source": "eyJhbGciOiJIUzI1NiIsInR5cCI6IkpXVCJ9JV_adQsw5c",
  "LoyaltyID": "3",
  "ExtendedData": {
    "EnrollmentChannel": "WEB_FORM",
    "ClubMember": true,
    "SegmentIdentifier": "5205224052940"
  }
}
```

# Household feed

## Description

This feed provides daily changes made to a household account by any household member.

## Supported formats

- JSON
- CSV
- Snowflake data sharing

## File name

`ES_HOUSEHOLD_YYYYMMDDHHMISS.csv` — `YYYYMMDDHHMISS` contains the date and time the feed was extracted.

**Snowflake data share table name:** `DWHF_HOUSEHOLD`

## Header

Field	Type	Length	Description	Sample values
File identifier	String	50	Constant value: <code>ES_HOUSEHOLD</code>	<code>ES_HOUSEHOLD</code>
Extraction start date	Date	8	The date the feed was extracted. Format: <code>YYYYMMDD</code>	<code>20240617</code>
Extraction start time	Time	6	The time the feed was extracted. Format: <code>HHMISS</code> (UTC)	<code>164800</code>

Headers can alternatively be configured to display column names to meet client requirements.

## Detail

PK	Field	Type	Length	Description	Notes/Sample values
PK	Account_ID	String	36	Unique account identifier	
PK	Household_ID	String	10	Unique household identifier	
PK	HouseholdRole	String	10	The member's role in the household	Values: PRIMARY   SECONDARY
PK	JoinedTS	Timestamp		The timestamp at which the member joined a household. Format: <code>yyyy-mm-ddThh:mi:ss.ff3TZHTZM</code>	
	Inviter_ID	String	24	The unique identifier for the inviter	
	Username	String	36	The user agent (username) that made the household update	Values: Member_ID   Anonymous
	Channel	String	36	The channel where the changes were made	Example: POS

## Trailer

Field	Type	Length	Description	Sample values
Trailer identifier	String	7	Constant value: TRAILER	TRAILER
Record count	Integer		The number of rows in the file	

## JSON example

```
{
  "Account_ID": "5205246052952340",
  "Household_ID": "523452",
  "HouseholdRole": "PRIMARY",
  "JoinedTS": "2024-01-01T00:00:01:001 -0800",
  "Inviter_ID": "5205308965321687",
  "Username": "Anonymous",
  "Channel": "POS"
}
```

## Loyalty card feed

### Description

The loyalty card table lists each historical loyalty card associated with an account, including the current card number.

### Supported formats

- JSON
- CSV
- Snowflake data sharing

### File name

`ES_LOYALTY_CARD_YYYYMMDDHHMISS.csv` — `YYYYMMDDHHMISS` contains the date and time the feed was extracted.

**Snowflake data share table name:** `DWHF_LOYALTY_CARD`

### Header

Field	Type	Length	Description	Sample values
File identifier	String	50	Constant value: <code>ES_LOYALTY_CARD</code>	<code>ES_LOYALTY_CARD</code>

Field	Type	Length	Description	Sample values
Extraction start date	Date	8	The date the feed was extracted. Format: <code>YYYYMMDD</code>	<code>20240617</code>
Extraction start time	Time	6	The time the feed was extracted. Format: <code>HMMISS</code> (UTC)	<code>164800</code>

Headers can alternatively be configured to display column names to meet client requirements.

## Detail

PK	Field	Type	Length	Description	Notes/Sample values
PK	LoyaltyId	Integer	19	The loyalty card number	
PK	VersionNumber	Integer		Sequential number for each update in the table	
	VersionEffectiveTS	Timestamp	29	The date and time the version took effect. Format: <code>yyyy-mm-ddThh:mi:ss.ff3TZHTZM</code>	Example: <code>2024-01-26T08:14:51.903-0800</code>
	AccountID	String	36	The account ID	
	LoyaltyStatus	Enum	50	The card status. Accepts null.	Values: <code>ACTIVE</code>   <code>SUSPENDED</code>   <code>LOST_OR_STOLEN</code>   <code>DAMAGED</code>

PK	Field	Type	Length	Description	Notes/Sample values
					FRAUD_ABUSE   CANCELLED   null
	CreatedTS	Timestamp	29	The date and time the card was created. Format: <code>yyyy-mm-ddThh:mi:ss.ff3TZHTZM</code>	Example: <code>2024-01-26T08:14:51.903-0800</code>
	UpdatedTS	Timestamp	29	The date and time the card was last updated. Format: <code>yyyy-mm-ddThh:mi:ss.ff3TZHTZM</code>	Example: <code>2024-01-26T08:14:51.903-0800</code>
	IssuedDate	Date		The date the card was issued or registered. Format: <code>yyyy-mm-dd</code>	Example: <code>2024-06-06</code>

### Trailer

Field	Type	Length	Description	Sample values
Trailer identifier	String	7	Constant value: <code>TRAILER</code>	<code>TRAILER</code>
Record count	Integer		The number of rows in the file	

### JSON example



```
{
  "LoyaltyId": "60734823493134",
  "VersionNumber": "3",
  "VersionEffectiveTS": "2024-02-26T08:14:51:903 -0800",
  "AccountID": "5205246052952340",
  "LoyaltyStatus": "ACTIVE",
  "CreatedTS": "2024-01-26T08:14:51:903 -0800",
  "UpdatedTS": "2025-03-26T08:14:51:903 -0800",
  "IssuedDate": "2025-10-26"
}
```

---

## Member marketing feed

### Description

This feed is for communicating member data to a client email service provider or for other customer messaging purposes.

### Supported formats

- JSON
- CSV
- Snowflake data sharing

### File name

ES\_MEMBER\_MARKETING\_<YYYYMMDD>\_<SerialNo>\_<VersionNo>.json — this is an NDJSON feed.

Example: ES\_MEMBER\_MARKETING\_20231231\_S1\_V1.json

**Snowflake data share table name:** DWHF\_MEMBER\_MARKETING

### Frequency

This feed can be sent at any frequency requested by the client, with a minimum interval of daily. The file is always sent as a complete list.

### Additional notes

If a spend threshold exists and has not been met, the on-hold amount equals the current account balance. If there is no spend threshold, or it has been met, then the on-hold amount equals the number of points on hold.

Only accounts in good standing with a `LoyaltyID` appear in the Member marketing feed. The following are filtered out:

- `AccountStatus` = `Closed`, `Deceased`, or `Cancelled`
- `CardStatus` = `NON_LOYALTY`
- Accounts without an `emailAddress`

## Feed configuration

Fields marked as optional are configurable per client and can be enabled or disabled as needed. There may be small cost and complexity implications if all fields are enabled, so only data required by the client should be exposed.

```
{
  "feature_control": {
    "dw_feed": {
      "member_marketing:extendedData": {"is_enabled": "TRUE", "config_value":
      "null"},
      "member_marketing:targetedOffers": {"is_enabled": "TRUE", "config_value":
      "null"},
      "member_marketing:partnerLinks": {"is_enabled": "FALSE", "config_value":
      "null"}
    }
  }
}
```

## Header

Field	Type	Length	Description	Sample values
File identifier	String	50	Constant value: <code>MEMBER_MARKETING</code>	<code>MEMBER_MARKETING</code>
Extraction start date	Date	8	The date the feed was extracted. Format: <code>YYYYMMDD</code>	<code>20240617</code>

Field	Type	Length	Description	Sample values
Extraction start time	Time	6	The time the feed was extracted. Format: HH24MISS (UTC)	164800

## Detail

PK	Field	Type	Length	Description	Notes/Sample val
	EmailAddress	String	255	The member's email address	Required
	LanguagePreference	String	50	The member's language preference	Required. BCP 47 for <code>en-CA</code>   <code>fr-CA</code>
	ExternalIdentifier	String	50	The account ID associated with the member	Required
PK	LoyaltyID	String	50	The ID number for identification within the loyalty program	Required
	FirstName	String	255	The member's first name	Required

PK	Field	Type	Length	Description	Notes/Sample val
	LastName	String	255	The member's last name	Required
	BusinessName	String	255	The business name related to the member	Required
	TierProgram	Array		Tier program details related to the member	Optional. Contains fields and objects from <code>ProgramCode</code> to <code>Tie</code>
	ProgramCode	String	255	The tier program setting	Optional. Example: <code>MOST_VALUABLE_CUS</code>
	TierCode	String	50	The designation for the current member tier rank	Optional. Example: <code>SILVER</code>
	TierRank	String	30	The numeric designator for tier rank	Optional. Example: <code>1</code>
	NextTierProgress	Object		Tracks progress toward the next tier for this member	Optional. Contains <code>SpendFormatted</code> and <code>PointsEarned</code> .

PK	Field	Type	Length	Description	Notes/Sample val
	SpendFormatted	Number	38,2	Dollars spent	Optional
	PointsEarned	Object		Details about points earned toward the next tier	Optional. Contains <code>Total</code> , <code>Unused</code> , and <code>Next</code> .
	Total	Number	38,2	Total progress in the program	Optional
	Unused	Number	38,2	Progress since the previous tier	Optional
	Next	Number	38,2	The difference between the threshold for the next tier and the current total	Optional
	TierStart	String	50	The timestamp for when tier membership began. ISO-8601 format.	Optional
	TierEnd	String	50	The timestamp for when tier	Optional

PK	Field	Type	Length	Description	Notes/Sample val
				membership ends. ISO-8601 format.	
	LoyaltyOptinDate	String	50	The date on which the member opted in to the loyalty program	Required
	LastActivityDate	String	50	The date of the last loyalty-qualified activity	Required
	RedemptionRequirementsMet	Object		JSON object containing details about whether the redemption requirement has been achieved	Optional. Contains <code>LifeTimeSpend</code> .
	LifeTimeSpend	Boolean		Indicates whether the member's total lifetime spend has met the redemption threshold	Optional. Values: <code>true</code> <code>false</code>

PK	Field	Type	Length	Description	Notes/Sample val
	Balance	Object		Total rewards balance available to the member for redemption	Required. Contains <code>Points</code> , <code>Tender</code> , and <code>TenderFormatted</code> .
	Points	Object		Contains details of available and redeemable points, and the number on hold	Required. Contains <code>Available</code> , <code>Redeema</code> and <code>Hold</code> .
	Available	Number	38,2	Total points associated with the member	Required
	Redeemable	Number	38,2	Points that can be redeemed	Required

PK	Field	Type	Length	Description	Notes/Sample val
	Hold	Number	38,2	Points currently on hold (for example, pending achievement of a lifetime spend threshold)	Required
	Tender	Object		Contains details about available and redeemable tender amounts, and any hold	Required. Contains <code>Available</code> , <code>Redeema</code> and <code>Hold</code> .
	Available	Number	38,2	Total tender points associated with the transaction	Required
	Redeemable	Number	38,2	Tender points that can be redeemed	Required
	Hold	Number	38,2	Tender points currently on hold, formatted to	Required

PK	Field	Type	Length	Description	Notes/Sample val
				two decimal places	
	TenderFormatted	Object		Contains formatting elements to ensure tender amounts end in two decimal places, even with trailing zeros	Required. Contains a localization object for currency amount and <code>Available</code> , <code>Redeema</code> and <code>Hold</code> .
	<code>{{11-CC}}</code>	Object		Contains formatting attributes for available, redeemable, and hold amounts, and specifies the localized currency format	Required. Example: <code>fr-CA</code>
	Available	Number	50	Total available reward tender, formatted to two decimal places	Required

PK	Field	Type	Length	Description	Notes/Sample val
	Redeemable	Number	50	Total redeemable awards tender, formatted to two decimal places	Required
	Hold	Number	50	Total rewards currently on hold, formatted to two decimal places	Required
	Statistics	Object		NDJSON object containing total rewards and redemptions by month and year, in both points and tender	Optional. Contains fields from <code>TotRedemption</code> to <code>TenderFormatted</code>
	TotRedemptionMth	Number	38,2	Total rewards redeemed by the member in a month	Optional

PK	Field	Type	Length	Description	Notes/Sample val
	TotRewardsMth	Number	38,2	Total rewards accumulated by a member in a month	Optional
	TotRedemptionQtr	Number	38,2	Total rewards redeemed by the member in a quarter	Optional
	TotRewardsQtr	Number	38,2	Total rewards accumulated by a member in a quarter	Optional
	TotRedemptionYr	Number	38,2	Total rewards redeemed by the member in a year	Optional
	TotRewardsYr	Number	38,2	Total rewards accumulated by a member in a year	Optional

PK	Field	Type	Length	Description	Notes/Sample val
	Tender	Object		NDJSON object containing the total eligible spend for the month, quarter, and year	Optional. Contains <span>TotEligibleSpendMth</span> <span>TotEligibleSpendYr</span>
	TotEligibleSpendMth	Number	38,2	Total eligible spend for monthly redemption	Optional
	TotEligibleSpendQtr	Number	38,2	Total eligible spend for quarterly redemption	Optional
	TotEligibleSpendYr	Number	38,2	Total eligible spend for yearly redemption	Optional

PK	Field	Type	Length	Description	Notes/Sample val
	TenderFormatted	Object		NDJSON object with formatting elements to ensure tender amounts end in two decimal places	Optional. Contains a localization object and eligible spend fields.
	{{11-CC}}	Object		NDJSON object containing formatting attributes for monthly, quarterly, and yearly eligible spend, and specifying the localized currency format	Optional. Example: e   fr-CA
	TotEligibleSpendMth	String	50	Total monthly eligible redemption, formatted to two decimal places	Optional

PK	Field	Type	Length	Description	Notes/Sample val
	TotEligibleSpendQtr	String	50	Total quarterly eligible redemption, formatted to two decimal places	Optional
	TotEligibleSpendYr	String	50	Total yearly eligible redemption, formatted to two decimal places	Optional
	IsSuspended	Boolean		Flag indicating whether the account is suspended	Required. Values: <input type="checkbox"/> true <input type="checkbox"/> false
	IsExpired	Boolean		Flag indicating whether the account is expired	Required. Values: <input type="checkbox"/> true <input type="checkbox"/> false
	LocalizationConfig	Object		Provides information about whether language localization is required	Optional

PK	Field	Type	Length	Description	Notes/Sample val
	Household	Object		Contains household membership data, populated only for members who belong to a household	Optional. Contains <code>DateJoined</code> , <code>Role</code> , and <code>RedeemableBalance</code>
	DateJoined	String	50	The date the member joined the household. ISO-8601 format.	Required
	Role	String	50	The member's role in the household	Required. Values: <code>PRIMARY</code>   <code>SECONDARY</code>
	RedeemableBalance	Number	38,2	The balance of points for this member that can be redeemed within the household	Optional
	TargetedOffers	Array		The list of active and future targeted	Optional. Contains <code>OfferCode</code> to <code>ExpiryTimeStamp</code> .

PK	Field	Type	Length	Description	Notes/Sample val
				offers for an account	
	OfferCode	String	50	The unique identifier for the targeted offer	Optional
	DisplayTimeStamp	String	50	The timestamp for when the offer is displayed. ISO-8601 format.	Optional
	EffectiveTimeStamp	String	50	The timestamp for when the offer becomes effective. ISO-8601 format.	Optional
	ExpiryTimeStamp	String	50	The timestamp for when the offer expires. ISO-8601 format.	Optional
	ExtendedData	Array		Additional data relevant to the client	Optional. Contains key:value pairs for client extended member data

PK	Field	Type	Length	Description	Notes/Sample val
	PartnerLinks	Array		Contains data about any partner link for the member	Optional. Contains <code>PartnerID</code> and <code>LinkedDate</code> .
	PartnerID	String	50	The unique identifier for the partner the member is linked to	Optional
	LinkedDate	String	50	The date the partner link was established for the member	Optional

## Trailer

Field	Type	Length	Description	Sample values
Trailer identifier	String	7	Constant value: <code>TRAILER</code>	<code>TRAILER</code>
Record count	Integer		The number of rows in the file	

## JSON example

