

Subscription API Callback Events

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The following methods describe how and why Subscription Added and Subscription Removed callback events are used, including examples.

Subscription Added Callback

This callback event is triggered when a new Subscription has been added to a Person. The Subscription object contains the reference to the Subscription that was added.

Callback Body

```
{
  "event_id": "AB234SDFD234",
  "event_type": "subscription_added",
  "event_date": "2017-03-15T15:42:23Z",
  "subscription": {
    "person": {
      "id": "ABC123",
      "external_id": "ex1234",
      "url": "/companies/:company_key/mobiledb/persons/ABC123"
    },
    "subscription_list": {
      "id": "1234",
      "url": "/companies/:company_key/mobiledb/subscription_lists/1234"
    },
    "opt_in_date": "2017-01-15T15:34:52Z"
  }
}
```

Subscription Removed Callback

This callback event is triggered whenever a Subscription has been removed from a Person. The Subscription object contains reference to the Subscription that was removed.

Callback Body

```
{
  "event_id": "AB234SDFD234",
  "event_type": "subscription_removed",
  "event_date": "2017-03-15T15:42:23Z",
  "subscription": {
    "person": {
      "id": "ABC123",
      "external_id": "ex1234",
      "url": "/companies/:company_key/mobiledb/persons/ABC123"
    },
    "subscription_list": {
      "id": "1234",
      "url": "/companies/:company_key/mobiledb/subscription_lists/1234"
    },
    "opt_in_date": "2017-01-15T15:34:52Z",
    "opt_out_date": "2017-02-18T15:34:52+0000",
    "opt_out_reason": "user_opt_out"
  }
}
```

opt_out_reason values

Opt out reason	Description
disconnect	The device associated with the subscription was disconnected

list_archived	The list associated with the subscription was archived
bulk_opt_out	The subscriber was included in a bulk opt out file
failed_at_carrier	An error from the carrier was received when attempting to deliver an SMS to the device
obsolete_carrier	Device was on a carrier that is no longer supported by vibes
platform_opt_out	The subscription was removed manually using the Vibes Platform
keyword_opt_out	The subscription was removed after receiving a STOP keyword from the device
api_opt_out	The subscription was removed via the Subscription API
user_opt_out	Default when no other reason is specified.
button_opt_out	Opted out via the "subscriptions" tab in the Campaign Manager UI



Note: Vibes may add additional *opt_out_reason* options in the future.

Additional Resources

- For information on how to register your endpoint to receive callbacks, see [Callback Configuration](#)
- [Client Certificate Authentication for Callbacks from the Vibes Platform](#)