

# Customer View

The Customer view provides dimensions describing customers.

The measures calculated by this view are:

Name	Measure Type	Description
Average Days Since Last Login	Average	The average number of days since the last login date for all customers.
Average Days Since Last Purchase	Average	The average number of days since the last order date for all customers.
Average Days Since Signup	Average	The average number of days since the customer account was created for all customers.
Average Lifetime Value	Average	The average lifetime value for all customers.
Average Order Count	Average	The average order count for all customers
Average Order Frequency	Average	The average order count divided by days since the customer account was created for all customers.
Average Wishlist Length	Average	The average of wish list count for all customers.
Customer Count	Count	Count of all customers.
Customer Percentage	Percentage	The count of all customers returned in the result set and divided by the count of all customers, formatted as a percentage.
Total Lifetime Value	Sum	Sum of lifetime value for all customers.
Total Order Count	Sum	Sum of order count for all customers.

The dimensions included in this view are:

Name	Data Type	Description
Accepts Marketing	Yes/No	Indicates if the customer account is opted to receive marketing materials. If yes, the customer account is opted in for receiving the content.
Account Type ID	Number	Unique identifier for the account type associated with the customer.
Company/Organization	String	The company or organization name entered for a customer account.
Customer Account ID	String	Internal unique identifier of the customer account.
Customer Created Date	Datetime	The timestamp of the date and time that the customer was created.
Customer Last Login Status	String	Returns "Logged-In" if a customer has logged in since their account creation date; returns "Not Login" if they have not logged in.
Customer Last Purchase Status	String	Returns "Subsequent Purchased" if a customer has logged in after the customer created date; returns "No Subsequent Purchase" if not.
Customer Set Code	String	The user-provided identifier of the customer set associated with the customer.
Customer Set Description	String	The user-provided description of the customer set associated with the customer.
Customer Set ID	Number	The unique identifier of the customer set associated with the customer.
Customer Set Name	String	The user-provided name of the customer set associated with the customer.
Customer Set Updated Date	Datetime	The date and time the customer set was last updated.
Customer Since Date	Datetime	The date when the customer first created an account. This may be different than the customer creation date if the data was imported from another system.

Name	Data Type	Description
Customer Updated Date	Datetime	The timestamp of the date and time the customer was most recently updated.
Days Since Last Login Tier	Tier	The range in which the number of days elapsed since the last login date falls.
Days Since Last Purchase Tier	Tier	The range in which the number of days elapsed since the last order date falls.
Email Address	String	The email address for the customer account and contact.
External ID	Number	Unique identifier used by an external program to identify the customer account.
First Name	String	The first name of the customer.
Full Name	String	The first and last name of the customer.
Is Active	Yes/No	Whether the customer account is flagged as active.
Last Login On Date	Datetime	The date and time of the last login by the customer.
Last Name	String	The last name of the customer.
Last Order Date	Datetime	The date and time of the last order placed by the customer.
Lifetime Value	Number	The total monetary amount ordered by this customer.
Lifetime Value Tier	Tier	The range in which the lifetime value falls.
Locale Code	String	The locale code for the customer. This may be used to localize content.
Order Count	Number	The total number of orders placed by this customer
Order Count Tier	Tier	The range in which the order count falls.
Wish List Count	Number	The total number of items the customer has added to their wish list.