

# Data Warehouse



As a comprehensive personalization and interaction management solution, Interaction Studio tracks and measures engagement at the individual and account levels, across a company's many channels. This includes digital and physical interactions, active time spent, affinities, engagement scores, purchases, campaign responses, referring source, browser, geolocation, and much more. All of these details, along with information pulled in from existing systems like your CRM, marketing automation, and point-of-sale help form the most complete and well-rounded view of every customer and prospect

interacting with your business.

Interaction Studio offers a variety of out-of-the-box reports and dashboards so your analytics team can gain insights, build and analyze segments, and monitor campaign performance. However, as every company has unique business requirements, it's often important to be able to work with data in unique, custom ways. The Interaction Studio Data Warehouse provides this flexibility. When used along with your preferred business intelligence (BI) tool, your business analysts can run queries to transform, report on, and visualize any or all of your data in Interaction Studio in ways that are meaningful and valuable to your company.

## This Article Explains

This article provides an overview of Interaction Studio's *Data Warehouse* capabilities. For [developer-level technical specifications](#), please refer to Interaction Studio's developer documentation.

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## What data is accessible?

### Customer Data

For every prospect, customer, and account who engages with your organization, Interaction Studio maintains a unified profile where engagement details, along with a contextual understanding of the individual's behavior, are stored. Profiles also include attribute data ingested from external sources or captured with each web visit. This attribute data includes things like referring source, geolocation, and browser.

### Catalog and Transactional Data

Interaction Studio also tracks detailed engagement statistics at the product and/or content level, as well as transactional data such as registrations, downloads, purchases, adds-to-cart, etc. Using the Data Warehouse, this information can be accessed by business analysts to identify trends and patterns related to their product or content catalogs.

## How do you use Data Warehouse to access that data?

Data Warehouse users are provided with an environment where they can access and report on all of their data in Interaction Studio using the BI tool of their choice, such as [Tableau](#). Using Interaction Studio's database schema, business analysts can write queries to analyze the data and trends — all in a manner consistent with their unique business needs and goals.

## What do you get with Data Warehouse?

Your Data Warehouse environment will include:

- Up to 10 named users
- Up to 6 data sets
- Up to 10 segments you specify
- A connection string
- Database schema
- A Redshift database
- Login information (username and password)

## How do you get started?

Before you can begin using Data Warehouse, you need to create a Data Warehouse user and connect your business intelligence (BI) tool (like Tableau) to Interaction Studio. Most BI tools use either a JDBC or an ODBC connection and ask for the following information:

- Database name
- User name
- Password
- Host
- Port
- Schemas

After you create a Data Warehouse user, you receive an email with a JDBC string, an ODBC string, and the remainder of the information listed above. You can use that information to test the connection to verify the behavior you expect before you move forward. Scratch schema is setup automatically and available to use within the Data Warehouse.

## When is data updated in Data Warehouse?

The data in the Data Warehouse is updated daily from Interaction Studio's operational data store. Data Warehouse Imports are based on the Last Activity timestamp and Order update time. Records updated by User ETL will transfer only when user activity occurs or when orders are loaded.

## What resources are available?

Information for your data science team and developers is available on [developer.evergage.com](https://developer.evergage.com), including:

- [Data Warehouse](#)
- [Data Dictionary](#)
- [Scratch Schema](#)