

# The database designer

## Database designer

The database designer is used to create and manage all the data fields you need for your subscriber database (profile database). The entries will influence the construction of a profile filter, and define the form used to create or edit subscribers within your system. You can create data fields with the help of the database designer for the master data of your subscribers (name and address), for sociodemographic data (age and marital status), and much more. You only need to decide which subscriber information is needed, and insert the predefined data fields. The database designer lets you create and change the input fields of your subscriber database by using your browser interface. These data fields contain information, such as the graphic rendition and the contents. The names of the individual data fields of your subscriber database (such as the salutation, the name, the profession, etc.) are called field names.

These data fields will be used for creating all the templates for subscription, logging off, and other aspects of the design process. The field names are inserted in the templates that are created with the help of the database designer, using BACKCLICK-specific TAGs. That way, the details subscribers enter while requesting or canceling a newsletter will be written into the subscriber database automatically. One advantage is that the same details apply for all templates. You may insert as many input fields as you like for all the data fields required here. An overview of all the data creation fields existing in the system will be displayed under the menu item "System Administration --> Database Designer."

**BACKCLICK**

Servvertime : 12:18:12 PM  
Mandator : Standard  
Mandator-Id : 0  
User : bcadmin

**Database - Designer** BC 5.9.10 - [Enterprise Edition]

**Information**  
Create and edit database field configuration.  
Mandator: Standard

Fieldname	Type	Head	Action
Filter...		Filter...	
ANREDE	Radiobutton	Herr	[Edit]
ANREDE	Radiobutton	Frau	[Edit]
EMAIL	Text	eMail	[Edit]
FORMAT	Radiobutton	HTML & Text	[Edit]
FORMAT	Radiobutton	HTML	[Edit]
FORMAT	Radiobutton	Text	[Edit]
NACHNAME	Text	Nachname	[Edit]
NEWSLETTER	Multiple-Select	verfügbare Newsletter	[Edit]
PASSWORD	Password	Passwort	[Edit]
VORNAME	Text	Vorname	[Edit]

New field Back

Abb. 18.1 - Feldübersicht Datenbankdesigner

## Create new database field

Here is a description of how to construct a new database field. To create the new database field, click on the "New field"-button. This will open the following dialogue:

**BACKCLICK**

Servvertime : 12:21:58 PM  
Mandator : Standard  
Mandator-Id : 0  
User : bcadmin

**Main Menu**

- Campaign - Management
- Statistics
- Subscriber - Management
- Robinson - Management
- Search for Target Groups
- Campaign - Archive
- E-Mail On Demand
- User - Management
- Mailing list - Management
- IMF - Management
- Mandator - Management
- System - Administration**
  - Database - Designer**
  - Registration Keys
  - System Setting
  - Basic Settings
  - MTA-Configuration
  - Mailer & Plugins
  - WebInterface-Templates
  - Substitutions
  - News-Category-Management
  - News-Template-Management
  - Event Server
  - External Databases
  - Deliverability monitor
  - Transaction-Channel
  - Global block list
  - Restart notification
  - Maintenance
- Logout

**Database - Designer** BC 5.9.10 - [Enterprise Edition]

**Edit database fields here.**

**Mandator:** Standard

Please enter the name of this entry field (uppercase only).

**Fieldname**

Please enter a description of this field for system editing purposes.

**Description**

Please enter a short headline to be displayed next to the entry field in the template.

**Head**

Please choose the type (e. g. text, text area, select box or radio button).

**Type**

Please enter a value or define the wrapping.

**Parameters**

Define the maximum no. of characters to be entered in a text-field with "maxlength". Use "cols" to define the visible width of a text area.

Please enter the maximum no. of characters for a text input field.

**Max. length**

Please enter the name of the file containing the selection elements. Choose "edit" to create or edit a select file. Choose "dir" to select from existing files.

**No. of lines**

System internal: display input fields in subscriber management?

**Visible**

System internal: check for completion of compulsory fields?

Abb. 18.1.1 - Erstellen eines neuen Datenbankfeldes

## Field name

Enter the field name in the first entry field. The name of the data field of your subscriber database is fixed in there. Choose clear and concise names, because these field names are used later on when all the templates are being programmed.

**IMPORTANT: Be sure that the field name only consist of capital letters, numbers, and " \_ " (underscores)**

## Description

Write a short description of the field name and what it means in the next entry field. This description may only be viewed internally, while you are editing the data fields under the menu items "Edit Subscribers" and "Create Subscribers."

## Headline

The headline is only visible internally, like the description mentioned above. In this example, it would be appropriate to give the headline the same name as the field name.

