



WHITE PAPER



DB VISTA

Uploading Table Files

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Version 2.0



1 DB VISTA

DB Vista is a special kind of VISTA rule that can look up values depending on a key the client passes in to Omniture. In VISTA, Omniture can modify values with other values passed in the same image request. With DB Vista, you can upload a lookup table, which Omniture uses that to populate other values. This document outlines the steps to upload a DB VISTA lookup table.

1.1 Requirements

Uploading a lookup table for DB VISTA implies the following.

- A DB VISTA is in place or in development.
- A dedicated FTP account for DB VISTA has been created.

1.2 File Format

The DB VISTA upload file contains a KEY for the look up in the first column. The key needs to be unique; i.e., no two rows can contain the same value. The KEY can be up to 100 characters long, and must be passed in the first column.

The rest of the columns contain information associated with that key. Those columns can be up to 255 characters long. No column can contain tabs (because 'tab' is reserved as the column separator).



NOTE: All rows in the file must contain the same number of columns.

1.3 Upload File Naming Schema

The name of the upload file is important. The name includes information about the report suite ID, the table name, and the action required. The naming schema is shown below.

DBVista.<ReportSuite>.<TableName>.<Action>.<FileID>.<Extension>



NOTE: The elements in the name are separated by '.' (dots). **NO SPACES ARE ALLOWED IN THE FILE NAME.**

Schema	Description
ReportSuite	<p>The ReportSuite element contains the report suite ID where the DB VISTA is running. This is the report suite ID and not the friendly name you have selected for the report suite, as shown in the example below.</p> <pre>myomniturereportsuiteid</pre>
TableName	<p>The TableName is set the first time the table gets uploaded. Again, no spaces are allowed, and Omniture recommends that it is descriptive of what the table contains, as shown below.</p> <pre>world_regions -> Tip: use an underscore instead of spaces</pre> <p>After the first time, this table name cannot be changed without changing the DB Vista(s) that also references that table.</p>
Action	<p>The Action element must contain one of the following.</p>

	<ul style="list-style-type: none"> ▪ INSERTROWS: Inserts rows into the table. If a row in the file contains the same lookup as a row already in the table, the row from the file will be ignored. If the file has two or more rows with the same lookup, the first will be used and the others will be ignored. ▪ REPLACEROWS: Replaces current table rows with rows from this file. If two rows in the file have the same lookup value, the last one will be used ▪ OVERWRITETABLE: The entire table will be dropped and recreated as an empty table. Rows from the file will be inserted into the table the same as for "INSERTROWS" (above). This means that if the file has two rows with the same lookup, the first will be used and any others will be ignored. ▪ DELETEROWS: The file should only contain one column of lookup values. Any rows in the table with lookup values that match the rows in the file will be deleted.
FileID	<p>The FileID component contains the some kind of identifier that will uniquely identify files. The date the file is uploaded is often used. This identifier is included only for convenience, and will not alter the process of the file upload itself.</p> <p>Please note that '.' (dot) is not allowed in this identifier. Also, DO NOT USE '/' (slashes) if specifying the date.</p> <p>Examples: a) 12-31-2005 b) 20051231_Part1</p>
Extension	<p>The Extension component identifies the format of this file. DB VISTA currently accepts any of the following formats.</p> <ul style="list-style-type: none"> ▪ .tab (tab delimited file) ▪ .zip (tab delimited file compressed in 'zip' format) ▪ .gz (tab delimited file compressed in 'gz' format) ▪ .tar.gz (tab file compressed with tar and gzip) ▪ .tgz (tab file compressed with tar and gzip) ▪ .bz2 (tab file compressed with bzip) <p>Please note that in all the compressed formats, we expect the compressed file to contain only one tab separated file with a .tab extension. Having a directory or more than one file in the compressed file will generate an error and the file won't be imported into the table.</p>

1.4 Uploading the .fin File

Due to the implicit limitations of FTP, Omniture doesn't have a sure way to know when a file is completely uploaded. To avoid loading non-complete files into the DB VISTA table, Omniture requires the transfer of a second file, which implies that the first one is done.

The name of this second file is exactly the same as the data file, with the difference that the **Extension** section needs to be '.fin.' Please note that the name of this file is independent of the format in which the data file is sent. So, for either of the following:

DBVista.myrsid.mytablename.INSERTROWS.12-31-2005.tab

DBVista.myrsid.mytablename.INSERTROWS.12-31-2005.zip

or

DBVista.myrsid.mytablename.INSERTROWS.12-31-2005.tar.gz

You can expect another file called:

```
DBVista.myrsid.mytablename.INSERTROWS.12-31-2005.fin
```

Again, please notice that the **name up to the extension should be the same** of the data file and the 'fin' file.

1.5 File Name Examples

Assuming the report suite ID is myrsid, the following are examples of how to name files (notice that the file extensions are different just for demonstration purposes. All extensions below are valid).

- Create a new table (first time loading).

```
DBVista.myrsid.my_descriptive_table_name.INSERTROWS.12-31-2005.tab
```

```
DBVista.myrsid.my_descriptive_table_name.INSERTROWS.12-31-2005.fin
```

- Replace all rows in my old table with new data.

```
DBVista.myrsid.my_descriptive_table_name.OVERWRITETABLE.12-31-2005.zip
```

```
DBVista.myrsid.my_descriptive_table_name.OVERWRITETABLE.12-31-2005.fin
```

- Replace certain keys' data with new data

```
DBVista.myrsid.my_descriptive_table_name.REPLACEROWS.12-31-2005.tar.gz
```

```
DBVista.myrsid.my_descriptive_table_name.REPLACEROWS.12-31-2005.fin
```

1.6 Tab Delimited File Example

The following example shows a correct tab-delimited file.

1	000001	gram	welington	27
2	000002	tomis	thumb	78
3	000003	Sara	Tornberg	16
4	000004	Anthony	Smith	9
5	000005	Thom	joseph-johnson	34
6				



NOTE: The line numbers on the left in gray are not part of the file. In addition, DB VISTA requires a newline character at the end of the file. If the newline character were not present in the above example, line 5 would not be loaded.

1.7 Additional Tips

Consider the following tips that may be useful.

- Open the file you plan to upload in a text editor (not a word processor) to visually confirm the data is in the correct format.
- Spreadsheet software can alter data as you enter it. Date and text formats can be changed. For example, if you enter 10-23-2009, it might alter it to be 10/23/2009. These small alterations may break the VISTA rule.
- Make sure there is a newline character at the end of the file. Without it, the last row might be skipped.



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