```
{
  "EmailAddress": "hwallen@esmail.com",
  "LanguagePreference": "en-CA",
  "ExternalIdentifier": "X397ORT41351570",
  "LoyaltyID": "52436527362602",
  "FirstName": "Helen",
```

```
"LastName": "Wallen",
"BusinessName": "Wallen Print Shop",
"TierProgram": [
  {
    "ProgramCode": "MOST_VALUABLE_CUSTOMER",
    "TierCode": "SILVER",
    "TierRank": "3",
    "NextTierProgress": {
      "SpendFormatted": "100.00",
      "PointsEarned": {
        "Total": 500,
        "Unused": 500,
        "Next": 1000
      }
    },
    "TierStart": "2024-01-01T00:00:01:001 -0800",
    "TierEnd": "2024-12-31T23:59:59:999 -0800"
  }
],
"LoyaltyOptInDate": "2021-07-07T10:53:13:001 -0800",
"LastActivityDate": "2024-01-01T13:46:05:099 -0800",
"RedemptionRequirementsMet": {
  "LifeTimeSpend": true
},
"Balance": {
  "Points": {
    "Available": "100000",
    "Redeemable": "40000",
    "Hold": "60000"
  },
  "Tender": {
    "Available": "100.00",
    "Redeemable": "40.00",
    "Hold": "60.00"
  },
  "TenderFormatted": {
    "en-CA": {
      "Available": "80000",
      "Redeemable": "30000",
      "Hold": "50000"
    },
    "fr-CA": {
      "Available": "20000",
      "Redeemable": "10000",
      "Hold": "10000"
    }
  }
}
```

```
    }
  }
},
"Statistics": {
  "TotRedemptionMth": 5000,
  "TotRewardsMth": 5000,
  "TotRedemptionQtr": 20000,
  "TotRewardsQtr": 20000,
  "TotRedemptionYr": 80000,
  "TotRewardsYr": 80000
},
"Tender": {
  "TotEligibleSpendMth": 50.00,
  "TotEligibleSpendQtr": 50.00,
  "TotEligibleSpendYr": 200.00
},
"TenderFormatted": {
  "en-CA": {
    "TotEligibleSpendMth": "5000",
    "TotEligibleSpendQtr": "5000",
    "TotEligibleSpendYr": "20000"
  },
  "fr-CA": {
    "TotEligibleSpendMth": "5000",
    "TotEligibleSpendQtr": "5000",
    "TotEligibleSpendYr": "20000"
  }
},
"IsSuspended": false,
"IsExpired": false,
"LocalizationConfig": {},
"Household": {
  "DateJoined": "2024-05-01T00:00:01:001 -0800",
  "Role": "SECONDARY",
  "RedeemableBalance": 100000
},
"TargetedOffers": [
  {
    "OfferCode": "AF5-23452-4T",
    "DisplayTimeStamp": "2024-05-01T00:00:01:001 -0800",
    "EffectiveTimeStamp": "2024-05-01T00:00:01:001 -0800",
    "ExpiryTimeStamp": "2024-05-01T00:00:01:001 -0800"
  }
],
"ExtendedData": [
```

```
{
  "EnrollmentChannel": "WEB_FORM",
  "ClubMember": true,
  "SegmentIdentifier": "5205224052940"
},
"PartnerLinks": [
  {
    "PartnerID": "A5240-35116",
    "LinkedDate": "2024-02-01T00:00:01 -0800"
  }
]
}
```

---

## Partner card link feed

### Description

This table contains partner payment cards linked to loyalty accounts, along with the status and metadata of each partner payment card.

### Supported formats

- JSON
- CSV
- Snowflake data sharing

### File name

`ES_PARTNER_CARD_LINK_YYYYMMDDHHMISS.csv` — `YYYYMMDDHHMISS` contains the date and time the feed was extracted.

**Snowflake data share table name:** `DWHF_PARTNER_CARD_LINK`

### Header

Field	Type	Length	Description	Sample values
File identifier	String	50	Constant value: ES_PARTNER_CARD_LINK	ES_PARTNER_CARD_LINK
Extraction start date	Date	8	The date the feed was extracted. Format: YYYYMMDD	20240617
Extraction start time	Time	6	The time the feed was extracted. Format: HHMISS (UTC)	164800

Headers can alternatively be configured to display column names to meet client requirements.

## Detail

PK	Field	Type	Length	Description	Notes/Sample values
PK	AccountID	String	36	The loyalty account ID linked to the partner payment card	
PK	PartnerID	String	50	The unique identifier for the partner associated with the payment card	Example: MGABNK
PK	Last4	Integer	4	The last 4 digits of the payment card number	
PK	VersionNumber	Integer		Sequential number for each update in the table	
	VersionEffectiveTS	Timestamp	29	The date and time the version took effect. Format: yyyy-mm-	Example: 2024-01-

PK	Field	Type	Length	Description	Notes/Sample values
				<code>ddThh:mi:ss.ff3</code> <code>TZHTZM</code>	<code>26T08:14:51.903</code> <code>-0800</code>
	VersionExpiryTS	Timestamp	29	The date and time the version expired. Format: <code>yyyy-mm-ddThh:mi:ss.ff3</code> <code>TZHTZM</code>	Example: <code>2024-01-27T08:14:51.903</code> <code>-0800</code>
	CreatedTS	Timestamp	29	The date and time the token was created. Format: <code>yyyy-mm-ddThh:mi:ss.ff3</code> <code>TZHTZM</code>	Example: <code>2024-01-26T08:14:51.903</code> <code>-0800</code>
	UpdatedTS	Timestamp	29	The date and time the token expires. Format: <code>yyyy-mm-ddThh:mi:ss.ff3</code> <code>TZHTZM</code>	Example: <code>2024-01-26T08:14:51.903</code> <code>-0800</code>
	LinkedTS	Timestamp	29	The date and time the current link was created. Format: <code>yyyy-mm-ddThh:mi:ss.ff3</code> <code>TZHTZM</code> . Usually equals <code>CreatedTS</code> , but if a card was unlinked and re-linked, <code>CreatedTS</code> stores the original linked timestamp and this field contains the	Example: <code>2024-01-26T08:14:51.903</code> <code>-0800</code>

PK	Field	Type	Length	Description	Notes/Sample values
				current linked timestamp.	
	UnLinkedTS	Timestamp	29	The date and time the link was removed. Format: <code>yyyy-mm-ddThh:mi:ss.ff3TZHTZM</code>	Example: <code>2024-01-26T08:14:51.903-0800</code>
	LinkType	String	13	The type of link created	Values: <code>PAYCARD_LAST4</code>   <code>PAYCARD</code>
	CardHolderType	String		The cardholder type	Values: <code>Retail</code> (personal)   <code>Business</code> (small business)
	CardType	String	1	The type of payment card. Credit and debit are supported.	Values: <code>C</code>   <code>D</code>
	Link_ID	String		A unique link ID when the link type is <code>PAYCARD</code> for any partner	
	Status	String		The current status of the linked payment card	Values: <code>LINKED</code>   <code>UNLINKED</code>
	BIN	Integer		A Bank Identification Number (BIN): the first 4–6 digits of a	Example: <code>1234</code> or <code>123456</code>

PK	Field	Type	Length	Description	Notes/Sample values
				payment card that identify the card issuer	

### Trailer

Field	Type	Length	Description	Sample values
Trailer identifier	String	7	Constant value: TRAILER	TRAILER
Record count	Integer		The number of rows in the file	

### JSON example

