

Contents

Overview 2

Member RFM Sync..... 3

Overview

The Member RFM Sync is used to export RFM information and basic member information for all members in the database.

Upon each execution, all members will be included in the sync file with current RFM information. Files are then FTP'd to the predetermined location.

Member RFM Sync

Name	Standard_Member_RFM_Sync_XXXXX_MMDDYYYYHHMMSS_##.txt ## = File Number
Format	Pipe delimited Header record is present.
Frequency	Daily
Source	Smart Button
Contents	<input type="checkbox"/> All members with RFM and basic core information.

Field Name	Type	Notes
Internal Member Id	Numeric(10)	SB Internal Member Id
First Name	String(60)	
Middle Name	String(30)	
Last Name	String(60)	
Suffix	String(5)	
Member Account Id	Alphanumeric(60)	Primary Account Id
Recency Number	Integer	
Frequency Number	Integer	
Monetary Number	Integer	
Member RFM	Integer	

Example Data

InternalMemberId|FirstName|MiddleName|LastName|Suffix|MemberAccountId|RecencyNum|FrequencyNum|
MonetaryNum|MemberRFM

61675|Thomas|C|Nestor|Jr.|200501468|4|2|3|423

61676|Rufus||Holmes||200601670|3|4|3|343