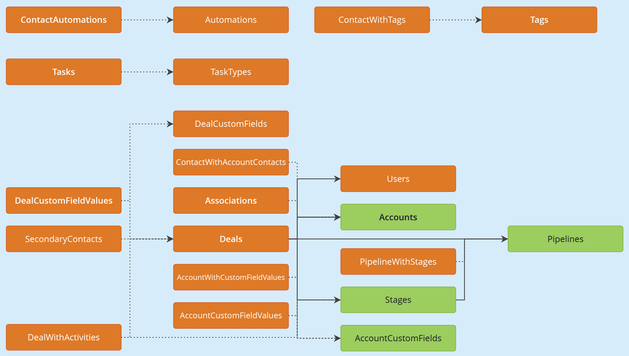
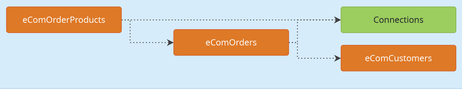
ActiveCampaign data model for use with Invantive UniversalSQL

Release 27.1.3-BETA+6294 · 01-11-2026

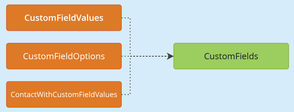
V3 · Accounts



V3 · Connections



V3 · CustomFields



CustomObjects

- AccountMyTags
- BrowseAbandonments
- ContactCars
- DealMyTags
- Orders
- Products
- RecurringPayments

Native

- NATIVEPLATFORMSCALARREQUESTS

V3

- Addresses
- Brandings
- Calendars
- Campaigns
- ContactWithBounceLogs
- ContactWithScoreValues
- CustomFieldRelations
- CustomObjectSchemas
- DealRoles
- DealWithContacts
- DealWithNotes
- DealWithTasks
- EmailActivities
- EventTracking
- Events
- Forms
- GroupLimits
- Groups
- Lists
- Me
- **Messages**
- Notes
- OutstandingImports
- RecentlyCompletedImports
- SavedResponses
- Scores
- Segments
- SiteTracking
- SiteTrackingWhitelistedDomains
- TrackEvents
- WebhookEvents
- Webhooks

Views

- ContactAut
- ContactAutomationEntryCounts
- ContactBounceLogs
- ContactGeoIps
- ContactNotes
- ContactTrackingLogs
- DealActivitiesNonEmail

ActiveCampaign

Authentication Authentication can be done using using a token. An API token can be generated from the ActiveCampaign menu: 'Settings' > 'Developer' > 'Key', as described on https://developers.activecampaign.com/reference#authentication.

Data dictionary

Every table and column of this data model is described with its documentation on documentation.invantive.eu, where the poster is also available in other languages.

Notes

The boxes are grouped by topic and coloured by category. A relation is drawn in the topic of the table holding the key; a box in pale grey is defined in another topic.

Topics

V3 · Accounts 1
V3 · Connections 1
V3 · CustomFields 1
Tables without relations 1

Legend

- Transactional
- Technical
- Defined in another topic
- Setup
- Hard-coded values
- Declared key
- Relation described in words
- Candidate derived from column names

Bold: a popular table
+Bulk, +Read: the table also exists as these variants
×n: n keys between the same tables

Generated from the metadata of Invantive UniversalSQL 27.1.3-BETA+6294 on 01-11-2026. Every table links to its page with columns, keys and sample queries.

documentation.invantive.eu/en/datamodels/activecampaign