

Subscription Status Data Set

Last Updated: Monday, January 6, 2020

This data set contains all subscriptions and their current status associated with lists of the company's account.

How much data is retained?

This data set contains the current status of all subscribers and former subscribers, including whether they are opted in or opted out currently.

What data is included?

Column Name	Type	Null able	Def ault	Comment
ACQUISITION_ACTIVITY_NAME	VARCHAR (4000)	TR UE	NU LL	The acquisition campaign that a subscriber used to opt-in to the list
ACQUISITION_ACTIVITY_UID	VARCHAR (255)	TR UE	NU LL	Vibes UID for the acquisition campaign that the subscriber used to opt-in to the list
CARRIER_CODE	NUMBER (38,0)	TR UE	NU LL	The carrier code indicating specific carrier of the subscriber's mobile phone number. See Appendix - Carrier Codes for all valid carriers.
CARRIER_NAME	VARCHAR (50)	TR UE	NU LL	The name of the carrier that is associated with the subscriber's mobile phone number
COMPANY_UID	NUMBER (38,0)	TR UE	NU LL	Vibes ID used to identify a company that is associated with the list that the subscriber opted into
CURRENT_SUBSCRIPTION_STATUS	VARCHAR (20)	TR UE	NU LL	Indicates the current status of a subscription
DW_CREATED_AT	TIMESTAMP_TZ(9)	TR UE	NU LL	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	NU LL	A subscriber specific identifier that is set by the company
OPT_IN_AT_TTZ	TIMESTAMP_TZ(9)	TR UE	NU LL	The date timestamp of when the subscriber opted into a list. This timestamp will be in the time zone of the company.
OPT_OUT_AT_TTZ	TIMESTAMP_TZ(9)	TR UE	NU LL	The date timestamp of when the subscriber opted out of a list. This timestamp will be in the time zone of the company.
OPT_OUT_REASON	VARCHAR (8000)	TR UE	NU LL	The type of opt-out that occurred. For opt-in subscription events, this column will remain null
PERSON_UID	VARCHAR (40)	TR UE	NU LL	Vibes UID for the subscriber
PHONE_NUMBER	VARCHAR (255)	TR UE	NU LL	The mobile phone number of the subscriber
PHONE_NUMBER_E164_FORMAT	VARCHAR (255)	TR UE	NU LL	The mobile phone number of the subscriber that also includes country code
SUBSCRIPTION_LIST_NAME	VARCHAR (255)	TR UE	NU LL	Name given to the list that the subscriber opted into
SUBSCRIPTION_LIST_UID	NUMBER (38,0)	TR UE	NU LL	Vibes UID that signifies what list the subscriber opted into

What are some sample queries to pull this data?

-- A query that will pull all opted-in subscriptions

```
SELECT
PERSON_UID
,EXTERNAL_PERSON_ID
,PHONE_NUMBER
,CARRIER_CODE
FROM SUBSCRIPTION_STATUS
WHERE opt_out_reason IS NULL
```

-- A query that will pull all opt-out subscriptions

```
SELECT
PERSON_UID
,EXTERNAL_PERSON_ID
,PHONE_NUMBER
,CARRIER_CODE
FROM SUBSCRIPTION_STATUS
WHERE opt_out_reason IS NOT NULL
```