

Data Dictionary & Standard Definitions

Data Dictionary Of Field Names

Field Name	Field Type	Field Description
Region	Text	Based on user Zip, State or Org Zip, State, the identified Region
Join Date	Date Field	Date the user record was created on website
Web ID	Number	Random ID number assigned when user record was created on website
User Email	Text	Email Address of registered user
User First	Text	First Name of registered user
User Last	Text	Last Name of registered user
User Title	Text	Job Title of registered user
User Org	Text	Organization entered at registration by user
User City	Text	City entered by user
State	Text (2)	State Abbreviation entered by user
Zip	Numerical (5)	5 digit Zip Code entered by user
Org Type	Text	Selection of Payer or Payvider (if also a service provider organization)
Org City	Text	For Organization identified, City of corporate headquarters
Org State	Text (2)	For Organization identified, State Abbreviation of corporate headquarters
Org Zip	Numerical (5)	For Organization identified, 5 digit Zip Code of corporate headquarters
Interaction Date	Date Field	Date the user engaged with the web site or a webinar
Interaction Type	Text	Selection of Webinar or Website
If Web interaction, type of interaction	Text	If a web interaction, selection of page_view (viewed the page listed) or file_downloads (Downloaded the file listed)
Webinar or Page Title	Text	The webinar title (if webinar interaction) or web page title
URL, if web interaction	Text	Website URL for the page_view or file_downloads listed, if applicable

Data Dictionary & Standard Definitions

Worksheet Definitions

Worksheet Name	Worksheet Type	Worksheet Description
Legend	Notes	Details on all Workbook contents
Dashboard	Summary	Summaries of key regional tabulations, with clickable filtering options
Web Site Activity By Region	Summary	Summary of web site activity only with interaction counts by region
Webinar Activity By Region	Summary	Summary of webinar activity only with interaction counts by region
Website Name User	Raw Data	Registered users' information including join date, filterable by region
Payer Interactions Raw Data	Raw Data	Registered users' activity on the web site and with webinars, filterable by region