```
{
  "AccountID": "5205246052952340",
  "PartnerID": "MGABANK",
  "Last4": 3681,
  "VersionNumber": 3,
  "VersionEffectiveTS": "2024-01-01T00:00:01:001 -0800",
  "VersionExpiryTS": "2028-12-31T00:00:01:001 -0800",
  "CreatedTS": "2024-01-03T00:00:01:001 -0800",
  "UpdatedTS": "2024-06-01T00:00:01:001 -0800",
  "LinkedTS": "2024-07-01T00:00:01:001 -0800",
  "UnLinkedTS": "2024-12-01T00:00:01:001 -0800",
  "LinkType": "PAYCARD",
  "CardHolderType": "Business",
  "CardType": "D",
  "Link_ID": "524362-34",
  "Status": "UNLINKED",
  "BIN": "1234"
}
```

## Payment card link feed

## Description

This table contains partner payment cards linked to loyalty accounts, along with the status and metadata of each partner payment card.

## Supported formats

- JSON
- CSV
- Snowflake data sharing

## File name

`ES_PAYMENT_CARD_LINK_YYYYMMDDHHMISS.csv` — `YYYYMMDDHHMISS` contains the date and time the feed was extracted.

**Snowflake data share table name:** `DWHF_PAYMENT_CARD_LINK`

## Header

Field	Type	Length	Description	Sample values
File identifier	String	50	Constant value: <code>ES_PAYMENT_CARD_LINK</code>	<code>ES_PAYMENT_CARD_LINK</code>
Extraction start date	Date	8	The date the feed was extracted. Format: <code>YYYYMMDD</code>	<code>20140617</code>
Extraction start time	Time	6	The time the feed was extracted. Format: <code>HHMISS</code> (UTC)	<code>164800</code>

Headers can alternatively be configured to display column names to meet client requirements.

## Detail

PK	Field	Type	Length	Description	Notes/Sample values
PK	AccountID	String	36	The loyalty account ID linked to the partner payment card	
PK	PartnerID	String	50	The unique identifier for the partner associated with the payment card	Example: <code>MGABNK</code>
PK	Last4	Integer	4	The last 4 digits of the payment card number	
PK	VersionNumber	Integer		Sequential number for each update in the table	
	VersionEffectiveTS	Timestamp	29	The date and time the version took effect. Format: <code>yyyy-mm-ddThh:mi:ss.ff3TZHTZM</code>	Example: <code>2024-01-26T08:14:51.903-0800</code>
	VersionExpiryTS	Timestamp	29	The date and time the version expired. Format: <code>yyyy-mm-ddThh:mi:ss.ff3TZHTZM</code>	Example: <code>2024-01-27T08:14:51.903-0800</code>
	CreatedTS	Timestamp	29	The date and time the token was created. Format: <code>yyyy-mm-ddThh:mi:ss.ff3TZHTZM</code>	Example: <code>2024-01-26T08:14:51.903-0800</code>

PK	Field	Type	Length	Description	Notes/Sample values
	UpdatedTS	Timestamp	29	The date and time the token expires. Format: <code>yyyy-mm-ddThh:mi:ss.ff3TZHTZM</code>	Example: <code>2024-01-26T08:14:51.903-0800</code>
	LinkedTS	Timestamp	29	The date and time the current link was created. Format: <code>yyyy-mm-ddThh:mi:ss.ff3TZHTZM</code> . Usually equals <code>CreatedTS</code> , but if a card was unlinked and re-linked, <code>CreatedTS</code> stores the original linked timestamp and this field contains the current linked timestamp.	Example: <code>2024-01-26T08:14:51.903-0800</code>
	UnLinkedTS	Timestamp	29	The date and time the link was removed. Format: <code>yyyy-mm-ddThh:mi:ss.ff3TZHTZM</code>	Example: <code>2024-01-26T08:14:51.903-0800</code>
	LinkType	String	13	The type of link created	Values: <code>PAYCARD_LAST4   PAYCARD</code>

PK	Field	Type	Length	Description	Notes/Sample values
	CardHolderType	String		The cardholder type	Values: <b>Retail</b> (personal)   <b>Business</b> (small business)
	CardType	String	1	The type of payment card. Credit and debit are supported.	Values: <b>C</b>   <b>D</b>
	Link_ID	String		A unique link ID when the link type is <b>PAYCARD</b> for any partner	
	Status	String		The current status of the linked payment card	Values: <b>LINKED</b>   <b>UNLINKED</b>
	BIN	Integer		A Bank Identification Number (BIN): the first 4–6 digits of a payment card that identify the card issuer	Example: <b>1234</b> or <b>123456</b>

### Trailer

Field	Type	Length	Description	Sample values
Trailer identifier	String	7	Constant value: <b>TRAILER</b>	<b>TRAILER</b>
Record count	Integer		The number of rows in the file	

## JSON example

```
{
  "AccountID": "5205246052952340",
  "PartnerID": "MGABANK",
  "Last4": 3681,
  "VersionNumber": 3,
  "VersionEffectiveTS": "2024-01-01T00:00:01:001 -0800",
  "VersionExpiryTS": "2028-12-31T00:00:01:001 -0800",
  "CreatedTS": "2024-01-03T00:00:01:001 -0800",
  "UpdatedTS": "2024-06-01T00:00:01:001 -0800",
  "LinkedTS": "2024-07-01T00:00:01:001 -0800",
  "UnLinkedTS": "2024-12-01T00:00:01:001 -0800",
  "LinkType": "PAYCARD",
  "CardHolderType": "Business",
  "CardType": "D",
  "Link_ID": "524362-34",
  "Status": "UNLINKED",
  "BIN": "1234"
}
```

---

## SMS subscription feed

### Description

The SMS subscription feed supports providing data for multiple short codes in a single feed.

### Supported formats

- JSON
- CSV
- Snowflake data sharing

### File name

`ES_SMS_SUBSCRIPTION_YYYYMMDDHHMISS.csv` — `YYYYMMDDHHMISS` contains the date and time the feed was extracted. The file can also be JSON or Snowflake data share.

**Snowflake data share table name:** `DWHF_SMS_SUBSCRIPTION`

## Header

Field	Type	Length	Description	Sample values
File identifier	String	50	Constant value: <code>ES_SMS</code>	<code>ES_SMS</code>
Extraction start date	Date	8	The date the feed was extracted. Format: <code>YYYYMMDD</code>	<code>20240617</code>
Extraction start time	Time	6	The time the feed was extracted. Format: <code>HHMISS</code> (UTC)	<code>164800</code>

Headers can alternatively be configured to display column names to meet client requirements.

## Detail

PK	Field	Type	Length	Description	Sample values
PK	AccountID	String	36	Unique account identifier	Required
PK	ShortCode	String	255	The code used to send and receive SMS messages	Required. Example: <code>DEFAULT</code>
	Status	String	50	The status of the SMS subscription for a member	Required. Values: <code>PENDING</code>   <code>DEFERRED</code>   <code>OPTED_IN</code>   <code>OPTED_OUT</code>
	OptInSource	String	50	The channel through which opt-in occurred	Optional. Values: <code>POS</code>   <code>CUX</code>   <code>CONSOLE</code>

PK	Field	Type	Length	Description	Sample values
	OptOutSource	String	50	The channel through which opt-out occurred	Optional. Values: <code>POS</code>   <code>CUX</code>   <code>CONSOLE</code>
	OptInTimestamp	Timestamp	50	The date and time when opt-in occurred. Format: <code>yyyy-mm-ddThh:mi:ss.ff3TZHTZM</code>	Optional. Example: <code>2024-01-26T08:14:51.903-0800</code>
	OptOutTimestamp	Timestamp	50	The date and time when opt-out occurred. Format: <code>yyyy-mm-ddThh:mi:ss.ff3TZHTZM</code> . Populated only if status is <code>OPTED_OUT</code> ; resets if the status changes from <code>OPTED_OUT</code> .	Optional. Example: <code>2024-06-26T08:14:51.903-0800</code>

## Trailer

Field	Type	Length	Description	Sample values
Trailer identifier	String	7	Constant value: <code>TRAILER</code>	<code>TRAILER</code>
Record count	Integer		The number of rows in the file	

## JSON example

```
{
  "AccountID": "5205246052952340",
```

```
"ShortCode": "DEFAULT",
"Status": "OPTED_OUT",
"OptInSource": "POS",
"OptOutSource": "POS",
"OptInTimestamp": "2024-02-26T08:14:51:903 -0800",
"OptOutTimestamp": "2025-03-26T08:14:51:903 -0800"
}
```

# Transactional data feeds

## Activity feed

### Description

The Activity table lists account activity.

### Supported formats

- JSON
- CSV
- Snowflake data sharing

### File name

`ES_ACTIVITY_YYYYMMDDHHMISS.csv` — `YYYYMMDDHHMISS` contains the date and time the feed was extracted.

**Snowflake data share table name:** `DWHF_ACTIVITY`

### Header

Field	Type	Length	Description	Sample values
File identifier	String	50	Constant value: <code>ES_ACTIVITY</code>	<code>ES_ACTIVITY</code>

Field	Type	Length	Description	Sample values
Extraction start date	Date	8	The date the feed was extracted. Format: <code>YYYYMMDD</code>	<code>20240617</code>
Extraction start time	Time	6	The time the feed was extracted. Format: <code>HMMISS</code> (UTC)	<code>164800</code>

Headers can alternatively be configured to display column names to meet client requirements.

## Detail

PK	Field	Type	Length	Description	Notes/Sample values
PK	AccountID	String	50	The account ID associated with the token	
PK	ActivityID	String	50	The activity ID	
PK	VersionNumber	Integer		Sequential number for each update in the table	
	VersionEffectiveTS	Timestamp	29	The date and time the version took effect. Format: <code>yyyy-mm-ddThh:mi:ss.ff3TZHTZM</code>	Example: <code>2024-01-26T08:14:51.903-0800</code>
	ActivityType	String	50	The type of activity	Example: <code>FIRST_TIME_LOGIN</code>

PK	Field	Type	Length	Description	Notes/Sample values
	LoyaltyID	String	50	The loyalty card number	
	AuditDetails	Variant		Audit details	
	Status	String	50	The status of the activity	Example: REWARDED
	TransactionID	String	50	The transaction ID this activity is linked to	
	ActivityData	Variant		Activity data	
	ActivityTS	Timestamp	29	The date and time of the activity	Example: 2024-01-26T08:14:51.903-0800

## Trailer

Field	Type	Length	Description	Sample values
Trailer identifier	String	7	Constant value: TRAILER	TRAILER
Record count	Integer		The number of rows in the file	

## JSON example

```
{
  "AccountID": "5205246052952340",
  "ActivityID": "301851038",
  "VersionNumber": "3",
  "VersionEffectiveTS": "2024-02-26T08:14:51:903 -0800",
  "ActivityType": "FIRST_TIME_LOGIN",
```

```
"LoyaltyID": "60734823493134",  
"AuditDetails": "",  
"Status": "REWARDED",  
"TransactionID": "",  
"ActivityData": "",  
"ActivityTS": "2024-01-26T08:14:51:903 -0800"  
}
```

## Enhanced validation rewards (Earn) and redemptions (Burn) feeds

### Purpose of feeds

The ES Loyalty system can generate two types of transaction-based reconciliation feeds: a rewards (earn) feed and a redemptions (burn) feed. At a high level, these feeds contain a list of all transactions along with the number of points earned or burned.

The purpose of the "enhanced validation" for these feeds is to verify critical data against other reliable sources of the same data. This ensures that data for these vital loyalty program functions is accurate. Because Exchange Solutions is not the System of Record (SoR) for many clients, an internal reconciliation process is required to confirm that the reconciliation feeds contain accurate data.

There is a risk that the internal data reconciliation process may result in duplicate transactions in Snowflake. Snowflake does not enforce data uniqueness, so duplicates are possible. Ongoing checks are in place to detect duplicates and fail a data transfer process if any are found.

Due to the enhanced validation process, validated data may not be available for several days or longer. In addition, these feeds are designed to operate within specified performance characteristics to carry out interactions with the loyalty platform within defined parameters.

### Schedule burn reconciliation feed

#### Description

This feed provides transaction-based aggregated point reconciliation reporting for redemptions. Note that the current handler only looks for `TRANSFER_OUT`, `REDEEM`, or `HOUSEHOLD_REDEEM` transaction parts to determine burn transactions.

#### Supported formats

- JSON
- CSV
- Snowflake data sharing

### File name

`ES_BURN_RECONCILIATION_YYYYMMDDHHMISS.csv` — `YYYYMMDDHHMISS` contains the date and time the feed was extracted. The file can also be JSON or Snowflake data share.

**Snowflake data share table name:** `DWHF_BURN_RECONCILIATION`

### Header

Field	Type	Length	Description	Sample values
File identifier	String	50	Constant value: <code>ES_BURN_RECONCILIATION</code>	<code>ES_BURN_RECONCILIATION</code>
Extraction start date	Date	8	The date the feed was extracted. Format: <code>YYYYMMDD</code>	<code>20240617</code>
Extraction start time	Time	6	The time the feed was extracted. Format: <code>HHMISS</code> (UTC)	<code>164800</code>

Headers can alternatively be configured to display column names to meet client requirements.

### Detail

PK	Field	Type	Length	Description	Notes/Sample values
PK	CorrelationID	String		Unique identifier passed in the request body, used to identify or retrieve a transaction	Required
	ExternalIdentifier	String		Unique identifier used by the external system	Optional
	AccountID	String		Unique identifier for the ES Loyalty account	Optional
	LoyaltyID	String		The unique loyalty ID of the member who made a transaction. Not used if <code>TransactionType = POINTS_TRANSFER.</code>	Optional
	TransactionType	String		The type of transaction	Required. Example: <code>FINALIZE</code>
	TransactionDate	Timestamp		The date and time the transaction took place	Required. Example: <code>2025-05-10T16:28:59.764Z</code>

PK	Field	Type	Length	Description	Notes/Sample values
	ProcessedDate	Timestamp		The date and time the transaction was processed	Required. Example: 2025-05-10T16:30:59.764Z
	Store	String		References a store or ecommerce site from the location feed	Optional
	Channel	String		The channel in which the transaction took place	Optional. Example: POS   ONLINE
	MembershipTiers	Array		Names all the different tier levels, such as Bronze, Silver, and Gold. The array may be empty if there are no membership tiers.	Optional
	MembershipTierCode	String		The applicable membership tier, such as Bronze, Silver, or Gold. Applied to each program configured for a client.	Optional
	ProgramID	String		The overall membership	Optional

PK	Field	Type	Length	Description	Notes/Sample values
				program the tier is related to	
	TotalRewardRedeemed	Number		The amount of the reward redeemed for this transaction	Required
	TotalRedeemDollar	Number		The dollar value of the reward redeemed	Required

### Trailer

Field	Type	Length	Description	Sample values
Trailer identifier	String	7	Constant value: TRAILER	TRAILER
Record count	Integer		The number of rows in the file	

### JSON example: Finalize

