



```
41 left join users u
42     on cam.owner_id = u.id
43 left join accounts a
44     on c.account_id = a.sfmc_account_id
45 where cam.type = 'Virtual Event'
46     and cm.status = 'Attended'
47
48 order by participant_name
49 ),
50 --Attendees and non-attendees studies and sessions usage
51 attendees_non_attendees_sessions_n_studies as (
52     select distinct
53         coalesce(sns.creator_name, c.name) as full_name,
54         sns.creator_email as email,
55         coalesce(ca.sfmc_account_id, sns.salesforce_account_id) as sfmc_account_id,
56         coalesce(ca.sfmc_account_name, sns.salesforce_account_name) as sfmc_account_name,
57         coalesce(ca.sfmc_upa_id, sns.sfmc_parent_account_id) as sfmc_parent_account_id,
58         coalesce(ca.sfmc_upa_name, sns.sfmc_parent_account_name) as sfmc_parent_account_name,
59         ca.campaign_name,
60         ca.campaign_status,
61         ca.campaign_event_date,
62         ca.campaign_owner_name,
63         case when ca.campaign_members_status = 'Attended' then 'Attendee'
64             | else 'Non-Attendee'
65         end as attendee_non_attendee_flag,
66         date(sns.study_ordered_at) as study_ordered_date,
67         date(sns.session_created_at) as session_ordered_date,
68         count(distinct sns.session_id) as num_sessions,
69         count(distinct sns.study_id) as num_studies
70
71
```

```
72 from sessions_n_studies sns
73 left join campaign_attendees ca
74     on ca.participant_email = sns.creator_email
75 left join contacts c
76     on sns.creator_email = c.email
77 where sns.session_status = 'completed'
78     and sns.creator_email is not null --exclude blank emails because there is no meaning on the usage if we cannot locate the user
79     and (sns.salesforce_account_id in (select distinct sfdc_account_id from campaign_attendees)) -- get only accounts
80     -- (grab non-attendees in the same account as attendees) that attended campaign events
81 group by 1,2,3,4,5,6,7,8,9,10,11,12,13
82
83 )
84 select count(*)
85 from attendees_non_attendees_sessions_n_studies
86 order by sfdc_account_id
87 ;
```