

Push Message Data Set

Last Updated: Thursday, June 20, 2019

This data set contains push 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	Null able	Def ault	Comment
ACTIVITY_NAME	VARCHAR (4000)	TRUE	NULL	The campaign name that is correlated to the message
ACTIVITY_TYPE	VARCHAR (16777216)	TRUE	NULL	Type of activity the message is associated with. See here for a list of activity types.
ACTIVITY_UID	VARCHAR (255)	TRUE	NULL	Vibes UID for the campaign that associated with the message
APP_ID	VARCHAR (40)	TRUE	NULL	ID of the mobile app
CLIENT_APP_DATA	VARIANT	TRUE	NULL	Contains metadata about the message and the app
COMPANY_UID	NUMBER (38,0)	TRUE	NULL	Vibes ID used to identify a company that is associated with the message
CONTENT	VARCHAR (16777216)	TRUE	NULL	The text of the message
DW_CREATED_AT	TIMESTAMP _TZ(9)	TRUE	NULL	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)	TRUE	NULL	An individual specific identifier that is set by the company
MESSAGE_UID	VARCHAR (16777216)	TRUE	NULL	UUID of the message
OS	VARCHAR (10)	TRUE	NULL	Operating system of the push device (Android or IOS)
PERSON_UID	VARCHAR (40)	TRUE	NULL	Vibes UID for the recipient
PUSH_TOKEN	VARCHAR (16777216)	TRUE	NULL	Android or IOS Push token
RECEIPT_AT_TZ	TIMESTAMP _TZ(9)	TRUE	NULL	The date timestamp when a message was generated on our platform. This timestamp will be in the time zone of the company.
RESPONSE_TEXT	VARCHAR (16777216)	TRUE	NULL	The response text: Success, Unregistered, or DeviceTokenNotForTopic
SUBJECT	VARCHAR (16777216)	TRUE	NULL	The subject of the push message
VIBES_DEVICE_UID	VARCHAR (255)	TRUE	NULL	Vibes unique identifier for each device

What are some sample queries to pull this data?

```
-- A query that will pull push messages from yesterday
SELECT
EXTERNAL_PERSON_ID
,ACTIVITY_UID
,ACTIVITY_NAME
FROM PUSH_MESSAGE
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)
```