```
{
  "CorrelationID": "98127389172414",
  "TransactionType": "FINALIZE",
  "ExternalIdentifier": "879182739871938",
  "TransactionDate": "2025-05-10T16:28:59.764Z",
  "ProcessedDate": "2025-05-10T16:28:59.764Z",
  "AccountID": "82739187239183",
  "LoyaltyID": "72631872631237",
  "Store": "7231876",
  "Channel": "POS",
  "MembershipTiers": [
    {
      "ProgramID": "SPEND_TIER_PROGRAM",
      "MembershipTierCode": "TIER2"
    }
  ]
}
```

```
  },
  {
    "ProgramID": "EARNED_TIER_PROGRAM",
    "MembershipTierCode": "TIER2"
  }
],
"TotalRewardRedeemed": 1000,
"TotalRedeemedDollar": 10
}
```

### JSON example: Points transfer

```
{
  "CorrelationID": "78bf8a38-afd7-467e-bb81-199106bac6bf",
  "TransactionType": "POINTS_TRANSFER",
  "ExternalIdentifier": "21eef39b-0f43-4eff-a1f1-7b9916362ea2",
  "TransactionDate": "2022-09-07T12:57:07.234Z",
  "ProcessedDate": "2022-09-07T12:57:07.234Z",
  "AccountID": "b7f7e416-284a-4700-a74c-befb53661822",
  "Channel": "SYSTEM",
  "MembershipTiers": [],
  "TotalRewardRedeemed": 2000,
  "TotalRedeemedDollar": 0.8
}
```

## Schedule earn reconciliation feed

### Description

This feed provides transaction-based aggregated point reconciliation reporting for rewards.

### Supported formats

- JSON
- CSV
- Snowflake data sharing

### File name

ES\_EARN\_RECONCILIATION\_YYYYMMDDHHMISS.csv — YYYYMMDDHHMISS contains the date and time the feed was extracted. The file can also be JSON or Snowflake data share.

**Snowflake data share table name:** `DWHF_EARN_RECONCILIATION`

## Header

Field	Type	Length	Description	Sample values
File identifier	String	50	Constant value: <code>ES_EARN_RECONCILIATION</code>	<code>ES_EARN_RECONCILIATION</code>
Extraction start date	Date	8	The date the feed was extracted. Format: <code>YYYYMMDD</code>	<code>20250617</code>
Extraction start time	Time	6	The time the feed was extracted. Format: <code>HHMISS</code> (UTC)	<code>164800</code>

Headers can alternatively be configured to display column names to meet client requirements.

## Detail

PK	Field	Type	Length	Description	Notes/Sample values
PK	CorrelationID	String		Unique identifier passed in the request body, used to identify or retrieve a transaction	Required
	ExternalIdentifier	String		Unique identifier used by the external system	Optional
	AccountID	String		Unique ES Loyalty identifier for the account	Optional

PK	Field	Type	Length	Description	Notes/Sample values
	LoyaltyID	String		The unique loyalty ID of the member who made a transaction	Optional
	TransactionType	String		The type of transaction	Required. Values: ACCOUNT_EXPIRY, ACTIVITY, ADHOC_REWARD, ADJUSTMENT, DISCRETIONARY, FINALIZE, POINTS_TRANSFEE, PPE, SAF, VOID
	TransactionDate	Timestamp		The date and time the transaction took place	Required. Example: 2025-05-10T16:28:59.764
	ProcessedDate	Timestamp		The date and time the transaction was processed	Required. Example: 2025-05-10T16:30:59.764
	Store	String		References a store or ecommerce site from the location feed	Optional
	Channel	String		The channel in which the transaction took place	Optional. Example: POS   ONLINE
	MembershipTiers	Array		Describes all different tier levels, such as Bronze, Silver, and	Optional

PK	Field	Type	Length	Description	Notes/Sample values
				Gold. The array may be empty if there are no membership tiers.	
	EarnedMap	Array		Contains details about offers	Required
	OfferCode	String		The unique code identifying the offer	Optional
	OfferDescription	String		A description of the offer	Optional. Example Spend \$10, get 100 points
	RewardsEarned	Number		The quantity of rewards earned on this transaction	Optional
	OfferCategory	String		The type of offer	Optional. Example bonus   targeted
	ProgramID	String		The overall membership program the tier is related to	Optional
	MembershipTierCode	String		The applicable membership tier, such as Bronze, Silver, or Gold. Applied to each program configured for a client.	Optional

PK	Field	Type	Length	Description	Notes/Sample values
	RewardOnHold	Number		If the transaction has a confirmation request, this field shows how many points related to the transaction are on hold. If there is no confirmation request, no hold is found, or <code>confirmed = true</code> , the value is <code>0</code> .	Required
	TotalSpend	Number		The total amount spent during this transaction	Required
	TotalEligibleSpend	Number		The amount spent during this transaction that is eligible for reward	Required
	TotalRewardIssued	Number		The amount of the reward issued for this transaction	Optional
	RewardIssuedRate	Number		The rate of the reward issued as a percentage of the <code>totalEligibleSpend</code>	Optional
	TotalRewardDollar	Number		The dollar value of the reward issued	Optional

Field	Type	Length	Description	Sample values
Trailer identifier	String	7	Constant value: TRAILER	TRAILER
Record count	Integer		The number of rows in the file	

### JSON example

```
{
  "CorrelationID": "98127389172414",
  "TransactionType": "FINALIZE",
  "ExternalIdentifier": "879182739871938",
  "TransactionDate": "2021-05-10T16:28:59.764Z",
  "ProcessedDate": "2021-05-10T16:28:59.764Z",
  "AccountID": "82739187239183",
  "LoyaltyID": "72631872631237",
  "Store": "7231876",
  "Channel": "POS",
  "MembershipTiers": [
    {
      "ProgramID": "SPEND_TIER_PROGRAM",
      "MembershipTierCode": "TIER2"
    },
    {
      "ProgramID": "EARNED_TIER_PROGRAM",
      "MembershipTierCode": "TIER2"
    }
  ],
  "EarnedMap": [
    {
      "OfferCode": "offer1",
      "OfferDescription": "An Offer",
      "RewardsEarned": 1,
      "OfferCategory": "targeted"
    },
    {
      "OfferCode": "offer2",
      "OfferDescription": "Another offer",
      "RewardsEarned": 2,
      "OfferCategory": "bonus"
    }
  ],
}
```

```
"TotalSpend": 5000,
"TotalEligibleSpend": 2000,
"TotalRewardIssued": 20,
"RewardIssuedRate": 0.01,
"TotalRewardDollar": 0.2
}
```

## Redemption feed

### Description

The Redemption feed provides catalog and redemption data from redemption transactions.

### Supported formats

- JSON
- CSV
- Snowflake data sharing

### File name

`ES_REDEMPTION_YYYYMMDD_Sx_Vx.json` — `YYYYMMDD` contains the extraction date, `Sx` is the serial number (such as `S1`), and `Vx` is the version number (such as `V1`). The file can also be CSV (`ES_REDEMPTION_YYMMDDHHMMSS.csv`) or a Snowflake data share.

**Snowflake data share table name:** `DWHF_REDEMPTION`

### Header

Field	Type	Length	Description	Sample values
File identifier	String	50	Constant value: <code>ES_REDEMPTION</code>	<code>ES_REDEMPTION</code>
Extraction start date	Date	8	The date the feed was extracted. Format: <code>YYYYMMDD</code>	<code>20250617</code>

Field	Type	Length	Description	Sample values
Extraction start time	Time	6	The time the feed was extracted. Format: <code>HHMISS</code> (UTC)	<code>164800</code>

Headers can alternatively be configured to display column names to meet client requirements.

## Detail

PK	Field	Type	Length	Description	Sample values
PK	TransactionID	String		GUID unique identifier for the transaction	Required
	AccountID	String	36	Unique account identifier	Required
	HouseholdID	String		GUID unique identifier for the household	Optional. Populated only for <code>HOUSEHOLD_REDEEM</code> transactions.
	RedemptionUniqueID	String		Unique identifier for the redemption transaction. For household redemptions, this field can be used to uniquely count each redemption or group a set of redemption	Required

PK	Field	Type	Length	Description	Sample values
				transactions into a single redemption.	
	Action	String		The action associated with the transaction	Required. Values: REDEEM   HOUSEHOLD_REDEEM
	TransactionTs	Timestamp	50	The date and time the redemption transaction occurred. Format: yyyy-mm-dd hh:mi:ss.ff3 Z	Required. Example: 2025-01-26 08:14:51.903 Z
	Amount	String		The number of points redeemed in the redemption transaction	Required
	RedemptionDollarValue	Number		The dollar value of the redemption transaction	Required
	RedeemerID	String		Unique identifier for the redeemer	Optional. Populated for redemptions when provided in the source API call.

PK	Field	Type	Length	Description	Sample values
	RedemptionID	String		The type of redemption	Optional. Populated for redemptions when provided in the source API call.
	CatalogueItemID	String		Unique identifier for a catalog item included in the transaction	Optional. Populated only when a catalog item is redeemed.
	CatalogueItemName	String		Name used to identify the product	Optional. Populated only when a catalog item is redeemed.
	CatalogueItemQuantity	Number		Quantity of the catalog item included in the transaction	Optional. Populated only when a catalog item is redeemed.

## Trailer

Field	Type	Length	Description	Sample values
Trailer identifier	String	7	Constant value: TRAILER	TRAILER
Record count	Integer		The number of rows in the file	

## JSON example

```
{
  "TransactionID": "d17cc98f-0427-44a5-9a66-ff88e9ab36d12",
  "AccountID": "5205246052952340",
  "HouseholdID": "3d8ed0c4-50a7-41c1-a2b3-273cb5a848e0",
  "RedemptionUniqueID": "RESERVATION_9cd8705f-2bc0-4482-8d73-25265664b35a",
```

```
"Action": "HOUSEHOLD_REDEEM",
"TransactionTs": "2025-03-26 08:14:51:903 Z",
"Amount": "15000",
"RedemptionDollarValue": 15,
"RedeemerId": "MEGABANK",
"RedemptionID": "REDEMPTION_MEGABANK",
"CatalogueItemID": "BRANDED_COFFEE_CUP_5245",
"CatalogueName": "BRANDED_COFFEE_CUP_5245",
"CatalogueQuantity": 1
}
```

---

## Session feed

### Description

A session is a series of API calls made for a single customer. For example, a customer checkout at the POS represents a single session, which may involve several API calls to complete. In a web or mobile application, a customer may make several queries to the API within the context of a single login session. The primary key is provided by the system initiating the session.

### Supported formats

- JSON
- CSV
- Snowflake data sharing

### File name

`ES_SESSION_YYYYMMDDHHMISS.csv` — `YYYYMMDDHHMISS` contains the date and time the feed was extracted.

**Snowflake data share table name:** `DWHF_SESSION`

### Header

Field	Type	Length	Description	Sample values
File identifier	String	50	Constant value: <code>ES_SESSION</code>	<code>ES_SESSION</code>
Extraction start date	Date	8	The date the feed was extracted. Format: <code>YYYYMMDD</code>	<code>20240617</code>
Extraction start time	Time	6	The time the feed was extracted. Format: <code>HMMISS</code> (UTC)	<code>164800</code>

Headers can alternatively be configured to display column names to meet client requirements.

## Detail

PK	Field	Type	Length	Description	Notes/Sample values
PK	SessionID	String	36	A primary key set by the calling system	
PK	VersionNumber	Integer		Sequential number for each update in the table	
	VersionEffectiveTS	Timestamp	29	The date and time the version took effect. Format: <code>yyyy-mm-ddThh:mi:ss.ff3TZHTZM</code>	Example: <code>2024-01-26T08:14:51.96-0800</code>

PK	Field	Type	Length	Description	Notes/Sample values
	AccountID	String	36	The account related to this session	
	LoyaltyID	Integer	19	The loyalty card associated with this session	
	CardSwiped	Boolean		Indicates whether the <code>loyaltyId</code> (if provided) was swiped ( <code>true</code> ) or keyed in ( <code>false</code> )	Values: <code>true</code>   <code>false</code>
	Channel	Enum	50	The source channel of the session. Accepts null.	Values: <code>POS</code>   <code>MOBILE</code>   <code>WEB</code>   <code>CONSOLE</code>   <code>SYSTEM</code>   <code>APP</code>   <code>null</code>
	PointsBurned	Integer		The points redeemed in the session	
	PointsEarned	Integer		The points earned in the session	
	PointBalanceAtSessionStart	Integer		The account's point balance at the time the session started	
	PointsNet	Integer		The net difference in points that	

PK	Field	Type	Length	Description	Notes/Sample values
				occurred in this session	
	SessionStatus	Enum	50	The status of the session	Values: OPEN   CLOSED
	StartTS	Timestamp	29	The date and time the session started. Format: <code>yyyy-mm-ddThh:mi:ss.ff3TZHTZM</code>	Example: 2024-01-26T08:14:51.900-0800

## Trailer

Field	Type	Length	Description	Sample values
Trailer identifier	String	7	Constant value: TRAILER	TRAILER
Record count	Integer		The number of rows in the file	

## JSON example

