

# Messages Data Set

Last Updated: Friday, July 19, 2019

This data set contains all SMS/MMS messages associated with lists of the company's account.

## **How much data is retained?**

This data set will contain 7 days worth of data starting from the previous day. For example, if you are looking at the data set today, 7/18/2019, it will contain data from 7/11/2019 to present.

## **What data is included?**

Column Name	Type	Nul lable	De fa ult	Comment
ACTIVITY_NAME	VARCHAR (4000)	TR UE	N ULL	The campaign name that is correlated to the message
ACTIVITY_TYPE	VARCHAR (16777216)	TR UE	N ULL	Type of activity the message is associated with. See <a href="#">here</a> for a list of activity types.
ACTIVITY_UID	VARCHAR (255)	TR UE	N ULL	Vibes UID for the campaign that associated with the message
CARRIER_CODE	NUMBER (38,0)	TR UE	N ULL	The carrier code indicating specific carrier of the recipient's/sender's mobile phone number. See Appendix - Carrier Codes for all valid carriers.
CARRIER_NAME	VARCHAR (50)	TR UE	N ULL	The name of the carrier that is associated with the recipient's/sender's mobile phone number
CLIENT_MESSAGE_ID	VARCHAR (16777216)	TR UE	N ULL	Message ID that id defined by the company
COMPANY_UID	NUMBER (38,0)	TR UE	N ULL	Vibes ID used to identify a company that is associated with the message
DW_CREATED_AT	TIMESTAM P_TZ(9)	TR UE	N ULL	The date timestamp that indicates when the row was created in Vibes data warehouse. The time zone is central time for North America customers and UTC for European Customers
EXTERNAL_PERSON_ID	VARCHAR (16777216)	TR UE	N ULL	A subscriber specific identifier that is set by the company
FAILURE_REASON	VARCHAR (16777216)	TR UE	N ULL	A smpp_error_code indicating whether the message was successfully sent to the Carrier or not. Value of 0 is success, all other codes are failure.
MESSAGE	VARCHAR (16777216)	TR UE	N ULL	The text of the message
MESSAGE_STATUS	VARCHAR (16777216)	TR UE	N ULL	Indicates whether the message was successfully received by the intended recipient or not. SUCCESS means the message was successfully received. FAILURE means the message failed to reach the recipient.
MESSAGE_TYPE	VARCHAR (16777216)	TR UE	N ULL	Indicates whether the message was sent from or received by the short code. Mobile Originated (MO) is sent from the device to the short code. Mobile Terminated (MT) is sent from the short code to the device.
MESSAGE_UID	VARCHAR (16777216)	TR UE	N ULL	UUID of the message
PERSON_UID	VARCHAR (40)	TR UE	N ULL	Vibes UID for the subscriber
PHONE_NUMBER	VARCHAR (255)	TR UE	N ULL	The mobile phone number of the recipient/sender
PHONE_NUMBER_E164_FORMAT	VARCHAR (255)	TR UE	N ULL	The mobile phone number of the recipient/sender that also includes country code
RECEIPT_AT_TTZ	TIMESTAM P_TZ(9)	TR UE	N ULL	The date timestamp when a message was generated on our platform or received from the carrier. This timestamp will be in the time zone of the company.
SHORTCODE	VARCHAR (16777216)	TR UE	N ULL	The short code that the message was sent on

## **What are some sample queries to pull this data?**

```
-- A query that will pull all sms/mms messages from yesterday
SELECT
PERSON_UID
, EXTERNAL_PERSON_ID
, PHONE_NUMBER
, MESSAGE
, MESSAGE_UID
FROM MESSAGES
WHERE CAST(DW_CREATED_AT AS DATE) >= CAST(DATEADD(day,-1,CURRENT_DATE())AS DATE)
AND CAST(DW_CREATED_AT AS DATE) < CAST(CURRENT_DATE() AS DATE)
```