## Type of graphic display

Here you will select the graphic display by choosing which type of display you want. This selection is valid both internally for the system, and for the design of the Web interface templates. As you can see in the select box, you have a choice of seven graphic renditions:

- radio
- checkbox
- select
- select-multiple
- text
- textarea
- password

You can use the select editor with the graphic display options "Select" and "Select-multiple." This may be found approximately in the middle of the form. You may predefine the number of entries and click on the -symbol afterwards. The editor window will then be opened.

**Select-Editor**

Select file:  Name of select file:

	Value		Description	

**accept** **back**

If you open the folder "Samples," you will find some entries in the delivery status:

- ALTER (AGE)
- ANREDE (TITLE)
- BUNDESLÄNDER (STATE)
- EINKOMMEN (INCOME)
- SPRACHE (LANGUAGE)

Additional values can be entered if necessary. If you do not want to use the samples, indicate a value for the select field. This is only visible internally and defines the position. Then indicate the field name that will be displayed later. When you open the select editor, a value or name field is displayed. Clicking on the "Add"-button opens further entry fields. Clicking on the "Clear"-button will remove them, but only if they do not have any contents. If all values are entered, click on the "Save"-button to store the entries. The window closes afterwards, and by clicking on the "Preview"-symbol you can open the entries again. Depending on the number of entries, the "Number of Entries" is adjusted in the input mask. See the sample inputs.

**Select-Editor**

Select file:  Name of select file:

	Value		Description	
1		10		
2		100		
3		1		

**accept** **back**

## Parameters

Depending on your choice of graphical display, enter a value for the option field (value) here, or indicate "text wrap" for a text field of several lines (wrap).

## Maximum Length

Enter the maximum number of signs the text input field may contain.

## Number of entries

Define the selectable options for the "Select-/Multiple Select-Boxes" here. How many fields may be selected by the subscriber?

**BACKCLICK**

Servvertime : 12:30:08 PM  
Mandator : Standard  
Mandator-Id : 0  
User : bcadmin

**Main Menu**

- Campaign - Management
- Statistics
- Subscriber - Management
- Robinson - Management
- Search for Target Groups
- Campaign - Archive
- E-Mail On Demand
- User - Management
- Mailing list - Management
- IMF - Management
- Mandator - Management
- System - Administration**
  - Database - Designer
  - Registration Keys
  - System Setting
  - Basic Settings
  - MTA-Configuration
  - Mailer & Plugins
  - WebInterface-Templates
  - Substitutions
  - News-Category-Management
  - News-Template-Management
  - Event Server
  - External Databases
  - Deliverability monitor
  - Transaction-Channel
  - Global block list
  - Restart notification
  - Maintenance
- Logout

Please enter a short headline to be displayed next to the entry field in the template.

**Head**

Please choose the type (e. g. text, text area, select box or radio button).

**Type**



Please enter a value or define the wrapping.

**Parameters**

Define the maximum no. of characters to be entered in a text-field with "maxlength". Use "cols" to define the visible width of a text area.

**Max. length**

Please enter the name of the file containing the selection elements. Choose "edit" to create or edit a select file. Choose "dir" to select from existing files.

**No. of lines**   

System internal: display input fields in subscriber management?

**Visible**

System internal: check for completion of compulsory fields?

**Compulsory field**

Enable field entry check during subscription process.

**Subscription**

Enable field entry check when editing subscriber profiles.

**Revision**

Enable field entry check when unsubscribing from mailing list.

**Unsubscription**

Use pattern-matching to filter the contents of text fields.

**Pattern matching**

**save** **back**

Abb. 18.1.2 - Erstellen eines neuen Datenbankfeldes

## Visible

Should this field be visible in the management of subscribers (create, edit)?

## Mandatory field

Should this field be checked for completeness in the management of subscribers (create, edit)?

## Subscription

Should the entries be checked while subscribing to a newsletter? The entry needs to be added by using the WebInterface. If there is no content in the WebInterface in this field, it is counted as an error and the subscription cannot be completed.

## Changes

Should the entries be checked while changing a profile? The entry needs to be added by using the WebInterface. If there is no content in the WebInterface in this field, it is counted as an error and the subscription cannot be completed.

## Unsubscription

Should the entries be checked while unsubscribing from a newsletter? The entry needs to be added by using the WebInterface. If there is no content in the WebInterface in this field, it is counted as an error and the subscription cannot be completed.

## Identification pattern

You can set an identification pattern for text entry fields (text) in the last line now. If, for example, the subscriber enters the ZIP Code of the state where they live, you select "ZIP Code" as the identification pattern. When this entry is submitted, BACKCLICK will check to see whether all five digits of the ZIP Code have been entered or not. If too few numbers have been entered, the subscriber will receive an error message. Other options may be chosen from the drop-down field shown above.