```
{
  "SessionID": "73321216-d03d-4fbb-ad8d-bacc9a188678",
  "VersionNumber": "524502452502",
  "VersionEffectiveTS": "2025-02-26T08:14:49:903 -0800",
  "AccountId": "524502452502",
  "LoyaltyId": "907087045023",
  "CardSwiped": true,
  "Channel": "POS",
  "PointsBurned": 10000,
  "PointsEarned": 20000,
  "PointBalanceAtSessionStart": 30000,
  "PointsNet": 10000,
}
```

```
"SessionStatus": "CLOSED",
"StartTS": "2025-03-26T08:14:49:903 -0800"
}
```

## Transaction feed

### Description

A transaction represents any point-earning or point-spending event. Think of it as a customer's point banking statement.

### Supported formats

- JSON
- CSV
- Snowflake data sharing

### File name

`ES_TRANSACTION_YYYYMMDDHHMISS.csv` — `YYYYMMDDHHMISS` contains the date and time the feed was extracted.

**Snowflake data share table name:** `DWHF_TRANSACTION`

### Header

Field	Type	Length	Description	Sample values
File identifier	String	50	Constant value: <code>ES_TRANSACTION</code>	<code>ES_TRANSACTION</code>
Extraction start date	Date	8	The date the feed was extracted. Format: <code>YYYYMMDD</code>	<code>20140617</code>
Extraction start time	Time	6	The time the feed was extracted. Format: <code>HHMISS</code> (UTC)	<code>164800</code>

Headers can alternatively be configured to display column names to meet client requirements.

## Detail

PK	Field	Type	Length	Description	Notes/Sam values
PK	TransactionID	String	36	A primary key set by ES Loyalty	Required
	AccountID	String	36	The account associated with the transactions	Required
	Channel	Enum	50	The channel this transaction occurred in. Accepts nulls.	Required. Values: POS   MOBILE   WEBSITE   COM   SYSTEM   APF   WEB   null
	StoreNumber	String	50	The store number	Required. Example: 0034
	EligibleTransactionAmount	Number		The amount eligible to earn base points	Required
	IsAudit	Boolean		For transactions that awarded zero points, so the reason can be reviewed. Not returned by Transaction History API calls.	Required. Values: true   false
	AccountStatus	Enum	50	The status of the account. Accepts nulls.	Required. Values: ACTIVE   EXPI   SUSPENDED

PK	Field	Type	Length	Description	Notes/Sam values
					DECEASED   CL   CANCELLED   UNREGISTERED null
	EligibleToEarn	Boolean		Flag indicating whether the transaction is eligible to earn points	Required. Valu true   false
	LoyaltyStatus	Enum	50	The status of the default loyalty card. Accepts nulls.	Required. Valu ACTIVE   SUSPENDED   LOST_OR_STOL DAMAGED   FRAUD_ABUSE CANCELLED   r
	ProcessedTS	Timestamp		The date and time the transaction was processed. Format: yyyy-mm-ddThh:mi:ss.ff3TZHTZM	Required. Exar 2024-01- 26T08:14:51. -0800
	RequestAction	Enum		The API call that triggered the reward calculation	Required. Valu ADJUSTMENT, FINALIZE, PP SAF, VOID, EXCHANGE,

PK	Field	Type	Length	Description	Notes/Sam values
					DISCRETIONAR BEHAVIOR_ACT
	TransactionAmount	Number		The dollar amount of the basket	Required
	TransactionTS	Timestamp	29	The date and time of the POS transaction itself (may be delayed if SAF). Format: <code>yyyy-mm-ddThh:mi:ss.ff3TZHTZM</code>	Required. Exar <code>2024-01-26T08:14:51.-0800</code>
	NetAmount	Integer		The net points amount of the transaction	Required
	NewPointBalance	Integer		The point balance after the transaction	Required
	OriginalPointBalance	Integer		The point balance before the transaction	Required
	SessionId	String	36	The session ID associated with the transaction	Required
	Agent	String		The agent username who	Required

PK	Field	Type	Length	Description	Notes/Sam values
				awarded discretionary points	
	Reason	String		The reason for awarding discretionary points	Required
	OriginalTransactionId	String	36	The <code>TransactionID</code> of the original transaction in the case of an adjustment or return. Equals the <code>TransactionID</code> if this is the original transaction.	Required
	OptinPromptResult	Enum	10	The result from the opt-in prompt at the point of sale. Accepts nulls.	Required. Values: <code>deferred</code>   <code>declined</code>   <code>accepted</code>   <code>nu</code>
	EmailPromptResult	Enum	10	The result from the email address prompt at the point of sale. Accepts nulls.	Required. Values: <code>deferred</code>   <code>declined</code>   <code>accepted</code>   <code>nu</code>
	BasePointsEarned	Integer		Total loyalty base points earned in	Required

<b>PK</b>	<b>Field</b>	<b>Type</b>	<b>Length</b>	<b>Description</b>	<b>Notes/Sam values</b>
				the transaction, excluding partner base points	
	BonusPointsEarned	Integer		Total loyalty bonus points earned in the transaction, excluding partner bonus points	Required
	TargetedPointsEarned	Integer		Total loyalty targeted points earned in the transaction, excluding partner targeted points	Required
	DiscretionaryPointsEarned	Integer		Total discretionary points earned in the transaction	Required
	RedeemedPoints	Integer		Total points redeemed in the transaction	Required
	RedemptionDollarValue	Float		The dollar value of the points redeemed in the transaction	Required
	PartnerId	String		The partner ID associated with	Optional

PK	Field	Type	Length	Description	Notes/Sam values
				the transaction. Set to the partner ID even if no points are earned.	
	PartnerBasePointsEarned	Integer		Total partner base points earned in the transaction	Optional
	PartnerBonusPointsEarned	Integer		Total partner bonus points earned in the transaction	Optional
	PartnerTargetedPointsEarned	Integer		Total partner targeted points earned in the transaction	Optional
	CallId	String		Unique identifier for the transaction, different from <code>transactionId</code> and <code>sessionId</code> . Generated by the source system or internally for transactions missing this field.	Optional
	UserAgent	String		The agent's name who made the profile update	Optional. Value <code>Anonymous</code>

PK	Field	Type	Length	Description	Notes/Sam values
					Loyalty_id   AgentName
	LinkedTransferTransactionID	String	36	Stores the TransactionID associated with the transfer points	Optional
	LinkedTransferAccountID	String	36	Stores the AccountID associated with the transfer points	Optional
	PriceMatrix	String	50	Contains an identifier for the price matrix used	Optional
	ExtendedData	Object		Contains additional attributes used by the client	Optional
	SessionIdentifierType	String	50	Helps clients track the identifiers used to initiate a transaction	Optional. Value: LOYALTY_ID   PARTNER_LINK   EMAIL   ACCOUNT_ID   EXTERNAL_ID   PHONE_NUMBER
	SessionIdentifierValue	String	50	Provides the value of the	Optional

PK	Field	Type	Length	Description	Notes/Sam values
				session identifier	
	RewardID	String	50	Used to associate the transaction with an existing reward identifier	Optional
	BusinessUnit	String	50	The business unit associated with these promotions	Optional. Curr enabled for or client.

## Trailer

Field	Type	Length	Description	Sample values
Trailer identifier	String	7	Constant value: TRAILER	TRAILER
Record count	Integer		The number of rows in the file	

Headers can alternatively be configured to display column names to meet client requirements.

## JSON example

```
{
  "TransactionID": "73321216-d03d-4fbb-ad8d-bacc9a188678",
  "AccountId": "524502452502",
  "Channel": "POS",
  "StoreNumber": "0034",
  "EligibleTransactionAmount": 100,
  "IsAudit": false,
  "AccountStatus": "ACTIVE",
  "EligibleToEarn": true,
  "LoyaltyStatus": "ACTIVE",
  "ProcessedTS": "2025-02-26T08:14:51:903 -0800",
  "RequestAction": "DISCRETIONARY",
  "TransactionAmount": 100,
}
```

```
"TransactionTS": "2025-02-26T08:14:49:903 -0800",
"NetAmount": 100,
"NewPointBalance": 10000,
"OriginalPointBalance": 9900,
"SessionId": "3852727d-3192-4c8c-be43-ccb410ea7361",
"Agent": "sstar",
"Reason": "Missing MGABNK Bonus Points",
"OriginalTransactionId": "9a30bc43-41e9-49c6-9770-25cb13aeb4d8",
"OptinPromptResult": "declined",
"EmailPromptResult": "accepted",
"BasePointsEarned": 0,
"BonusPointsEarned": 0,
"TargetedPointsEarned": 0,
"DiscretionaryPointsEarned": 100,
"RedeemedPoints": 0,
"RedemptionDollarValue": 0.00,
"PartnerId": "4524902",
"PartnerBasePointsEarned": 0,
"PartnerBonusPointsEarned": 100,
"PartnerTargetedPointsEarned": 0,
"CallId": "5243052350-52340562340",
"UserAgent": "sstar",
"SessionIdentifierType": "ACCOUNT_ID",
"SessionIdentifierValue": "524502452502",
"RewardId": "MISSING_BONUS_POINTS_REWARD",
"BusinessUnit": "BUYCO"
}
```

---

## Transaction promo audit feed

### Description

This feed contains details about the promotions recognized in a transaction.

### Supported formats

- JSON
- CSV
- Snowflake data sharing

### File name

`ES_TRANSACTION_PROMO_AUDIT_YYYYMMDDHHMISS.csv` — `YYYYMMDDHHMISS` contains the date and time the feed was extracted.

**Snowflake data share table name:** `DWHF_TRANSACTION_PROMO_AUDIT`

## Header

Field	Type	Length	Description	Sample values
File identifier	String	100	Constant value: <code>ES_TRANSACTION_PROMO_AUDIT</code>	<code>ES_TRANSACTION_PROMO_AUDIT</code>
Extraction start date	Date	8	The date the feed was extracted. Format: <code>YYYYMMDD</code>	<code>20240617</code>
Extraction start time	Time	6	The time the feed was extracted. Format: <code>HHMISS</code> (UTC)	<code>164800</code>

Headers can alternatively be configured to display column names to meet client requirements.

## Detail

PK	Field	Type	Length	Description	Notes/Sample values
PK	TransactionPromoAuditID	String	100	Used to join this table with associated details	
	TransactionID	String	36	The transaction ID this audit is linked to	
	PromotionSubCategory	String	50	Client-specific reporting identifier	Values: <code>BASE</code>   <code>BONUS</code>

PK	Field	Type	Length	Description	Notes/Sample values
	PromotionDescription	String	500	Description of the promotion	Example: <code>Get 500 bonus points on spend over \$20</code>
	OfferCode	String	500	Unique promotion name (also known as the offer code)	Example: <code>Get500</code>
	PromotionVersion	Integer		The version of the promotion used in this transaction	
	PromotionTierName	String		The unique name of the promotion tier, if applicable	
	Reward	Number		The number of points rewarded	

PK	Field	Type	Length	Description	Notes/Sample values
	Spend	Number		The customer's spend. If only a portion of the spend is used in the reward calculation for a particular offer, this is set to the eligible payment amount rather than the full purchase value.	
	Message	Document		The message associated with the audit	Example: "EXCLUSION": "User is not targeted for this promotion"
	NumberOfItems	Integer		The number of items recognized by the promotion	
	Category	String		The promotion category	Values: BASE   BONUS   TARGETTED
	PartnerID	String		The partner identifier associated with this promotion	Example: MGABNK

PK	Field	Type	Length	Description	Notes/Sample values
	CallId	String		Unique identifier for the transaction, different from <code>transactionId</code> and <code>sessionId</code> . Generated by the source system or internally for transactions missing this field.	

## Trailer

Field	Type	Length	Description	Sample values
Trailer identifier	String	7	Constant value: <code>TRAILER</code>	<code>TRAILER</code>
Record count	Integer		The number of rows in the file	

## JSON example

```
{
  "TransactionPromoAuditID": "95913051601650",
  "TransactionID": "GOLD_STATUS_MEMBER_OFFER",
  "PromotionSubCategory": "BONUS",
  "PromotionDescription": "Get 500 bonus points if you spend more than $20.",
  "OfferCode": "Get500",
  "PromotionVersion": 1,
  "PromotionTierName": "Obsidian",
  "Reward": 500,
  "Spend": 2000,
  "Exclusion": "User is not targeted for this promotion.",
  "NumberOfItems": 1,
  "Category": "BONUS",
```

