

Demographic Email Segmentation

The following tables show the available fields for mailing list records. Some of these fields can be set for use in segmenting your subscriber lists.

Basic Fields

Column Name	Description	Data Type	Length	Has Default?	Can Be Empty?
Additional_	Place holder for any information you want to store associated with this member.	text	(unlimited)	no	yes
AppNeeded_	Can this person skip bypass approval to send messages?	char	1	yes "F" is default	no
CanAppPend_	As a list admin, can this member approve pending (moderated) messages?	char	1	yes "F" is default	no
CleanAuto_	Do not mark as 'held' this members if they bounce too much email (ie: let them bounce all they want)	char	1	yes "F" is default	no
Comment_	Holds whatever comments the programmer wishes to put in. Useful as a user-defined 'additional info' field	text	(unlimited)	no	yes
ConfirmDat_	Date the user was last sent	smalldatetime	4	no	yes

Column Name	Description	Data Type	Length	Has Default?	Can Be Empty?
	a 'confirm' message				
DateBounce_	The date of the most recent bounce	smalldatetime	4	no	yes
DateHeld_	Date the user was held	smalldatetime	4	no	yes
DateJoined_	Date when person became a member of this list	smalldatetime	4	no	yes
DateUnsub_	Date when person unsubscribed from this list	smalldatetime	4	no	yes
Domain_	Lower case version of the domain portion of email address (microsoft.com, for example).	char	250	no	no
EmailAddr_	Full case-sensitive Internet email address	char	100	no	yes
EnableWYSIWYG_	Whether this admin should have the HTML editor enabled by default.	char	1	yes	yes
ExpireDate_	Membership expires on this date	smalldatetime	4	no	yes
FullName_	Full name of this person	char	100	no	yes
IsListAdm_	Whether this person a list admin of this list	char	1	yes "F" is default	no

Column Name	Description	Data Type	Length	Has Default?	Can Be Empty?
List_	What list is this person a member of? (link to lists)	char	60	no	no
MailFormat_	What format does the user want to receive mail, (T)ext, (M)ultipart, or (H)TML.	char	1	yes	yes
MemberID_	Unique member ID	int	4	no	no
MemberType_	What kind of member is this? ('normal', 'confirm', 'private', 'expired', 'held', 'unsub')	char	20	yes	no
NoRepro_	Member should not receive a copy of their own posting	char	1	yes "F" is default	no
NotifyErr_	For list admins: receive error mail?	char	1	yes "F" is default	no
NotifySubm_	List admin: receive notification of pending moderated messages	char	1	yes "F" is default	no
NumAppNeed_	How many more approvals does this person need before they can send messages unapproved?	smallint	2	yes	no
NumBounces_	The number of recent	smallint	2	yes	no

Column Name	Description	Data Type	Length	Has Default?	Can Be Empty?
	bounces this person has produced				
Password_	Password this person uses for restricted functions	char	50	no	yes
PermissionGroupID_		int	4	no	yes
RcvAdmMail_	For list admins: receives email messages destined for list admins	char	1	yes	no
ReadsHtml_	Does the mail recipient read HTML mail?	char	1	yes "F" is default	no
ReceiveAck_	Receive an acknowledgement when contributing a posting?	char	1	yes "F" is default	no
SubType_	Kind of subscription (digest, index, nomail, mail)	char	20	yes	no
SyncCanResubscribe_	Used by ODBC synchronization when a member is not found in the remote DB.	char	1	yes "F" is default	yes
SyncResubscribeType_	Used by ODBC synchronization when removing a member. Filled with	char	20	no	yes

Column Name	Description	Data Type	Length	Has Default?	Can Be Empty?
	member_.MemberType_.				
UnsubMessageID_	The outmail_.MailingID_ of the message this member requested to unsubscribe via %%email.unsub%% or %%url.unsub%%	int	4	no	yes
UserID_	Holds the user-definable 'user id' information, such as a key back to another table.	char	20	no	yes
UserNameLC_	The user name (portion before the @) from the EmailAddr_ column, in lower case.	char	100	no	yes
Field_1_	-	char	20	no	yes
Field_2_	-	char	20	no	yes
Field_3_	-	char	20	no	yes

Additional Available Fields for Enterprise Level

Column Name	Data Type	Length	Has Default?	Can Be Empty?
Address_1_	char	100	no	yes
Address_2_	char	100	no	yes
Age_	int	4	no	yes
Birthday_	datetime	8	no	yes
City_	char	30	no	yes
Company_Name_	char	50	no	yes
Company_Type_	char	20	no	yes
Company_URL_	char	50	no	yes
Country_	char	30	no	yes
Download_Date_	datetime	8	no	yes
Education_	char	50	no	yes
First_Name_	char	50	no	yes
Gender_	char	1	no	yes
Income_	int	4	no	yes
Interests_	char	50	no	yes
Last_Name_	char	50	no	yes

Column Name	Data Type	Length	Has Default?	Can Be Empty?
Marital_Status_	char	1	no	yes
Number_Employees_	int	4	no	yes
Number_of_Children_	int	4	no	yes
Occupation_	char	30	no	yes
Phone_Home_	char	30	no	yes
Phone_Office_	char	30	no	yes
Postal_Code_	char	30	no	yes
Product_	char	20	no	yes
State_Province_	char	20	no	yes
Field_4_	char	20	no	yes
Field_5_	char	20	no	yes
Field_6_	char	20	no	yes
Field_7_	char	20	no	yes
Field_8_	char	20	no	yes
Field_9_	char	20	no	yes
Field_10_	char	20	no	yes