



LOYALTY CLOUD Loyalty Programs

LEGEND:

Cloud Entity
API Name
User Key Attribute
• Other Attribute

Related Entity
API Name
User Key Attribute
• Other Attribute

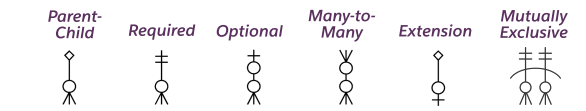
Extended Related Entity
API Name
User Key Attribute
• Added Attribute

External Entity
API Name
User Key Attribute
• Other Attribute

Record Type Entity
RT: Record Type Name
User Key Attribute
• Other Attribute

Conceptual Entity
User Key Attribute
• Other Attribute

Supertype Entity
Subtype Entity



Detailed Salesforce notation for product data models can be found at: sfdc.co/erdnotation