```
"PartnerID": "MGABNK",  
"CallId": "5243052350-52340562340"  
}
```

## Transaction promo audit detail feed

### Description

This table contains further details about a specific transaction promo audit.

### Supported formats

- JSON
- CSV
- Snowflake data sharing

### File name

`ES_TRANSACTION_PROMO_AUDIT_DETAIL_YYYYMMDDHHMISS.csv` — `YYYYMMDDHHMISS` contains the date and time the feed was extracted.

**Snowflake data share table name:** `DWHF_TRANSACTION_PROMO_AUDIT_DETAIL`

### Header

Field	Type	Length	Description	Sample value
File identifier	String	100	Constant value: <code>ES_TRANSACTION_PROMO_AUDIT_DETAIL</code>	<code>ES_TRANSACTION_PROMO_AUDIT_DETAIL</code>
Extraction start date	Date	8	The date the feed was extracted. Format: <code>YYYYMMDD</code>	<code>20240617</code>
Extraction start time	Time	6	The time the feed was extracted. Format: <code>HHMISS</code> (UTC)	<code>164800</code>

Headers can alternatively be configured to display column names to meet client requirements.

## Detail

PK	Field	Type	Length	Description	Notes/Sample values
PK	TransactionPromoAuditDetailID	String	100	Used to join this table with the parent	
	TransactionID	String	36	The transaction ID this audit detail is linked to	
	Amount	Number		The spend associated with this item	
	Count	Integer		The number of items considered	
	Id	String	500	The identifier of the item considered	
	Type	String	50	The type of item considered	Example: <span>SKU</span>
	DisbursedPoints	Float		The number of points disbursed to an individual SKU for an individual offer. If multiple SKUs apply to an	

PK	Field	Type	Length	Description	Notes/Sample values
				offer, points are distributed proportionally based on each product's contribution to the offer. The data type is float because an individual point can be split between products in the basket.	
	CallId	String		Unique identifier for the transaction, different from <code>transactionId</code> and <code>sessionId</code> . Generated by the source system or internally for transactions missing this field.	

**Trailer**

Field	Type	Length	Description	Sample values
Trailer identifier	String	7	Constant value: TRAILER	TRAILER
Record count	Integer		The number of rows in the file	

### JSON example

```
{
  "TransactionPromoAuditID": "95913051601650",
  "TransactionID": "GOLD_STATUS_MEMBER_OFFER",
  "Amount": 100,
  "Count": 3,
  "Id": "PAT-M-BLU-MED-13",
  "Type": "SKU",
  "DisbursedPoints": 150.5,
  "CallId": "5243052350-52340562340"
}
```

## Transaction tender feed

### Description

A transaction represents any point-earning or point-spending event. Think of it as a customer's point banking statement.

### Supported formats

- JSON
- CSV
- Snowflake data sharing

### File name

ES\_TRANSACTION\_TENDER\_YYYYMMDDHHMISS.csv — YYYYMMDDHHMISS contains the date and time the feed was extracted.

Snowflake data share table name: `DWHF_TRANSACTION_TENDER`

## Header

Field	Type	Length	Description	Sample values
File identifier	String	50	Constant value: <code>ES_TRANSACTION_TENDER</code>	<code>ES_TRANSACTION_TENDER</code>
Extraction start date	Date	8	The date the feed was extracted. Format: <code>YYYYMMDD</code>	<code>20240617</code>
Extraction start time	Time	6	The time the feed was extracted. Format: <code>HHMISS</code> (UTC)	<code>164800</code>

Headers can alternatively be configured to display column names to meet client requirements.

## Detail

PK	Field	Type	Length	Description	Notes/Sample values
PK	TransactionID	String	36	A primary key set by ES Loyalty	Required
PK	TenderId	String		Unique identifier for each tender object	Required
	TenderType	String		The type of tender used	Required. Values: <code>VISA</code>   <code>CASH</code>   <code>DEBIT</code>   <code>COUPON</code>   <code>MSTCARD</code>   <code>AMEX</code>
	PaymentCardPrefix	Integer	6	The first 6 digits of the payment card number. <code>NULL</code> if not sent in the transaction.	Required. Example: <code>604291</code>

PK	Field	Type	Length	Description	Notes/Sample values
	PaymentCardLast4	Integer	4	The last 4 digits of the payment card number. <code>NULL</code> if not sent in the transaction.	Required. Example: <code>5876</code>
	CardHolderType	String		The cardholder type	Required. Values: <code>Retail</code> (personal)   <code>Business</code> (small business)
	CardType	String	1	The type of payment card. Credit and debit are supported.	Required. Values: <code>C</code>   <code>D</code>
	Amount	Float		The amount paid with this payment card	Required. Example: <code>60.00</code>
	LinkedPartner	String		The partner linked to this payment card, if applicable to the program. <code>NULL</code> if no partner applies.	Optional. Example: <code>MGABNK</code>
	CallId	String		Unique identifier for the transaction, different from <code>transactionId</code> and <code>sessionId</code> . Generated by the source system or internally for transactions missing this field.	Optional

PK	Field	Type	Length	Description	Notes/Sample values
	payment_link_id_flag	Boolean		Indicates whether the account is associated with a <code>link_id</code>	Required. Values: <code>true</code>   <code>false</code>

## Trailer

Field	Type	Length	Description	Sample values
Trailer identifier	String	7	Constant value: <code>TRAILER</code>	<code>TRAILER</code>
Record count	Integer		The number of rows in the file	

## JSON example

```
{
  "TransactionID": "73321216-d03d-4fbb-ad8d-bacc9a188678",
  "TenderId": "524502452502",
  "TenderType": "AMEX",
  "PaymentCardPrefix": 604291,
  "PaymentCardLast4": 5876,
  "CardHolderType": "Retail",
  "CardType": "C",
  "Amount": 60.00,
  "LinkedPartner": "MGABNK",
  "CallId": "5243052350-52340562340",
  "payment_link_id_flag": true
}
```

# Fulfillment feeds

Fulfillment feeds provide the means to direct member redemptions to various payment methods.

# Blackhawk Network™ direct deposit feed

## Description

Clients may have loyalty programs that let members redeem points for cash. The cash can be applied as a direct deposit configured for loyalty program members. The payments are provided to the client through a direct deposit feed containing the information required to deposit the cash payment into the member's account.

## Supported formats

Only CSV format is supported for this feed.

Upload folder: `businessUnit/{{businessUnit}}/fulfillment`

## File name

`ES_FULFILLMENT_DIRECT_DEPOSIT_YYYYMMDDHH24MISS.csv` — `YYYYMMDDHH24MISS` contains the date and time the feed was extracted, with HH in 24-hour format.

## Header

Field	Type	Length	Description	Sample values
File identifier	String	50	Constant value: <code>ES_FULFILLMENT_DIRECT_DEPOSIT</code>	<code>ES_FULFILLMENT_DIRECT_D</code>
Extraction start date	Date	8	The date the feed was extracted. Format: <code>YYYYMMDD</code>	<code>20250617</code>
Extraction start time	Time	6	The time the feed was extracted. Format: <code>HHMISS</code> (UTC)	<code>164800</code>

Headers can alternatively be configured to display column names to meet client requirements.

## Detail

PK	Field	Type	Length	Description	Notes/Sample values
PK	ETID	String	36	Unique email template identifier. Specifies which email template is used to send out a reward.	Required. Retrieved from program configuration.
	RecipientEmail	String		The member's email address	Required
	RecipientFirstName	String	36	The member's first name	Required
	RecipientLastName	String	36	The member's last name	Optional. Populated if available.
	UTID	String		Blackhawk Network reward identifier	Required. Retrieved from program configuration.
	RewardAmount	Number		The ad hoc redemption transaction amount in dollars in the currency being sent (USD). Some cards have fixed denominations and some variable.	Required. Specified as an integer with two decimal places when needed. Example: 50
	CustomerNotes	String		The ad hoc redemption transaction identifier	Optional. Map the ad hoc transaction identifier to this field.

PK	Field	Type	Length	Description	Notes/Sample values
	DoNotComplete	String		Required for card system processing	Required. Leave empty.
	Message	String		The message to the member. Maps to a dynamic tag if one exists in the email template.	Optional. Leave empty.
	FromName	String		The client company name. Maps to a dynamic tag if one exists in the email template.	Optional. Leave empty.

## Trailer

Field	Type	Length	Description	Sample values
Trailer identifier	String	7	Constant value: TRAILER	TRAILER
Record count	Integer		The number of rows in the file	

## JSON example

```
{
  "ETID": "E6052952340",
  "RecipientEmail": "hwolf@esmail.com",
  "RecipientFirstName": "Hieronymus",
  "RecipientLastName": "Wolf",
  "UTID": "E6052952340",
  "RewardAmount": 50,
  "CustomerNotes": "EOY Campaign 2024",
  "DoNotComplete": ""
}
```

```
"Message": "",
"FromName": ""
}
```

## Fulfillment direct deposit feed

### Description

Clients may have loyalty programs that let members redeem points for cash. The cash can be applied as a direct deposit configured for loyalty program members. The payments are provided to the client through a direct deposit feed containing the information required to deposit the cash payment into the member's account.

### Supported formats

- JSON
- CSV

Download folder: `businessUnit/{businessUnit}/fulfillment`

### File name

`ES_FULFILLMENT_DIRECT_DEPOSIT_YYYYMMDDHH24MISS.csv` — `YYYYMMDDHH24MISS` contains the date and time the feed was extracted, with HH in 24-hour format. The format is CSV or JSON depending on client configuration.

### Header

Field	Type	Length	Description	Sample values
File identifier	String	50	Constant value: <code>ES_FULFILLMENT_DIRECT_DEPOSIT</code>	<code>ES_FULFILLMENT_DIRECT_D</code>
Extraction start date	Date	8	The date the feed was extracted. Format: <code>YYYYMMDD</code>	<code>20250617</code>

Field	Type	Length	Description	Sample values
Extraction start time	Time	6	The time the feed was extracted. Format: <code>HHMISS</code> (UTC)	164800

Headers can alternatively be configured to display column names to meet client requirements.

## Detail

PK	Field	Type	Length	Description	Notes/Sample
PK	AccountID	String	36	Unique internal account identifier	Required
PK	LoyaltyID	String	10	Unique Exchange Solutions card number	Required
	ExternalID	String	10	Unique account or member identifier used by the client	Optional
	EmailAddress	String		The member's email address	Required
	AdHocRedemptionTransactionId	String	24	Internal unique identifier	Required. GUID.

PK	Field	Type	Length	Description	Notes/Sample
				for the transaction	
	FirstName	String	36	The member's first name	Required
	LastName	String	36	The member's last name	Required
	BusinessName	String		The member's business name	Optional
	Points	Integer		The number of points redeemed	Required
	FulfillmentType	String		The type of fulfillment requested	Required. Always <code>DIRECT_DEPOSIT</code>
	RedemptionAmount	Decimal		The dollar value of the statement credit in the currency provided. May have two decimal places when required.	Required. Examp

PK	Field	Type	Length	Description	Notes/Sample
	TransactionTS	Timestamp		The redemption transaction date and time stamp	Required. Examp 2025-01-02T08:51:57.82
	AccountNumber	String		The member's bank account number	Required. Examp 1234566777
	AccountHolderType	String		The member's bank account holder type	Required. Examp Savings
	BankName	String		The member's bank name	Required. Examp MEGABANK
	BankInstitutionNumber	String	3	The member's bank institution number	Required. Examp
	TransitNumber	String	5	The member's bank transit number	Required. Examp 12345

**Trailer**

Field	Type	Length	Description	Sample values
Trailer identifier	String	7	Constant value: TRAILER	TRAILER
Record count	Integer		The number of rows in the file	

## JSON example

```
{
  "AccountID": "5205246052952340",
  "LoyaltyID": "67252345245",
  "EmailAddress": "hewolf@esmail.com",
  "AdHocRedemptionTransactionId": "2025-01-01T00:00:01:001 -0800",
  "FirstName": "Hieronymus",
  "LastName": "Wolf",
  "BusinessName": "Hieronymus Sources, Inc.",
  "Points": 500,
  "FulfillmentType": "DIRECT_DEPOSIT",
  "RedemptionAmount": 5,
  "TransactionTS": "2025-01-02T08:51:57.828+0000",
  "AccountNumber": "1234566777",
  "AccountHolderType": "Savings",
  "BankName": "MEGABANK",
  "BankInstitutionNumber": "045",
  "TransitNumber": "12345"
}
```

---

## Fulfillment statement credit feed

### Description

B2B clients may have loyalty programs that let members redeem points for cash. The cash can be applied as a statement credit to reduce the payment required for purchased products. The payments are provided to the client through a statement credit file.

### Supported formats

- JSON

- CSV

## File name

ES\_FULFILLMENT\_STATEMENT\_CREDIT\_YYYYMMDDHH24MISS.csv — YYYYMMDDHH24MISS contains the date and time the feed was extracted, with HH in 24-hour format. The format is CSV or JSON depending on client configuration.

## Header

Field	Type	Length	Description	Sample value
File identifier	String	50	Constant value: ES_FULFILLMENT_STATEMENT_CREDIT	ES_FULFILLMENT_STATEM
Extraction start date	Date	8	The date the feed was extracted. Format: YYYYMMDD	20250617
Extraction start time	Time	6	The time the feed was extracted. Format: HHMISS (UTC)	164800

Headers can alternatively be configured to display column names to meet client requirements.

## Detail

PK	Field	Type	Length	Description	Notes/Sample
PK	AccountID	String	36	Unique internal account identifier	Required
PK	LoyaltyID	String	10	Unique Exchange Solutions card number	Required

PK	Field	Type	Length	Description	Notes/Sample
	ExternalID	String	10	Unique account or member identifier used by the client	Optional
	EmailAddress	String		The member's email address	Required
	AdHocRedemptionTransactionId	String	24	Exchange Solutions internal unique identifier for the transaction	Required. GUID.
	FirstName	String	36	The member's first name	Required
	LastName	String	36	The member's last name	Required
	BusinessName	String		The member's business name	Optional
	Points	Integer		The number of points	Required

PK	Field	Type	Length	Description	Notes/Sample
				redeemed	
	FulfillmentType	String		The type of fulfillment requested	Required. Always STATEMENT_CRED
	RedemptionAmount	Decimal		The dollar value of the statement credit. May have two decimal places when required.	Required. Examp
	TransactionTS	Timestamp		The redemption transaction date and time stamp	Required. Examp 2025-01- 02T08:51:57.82

## Trailer

Field	Type	Length	Description	Sample values
Trailer identifier	String	7	Constant value: TRAILER	TRAILER
Record count	Integer		The number of rows in the file	

## JSON example

