

Header	Data Field Definition	Underlying Data Type	Description
Ticker	string up to 12 chars		Point in time company ticker symbol
Domain	string up to 50 chars		Web domain of the entity
StartDate	date		Starting date for tracking promotional activity
EndDate	date		Ending date for tracking promotional activity
PromotionalVolumeIndex	number	volume	An index tracking the amount of all promotional volume This tracks volume of all promotional emails, with and without a coupon (e.g., “check out our new spring apparel”, “10% off”).
DiscountVolumeIndex	number	volume	An index tracking the amount of promotional volume containing a notional or percentage discount This tracks volume of emails that imply a reduction in price or discount (e.g., 10% off, BOGO). This is a subset of PromotionalVolumeIndex.
NotionalDiscountVolumeIndex	number	volume	An index tracking the amount of promotional volume containing a notional discount This tracks volume of emails that contain a \$ value discount (e.g., \$10 off). This is a subset of DiscountVolumeIndex.
ZeroPercentVolumeIndex	number	volume	An index tracking the amount of promotional volume not containing a percentage discount This tracks volume of promotional emails that do not contain any type of percent discount (e.g., “check out our new spring apparel”). This is a subset of PromotionalVolumeIndex.
AverageDiscountVolumeIndex	number	volume	An index tracking the promotional volume multiplied by the average percentage discount for that volume This is a weighed average of volume by discount for campaigns.
SteepDiscountVolumeIndex	number	volume	An index tracking the total amount of promotional volume containing a percentage discount that exceeds 40% This tracks volume of emails that imply a reduction in price of 40% or more. (e.g., \$40 off \$100, BOGO). This is a subset of DiscountVolumeIndex.

EffectiveDiscountIndex	number	discount	An index tracking the average percentage discount applied to promotional volume containing a percentage discount This is computed by taking the total email volumes and finding the mean discount. (e.g., 99 emails with 0 discount and 1 email with 90% off = 1% discount)
20PercentileDiscountIndex	number	discount	An index tracking the percentage discount applied to the 20th percentile of promotional volume containing a percentage discount E.g., Given 7 emails with 10% off and 3 emails with 20%, the 20th percentile is 10%.
80PercentileDiscountIndex	number	discount	An index tracking the percentage discount applied to the 80th percentile of promotional volume containing a percentage discount E.g., Given 7 emails with 10% off and 3 emails with 20%, the 80th percentile is 20%.
MaxDiscountIndex	number	discount	An index tracking the maximum percentage discount applied to promotional volume containing a percentage discount The maximum percentage discount seen during the period.
CompositePromotionalIndex	number	volume and discount	A proprietary index constructed from an ensemble of promotional activity measures