```
{
  "AccountID": "5205246052952340",
  "LoyaltyID": "67252345245",
```

```
"EmailAddress": "hwolf@esmail.com",
"AdHocRedemptionTransactionId": "2024-01-01T00:00:01:001 -0800",
"FirstName": "Hieronymus",
"LastName": "Wolf",
"BusinessName": "Hieronymus Sources, Inc.",
"Points": 500,
"FulfillmentType": "STATEMENT_CREDIT",
"RedemptionAmount": 5,
"TransactionTS": "2025-01-02T08:51:57.828+0000"
}
```

# Promotion and targeted offer data feeds

## Frequency offer progress feed

### Description

This feed displays the daily progress and completion percentage of frequency offers.

### Supported formats

- JSON
- CSV
- Snowflake data sharing

### File name

`ES_FREQUENCY_OFFER_PROGRESS_YYYYMMDDHHMISS.csv` — `YYYYMMDDHHMISS` contains the date and time the feed was extracted.

### Header

Field	Type	Length	Description	Sample values
File identifier	String	50	Constant value: <code>ES_FREQUENCY_OFFER_PROGRESS</code>	<code>ES_FREQUENCY_OFFER_PROGRE:</code>

Field	Type	Length	Description	Sample values
Extraction start date	Date	8	The date the feed was extracted. Format: <code>YYYYMMDD</code>	<code>20240617</code>
Extraction start time	Time	6	The time the feed was extracted. Format: <code>HMMISS</code> (UTC)	<code>164800</code>

Headers can alternatively be configured to display column names to meet client requirements.

## Detail

PK	Field	Type	Length	Description	Notes/Samples
PK	Account_ID	String	36	Unique account identifier	Example: <code>224ca99f61-1abee621b</code>
PK	AccountIdentifierType	String	10	Account identifier type, unique per client	Values: <code>ACCOUNT_LOYALTY_ID</code>
PK	OfferCode	String	36	Unique promotion code	Example: <code>TIER_PROGRESSI</code>
PK	OfferName	String	36	Description of the promotion code	Example: <code>Spend 3000 points</code>
	VersionEffectiveTS	Timestamp	29	The date and time the version took effect. Format: <code>yyyy-mm-ddThh:mi:ss.ff3TZHTZM</code>	Example: <code>2020-06-26T08:14:51.90</code>
	VersionExpiryTS	Timestamp	29	The date and time the version	Example: <code>2024-06-26T08:14:51.90</code>

PK	Field	Type	Length	Description	Notes/Sar
				expired. Format: yyyy-mm- ddThh:mi:ss.ff3 TZHTZM	
	CompletionEarned	Integer		The number of times an offer has been completed	Example: 1, 2
	CompletionIsLimitReached	Boolean		Flag indicating whether the completion limit has been met	Values: TRUE   F.
	CompletionLimit	Integer		The maximum number of times a reward can be completed	Example: 1 or 2
	CompletionReward	Integer		The count of rewards earned for each completion	Example: 1 or 2
	ContributionType	String		The offer type	Values: Spend   (
	ContributionNext	Integer		Based on the amount spent, this shows the remaining amount needed to reach the threshold	Example: 23, 40

PK	Field	Type	Length	Description	Notes/Sar
	ContributionTotal	Integer		The total amount spent on an offer	Example: 90, 80
	ContributionUnused	Integer		The amount spent above the threshold for an offer code	Example: 2, 8
	ContributionTransactions	String		The list of transactions associated with the offer	Example: [mck-8b1f8-37ce704cf8ba28f8c-5e3c-37ce7uyuy619]
	ContributionPercentage	Integer		The completion percentile for an offer based on the contribution type	Example: 100, 5

## Trailer

Field	Type	Length	Description	Sample values
Trailer identifier	String	7	Constant value: TRAILER	TRAILER
Record count	Integer		The number of rows in the file	

## JSON example

```
{
  "Account_ID": "224ca9eb-46c8-4bc2-9f61-1abee621b830",
  "AccountIdentifierType": "ACCOUNT_ID",
  "OfferCode": "TIER_PROGRESSION_OFFER_TIER2",
  "OfferName": "Spend $120 to get 3000 points",
  "VersionEffectiveTimestamp": "2025-01-26T08:14:51:903 -0800",
```

```
"VersionExpiryTimestamp": "2025-03-26T08:14:51:903 -0800",
"CompletionEarned": 2,
"CompletionIsLimitReached": true,
"CompletionLimit": 2,
"CompletionReward": 2,
"ContributionType": "Spend",
"ContributionNext": 40,
"ContributionTotal": 80,
"ContributionUnused": 80,
"ContributionTransactions": "[mck-8ba27f9c-5e3c-b1f8-37ce704cf7d, mck-8ba28f8c-5e3c-b1f8-37ce7uyuy619]",
"ContributionPercentage": 67
}
```

---

## Live promotion feed

### Description

This feed represents a list of promotions that are currently active—that is, whose `EffectiveDate` and `ExpiryDate` bracket the current date.

### Supported formats

- JSON
- CSV
- Snowflake data sharing

### File name

`ES_LIVE_PROMOTION_YYYYMMDDHHMISS.csv` — `YYYYMMDDHHMISS` contains the date and time the feed was extracted.

**Snowflake data share table name:** `DWHF_PROMOTION`

### Header

Field	Type	Length	Description	Sample values
File identifier	String	50	Constant value: ES_LIVE_PROMOTION	ES_LIVE_PROMOTION
Extraction start date	Date	8	The date the feed was extracted. Format: YYYYMMDD	20240617
Extraction start time	Time	6	The time the feed was extracted. Format: HHMISS (UTC)	164800

Headers can alternatively be configured to display column names to meet client requirements.

## Detail

PK	Field	Type	Length	Description	Notes/Sa value
PK	OfferCode	String	500	Unique identifier for the offer	Required
PK	PromotionVersion	String	10	The version of the promotion	Required. Example: v:
PK	VersionNum	Integer		Sequential number for each update in the table	Required
	VersionEffectiveTS	Timestamp	29	The date and time the version took effect. Format: yyyy-mm-ddThh:mi:ss.ff3TZHTZM	Required. Example: 2024-06-17T08:14:50-0800

PK	Field	Type	Length	Description	Notes/Sa value
	ActivationTS	Timestamp	29	The date and time of activation. Format: yyyy-mm-ddThh:mi:ss.ff3TZTZM	Required. Example: 2016-01-26T08:14:56-0800
	ApprovalTS	Timestamp	29	The date and time of approval. Format: yyyy-mm-ddThh:mi:ss.ff3TZTZM	Required. Example: 2016-01-26T08:14:56-0800
	ApprovedBy	String	50	The user who approved the promotion	Required. N MVP require offer appro
	BasedOn	String	10	The version of the promotion this was based on	Required. Example: v:
	BusinessUnit	String	50	The business unit associated with these promotions	Optional. Currently en for one clie
	Channel	Enum	50	The valid channel for the offer. May contain nulls.	Required. V POS, MOBIL WEBSITE, CONSOLE, SYSTEM, AF WEB, null
	EffectiveTS	Timestamp	29	The date and time the	Required. Example: 20

PK	Field	Type	Length	Description	Notes/Sa value
				promotion is valid. Format: <code>yyyy-mm-ddThh:mi:ss.ff3TZHTZM</code>	<code>01-26T08:14:5-0800</code>
	ExpiryTS	Timestamp	29	The expiry date and time of the promotion. Format: <code>yyyy-mm-ddThh:mi:ss.ff3TZHTZM</code>	Required. Example: <code>2001-26T08:14:5-0800</code>
	Status	Enum	50	The status of the promotion	Required. V <code>ACTIVE   EXPIRED</code>
	SubmissionTS	Timestamp	29	The date and time the promotion was submitted for approval. Format: <code>yyyy-mm-ddThh:mi:ss.ff3TZHTZM</code>	Required. Example: <code>2001-26T08:14:5-0800</code>
	SubmittedBy	String	50	The user who submitted the promotion	Required
	Category	String		The promotion category	Required. Example: <code>PI</code>

PK	Field	Type	Length	Description	Notes/Sa value
	SubCategory	String		The promotion sub-category	Required. Example: <code>BI</code>
	ActivationMethod	String		The method of activating the promotion	Required. V <code>MASS</code>   <code>LTC</code>
	DisableGlobalExclusion	Boolean		Flag to disable the global exclusion rules for a promotion	Required. V <code>true</code>   <code>fa1</code>
	LongDescription	String		The long description of the promotion	Required
	OfferName	String		The name of the promotion	Required
	Rank	Integer		The rank of the promotion compared to other promotions	Required
	RewardGroup	Array		The reward group	Required
	ShortDescription1	String		The first section of the promotion description	Required
	ShortDescription2	String		The second section of the promotion description	Required

PK	Field	Type	Length	Description	Notes/Save value
	IsVendorFunded	Boolean		Flag indicating whether the promotion is vendor funded	Required. Values: <code>true</code>   <code>false</code>
	IsDynamic	Boolean		Flag indicating whether the promotion is dynamic	Required. Values: <code>true</code>   <code>false</code>
	IsEmployeeDiscountCompatible	Boolean		Flag indicating whether the promotion is compatible with an employee discount	Optional. Values: <code>true</code>   <code>false</code>
	MultiBehaviorFlag	Boolean		Flag indicating whether the promotion is multi-behavioral	Optional. Values: <code>true</code>   <code>false</code>
	PromotionHeadline	String		The headline used with the offer	Optional
	SmallImageURI	String		A URL pointing to a CDN containing a small standard-resolution image for this offer	Optional
	SmallHDImageURI	String		A URL pointing to a CDN containing	Optional

PK	Field	Type	Length	Description	Notes/Sa value
				a small high-resolution image for this offer	
	LargeImageURI	String		A URL pointing to a CDN containing a large standard-resolution image for this offer	Optional
	LargeHDImageURL	String		A URL pointing to a CDN containing a large high-resolution image for this offer	Optional
	DisplayDate	Timestamp		The date the offer can be displayed to users. ISO format.	Optional

## Trailer

Field	Type	Length	Description	Sample values
Trailer identifier	String	7	Constant value: TRAILER	TRAILER
Record count	Integer		The number of rows in the file	

## JSON example

```
{
  "OfferCode": "FIRST_NEW_MEMBER_OFFER",
  "PromotionVersion": "v1",
```

```
"VersionNum": 1,
"VersionEffectiveTS": "2025-02-26T08:14:51:903 -0800",
"ActivationTS": "2025-02-26T08:14:51:903 -0800",
"ApprovalTS": "2025-01-26T08:14:51:903 -0800",
"BasedOn": "v1",
"BusinessUnit": "BUYCO",
"Channel": "WEBSITE",
"EffectiveTS": "2025-02-26T08:14:51:903 -0800",
"ExpiryTS": "2025-12-26T08:14:51:903 -0800",
"Status": "ACTIVE",
"SubmissionTS": "2025-02-26T08:14:51:903 -0800",
"SubmittedBy": "SSTAR",
"Category": "PROMO",
"SubCategory": "BASE",
"ActivationMethod": "MASS",
"DisableGlobalExclusion": false,
"LongDescription": "First offer for new members who just enrolled.",
"OfferName": "Base offer madness",
"Rank": 2,
"ShortDescription1": "First offer",
"ShortDescription2": "New members",
"IsVendorFunded": false,
"IsDynamic": false,
"IsEmployeeDiscountCompatible": false,
"MultiBehaviorFlag": false,
"PromotionHeadline": "Special_offer_for_You",
"SmallImageURI": "",
"SmallHDImageURI": "",
"LargeImageURI": "",
"LargeHDImageURI": "",
"DisplayDate": ""
}
```

---

## Product spotlighting feed

### Description

The purpose of this feed is to link individual products to offers. The feed is extracted alongside the regular data warehouse feeds and contains the list of eligible SKUs for a given promotion.

### Supported formats

- JSON
- CSV
- Snowflake data sharing

## File name

`ES_PRODUCT_SPOTLIGHTING_YYYYMMDDHHMISS.csv` — `YYYYMMDDHHMISS` contains the date and time the feed was extracted.

**Snowflake data share table name:** `DWHF_PRODUCT_SPOTLIGHTING`

## Header

Field	Type	Length	Description	Sample values
File identifier	String	50	Constant value: <code>ES_PRODUCT_SPOTLIGHTING</code>	<code>ES_PRODUCT_SPOTLIGHTING</code>
Extraction start date	Date	8	The date the feed was extracted. Format: <code>YYYYMMDD</code>	<code>20240617</code>
Extraction start time	Time	6	The time the feed was extracted. Format: <code>HHMISS</code> (UTC)	<code>164800</code>

Headers can alternatively be configured to display column names to meet client requirements.

## Detail

PK	Field	Type	Length	Description	Notes/Sample v
PK	OfferCode	String	36	Unique promotion code	Example: <code>TIER_PROGRESSION_OF</code>
PK	ProductCode	String		The product code of the product targeted by the offer	Example: <code>06878000010</code>

PK	Field	Type	Length	Description	Notes/Sample v
	OfferName	String	36	Description of the promotion code	Example: Spend \$100 3000 points
	EffectiveTS	Timestamp	29	The date and time the version took effect. Format: <code>yyyy-mm-ddThh:mi:ss.ff3TZHTZM</code>	Example: 2025-01-26T08:14:51.903 -08
	ExpiryTS	Timestamp	29	The date and time the version expired. Format: <code>yyyy-mm-ddThh:mi:ss.ff3TZHTZM</code>	Example: 2025-01-26T08:14:51.903 -08
	RedemptionOffer	Boolean		Flag indicating whether the offer is a redemption offer	Values: TRUE   FALSE
	AllProducts	Boolean		If there is no cart selector, the promotion targets all products. If <code>true</code> , <code>product_code_type</code> and <code>product_code</code> are <code>NULL</code> .	Values: TRUE   FALSE
	ProductCodeType	String		The type of product codes. These are configurable values.	Values: GTIN   UPC   P

## Trailer

Field	Type	Length	Description	Sample values
Trailer identifier	String	7	Constant value: <code>TRAILER</code>	<code>TRAILER</code>
Record count	Integer		The number of rows in the file	

### JSON example

```
{
  "OfferCode": "TIER_PROGRESSION_OFFER_TIER2",
  "OfferName": "Spend $100 to get 300 points.",
  "EffectiveTimestamp": "2024-02-26T08:14:51:903 -0800",
  "ExpiryTimestamp": "2025-03-26T08:14:51:903 -0800",
  "RedemptionOffer": false,
  "AllProducts": false,
  "ProductCodeType": "GTIN",
  "ProductCode": "068780000108"
}
```

## Promotion metadata feed

### Description

This table contains client-provided reporting metadata for a given promotion.

### Supported formats

- JSON
- CSV
- Snowflake data sharing

### File name

`ES_PROMOTION_METADATA_YYYYMMDDHHMISS.csv` — `YYYYMMDDHHMISS` contains the date and time the feed was extracted.

**Snowflake data share table name:** `DWHF_PROMOTION_METADATA`

## Header

Field	Type	Length	Description	Sample values
File identifier	String	50	Constant value: ES_PROMOTION_METADATA	ES_PROMOTION_METADATA
Extraction start date	Date	8	The date the feed was extracted. Format: YYYYMMDD	20240617
Extraction start time	Time	6	The time the feed was extracted. Format: HHMISS (UTC)	164800

Headers can alternatively be configured to display column names to meet client requirements.

## Detail

PK	Field	Type	Length	Description	Notes/Sample values
PK	OfferCode	String	500	Unique promotion identifier	
PK	PromotionVersion	String	10	The promotion version	Example: v1
PK	VersionNum	Integer		Sequential number for each update in the table	
	VersionEffectiveTS	Timestamp	29	The date and time the version took effect. Format: yyyy-mm-ddThh:mi:ss.ff3TZHTZM	Example: 2024-01-26T08:14:51.903-0800

PK	Field	Type	Length	Description	Notes/Sample values
	EventNumber	String	500	A tag grouping promotions together	
	ReportingIdentifier	String	500	Client-specific reporting identifier	
	VehicleDescription	String	500	Description of a promotion grouping event	
	VehicleNumber	String	500	A tag grouping promotions together	
	Duration	Integer		The number of days this offer should be active for each user	
	Cardinality	Integer		The number of times this offer can target a user	
	ActivityAction	String	500	The activity action	Example: MEMBER_REGISTRATION

## Trailer

Field	Type	Length	Description	Sample values
Trailer identifier	String	7	Constant value: TRAILER	TRAILER

Field	Type	Length	Description	Sample values
Record count	Integer		The number of rows in the file	

## JSON example

```
{
  "OfferCode": "TIER_PROGRESSION_OFFER_TIER2",
  "PromotionVersion": "v1",
  "VersionNumber": 1,
  "VersionEffectiveTimestamp": "2025-03-26T08:14:51:903 -0800",
  "EventNumber": "v1",
  "ReportingIdentifier": "v1",
  "VehicleDescription": "GTIN",
  "VehicleNumber": "068780000108",
  "Duration": false,
  "Cardinality": "GTIN",
  "ActivityAction": "068780000108"
}
```

# Promotion tier feed

## Description

This feed represents the reward tiers applicable to a given promotion.

## Supported formats

- JSON
- CSV
- Snowflake data sharing

## File name

ES\_PROMOTION\_TIER\_YYYYMMDDHHMISS.csv — YYYYMMDDHHMISS contains the date and time the feed was extracted.

**Snowflake data share table name:** DWHF\_PROMOTION\_TIER

## Header

Field	Type	Length	Description	Sample values
File identifier	String	50	Constant value: ES_PROMOTION_TIER	ES_PROMOTION_TIER
Extraction start date	Date	8	The date the feed was extracted. Format: YYYYMMDD	20240617
Extraction start time	Time	6	The time the feed was extracted. Format: HHMISS (UTC)	164800

Headers can alternatively be configured to display column names to meet client requirements.

## Detail

PK	Field	Type	Length	Description	Notes/Sample values
PK	OfferCode	String	500	Link back to the promotion table	Required
PK	PromotionVersion	String	10	The promotion version	Required. Example: v1
PK	VersionNum	Integer		Sequential number for each update in the table	Required
PK	TierName	String	50	Unique name for the tier	Required
	VersionEffectiveTS	Timestamp	29	The date and time the version took effect. Format: yyyy-mm-	Required

PK	Field	Type	Length	Description	Notes/Sample values
				ddThh:mi:ss.ff3 TZHTZM	
	Precedence	Number		Tiers are evaluated in ascending order based on their precedence values	Required
	RewardAmount	Number		The number of points or point multiplier	Required
	RewardType	Enum	50	The type of reward	Required. Values: MULTIPLIER   FLAT
	ThresholdType	Enum	50	The threshold type	Required. Values: MIN/MAX   PER
	ThresholdValue	Number		The actual value of the threshold	Required
	ThresholdCategory	Enum	50	The category of the threshold	Required. Values: SPEND   UNIT
	ThresholdSubCategory	Enum	50	The sub-category of the threshold	Required. Values: AMOUNT   COUNT
	ThresholdID	String		Unique identifier for the threshold	Optional

PK	Field	Type	Length	Description	Notes/Sample values
	ProductSelectorID	String		Unique identifier for a product attached to this tier	Optional

## Trailer

Field	Type	Length	Description	Sample values
Trailer identifier	String	7	Constant value: TRAILER	TRAILER
Record count	Integer		The number of rows in the file	

## JSON example

```
{
  "OfferCode": "TIER_PROGRESSION_OFFER_TIER2",
  "PromotionVersion": "v1",
  "VersionNum": 1,
  "TierName": "PLATINUM",
  "VersionEffectiveTS": "2025-03-26T08:14:51:903 -0800",
  "Precedence": 3,
  "RewardAmount": 500,
  "RewardType": "FLAT",
  "ThresholdType": "MIN/MAX",
  "ThresholdValue": 100,
  "ThresholdCategory": "SPEND",
  "ThresholdSubCategory": "AMOUNT",
  "ThresholdID": "45234",
  "ProductSelectorID": "068780000108"
}
```

## Targeted offer feed

### Description

A list of available targeted offers attached to an account.

## Supported formats

- JSON
- CSV
- Snowflake data sharing

## File name

`ES_TARGETED_OFFER_YYYYMMDDHHMISS.csv` — `YYYYMMDDHHMISS` contains the date and time the feed was extracted.

**Snowflake data share table name:** `DWHF_TARGETED_OFFER`

## Header

Field	Type	Length	Description	Sample values
File identifier	String	50	Constant value: <code>ES_TARGETED_OFFER</code>	<code>ES_TARGETED_OFFER</code>
Extraction start date	Date	8	The date the feed was extracted. Format: <code>YYYYMMDD</code>	<code>20240617</code>
Extraction start time	Time	6	The time the feed was extracted. Format: <code>HHMISS</code> (UTC)	<code>164800</code>

Headers can alternatively be configured to display column names to meet client requirements.

## Detail

PK	Field	Type	Length	Description	Notes/Sample values
PK	AccountID	String	36	The targeted account ID	Required

PK	Field	Type	Length	Description	Notes/Sample values
PK	OfferCode	String	500	The promotion this offer is part of	Required
	VersionNumber	Integer		Sequential number for each update in the table	Required
	VersionEffectiveTS	Timestamp	29	The date and time the version took effect. Format: <code>yyyy-mm-ddThh:mi:ss.ff3TZHTZM</code>	Required. Example: <code>2024-01-26T08:14:51.903-0800</code>
	OfferVersion	Integer		The version of the offer	Required
	AcceptedOfferVersion	Integer		The version of the offer being accepted	Required
	AcceptanceState	Enum	50	The current acceptance state of the targeted offer	Required. Values: <code>NONE</code>   <code>COMPLETED</code>   <code>DECLINED</code>   <code>ACCEPTED</code>

PK	Field	Type	Length	Description	Notes/Sample values
	AcceptanceTS	Timestamp	29	The date and time the offer was accepted. Format: <code>yyyy-mm-ddThh:mi:ss.ff3TZHTZM</code>	Required. Example: <code>2024-01-26T08:14:51.903-0800</code>
	EffectiveTS	Timestamp	29	The date and time the targeted offer becomes active. Format: <code>yyyy-mm-ddThh:mi:ss.ff3TZHTZM</code>	Required. Example: <code>2024-01-26T08:14:51.903-0800</code>
	ExpiryTS	Timestamp	29	The expiry date and time for the targeted offer. Format: <code>yyyy-mm-ddThh:mi:ss.ff3TZHTZM</code>	Required. Example: <code>2024-01-26T08:14:51.903-0800</code>
	MaxCompletions	Integer		The maximum number of times this offer may be completed	Required
	CompletionCount	Integer		The number of times the offer has been completed	Required
	CompletedTS	Timestamp	29	The date and time the offer was last completed.	Required. Example: <code>2024-01-</code>

PK	Field	Type	Length	Description	Notes/Sample values
				Format: yyyy-mm-ddThh:mi:ss.ff3 TZHTZM	26T08:14:51.903 -0800
	TreatmentType	String		Descriptor for the purpose of this offer	Optional. Example: Test   Program

## Trailer

Field	Type	Length	Description	Sample values
Trailer identifier	String	7	Constant value: TRAILER	TRAILER
Record count	Integer		The number of rows in the file	

## JSON example

```
{
  "AccountID": "95913051601650",
  "OfferCode": "GOLD_STATUS_MEMBER_OFFER",
  "VersionNum": 1,
  "VersionEffectiveTS": "2025-02-26T08:14:51:903 -0800",
  "OfferVersion": 1,
  "AcceptedOfferVersion": 1,
  "AcceptanceState": "ACCEPTED",
  "AcceptanceTS": "2025-03-26T08:14:51:903 -0800",
  "EffectiveTS": "2025-03-26T08:14:51:903 -0800",
  "ExpiryTS": "2025-03-26T08:14:51:903 -0800",
  "MaxCompletions": 2,
  "CompletionCount": 1,
  "CompletedTS": "2025-03-26T08:14:51:903 -0800",
  "TreatmentType": "Program"
}
```

Last updated on **Oct 14, 2018**

*(Simulated during dev for better perf)*