

# Terminology

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The following Vibes Mobile Engagement Platform terminology is commonly used when working with the Platform APIs and Callbacks.

| Term  | Description   |
|---|---|
| <a href="#">Acquisition APIs</a>                  | Used to add or search for Participants and Get Acquisitions Campaigns.  |
| <a href="#">Acquisition Campaign</a>              | An Acquisition Campaign defines a keyword or keywords, and/or API methods that you can use to opt into a Mobile Database list.  |
| <a href="#">API</a>                               | Application Program Interface. <ul style="list-style-type: none"><li>• <b>Body:</b> Represents the body of the request or response and allows you to declare what the content type is and how it should be handled.</li><li>• <b>Method:</b> HTTP is the format used to enable communication between clients (like Web browsers) and servers. The most common methods are GET, POST, PUT and DELETE.</li><li>• <b>URL:</b> The Web address. The URL host is the Vibes public API site.</li><li>• <b>Header:</b> A unit of information that contains information about the file. Vibes APIs use a JSON file.</li></ul> |
| <a href="#">API Key</a>                           | The API Key is found at the top of the Campaign page. Your Vibes account manager can help you with your API Key when you create an Acquisition Campaign in the Vibes Platform.  |
| <a href="#">Broadcast</a>                         | Messages sent to a set of Subscribers.  |
| <a href="#">Callback</a>                          | A callback entity is a registration to receive callback events to an external URL. It is identified by a <i>CallbackID</i> , which uniquely identifies the record. Additionally, each callback is unique for a given event type and active date range.  |
| <a href="#">Campaign Manager</a>                  | Campaign Manager enables interactive campaigns, which includes acquiring People to lists, as well as running contests, voting, and info-on-demand campaigns and incentives.   |
| <a href="#">Client Certificate Authentication</a> | Vibes supports Client Certificate Authentication as an extra layer of security for API calls. <ul style="list-style-type: none"><li>▪ <a href="#">Client Certificate Authentication for Vibes APIs</a></li><li>▪ <a href="#">Client Certificate Authentication for Callbacks</a></li></ul>  |
| <a href="#">CRM</a>                               | Customer Relationship Management.   |
| <a href="#">CSV</a>                               | Comma-Separated Value.  |
| <a href="#">Custom Field</a>                      | Data about a person that is custom to an account.   |
| <a href="#">Custom Short Domain</a>               | Vibes provides a proprietary URL shortener for use in Short Message Service (SMS) campaigns.  |
| <a href="#">E.164</a>                             | E.164 is the official format for all international phone numbers that includes a plus sign (+) followed by a country code and phone number.<br>For example: <ul style="list-style-type: none"><li>• U.S.: +12025550132</li><li>• U.K.: +441632960964</li><li>• Brazil: +5511991234567</li></ul>   |
| <a href="#">Event</a>                             | In Vibes Mobile Engagement Platform, Events are occurrences that can be submitted into the system and linked to actions that will be executed within the system. Each event is an individual occurrence that will be checked and routed to an appropriate action for execution based on the <i>event_type</i> .   |
| <a href="#">Event Triggered Message</a>           | You can use events to trigger Vibes Mobile Engagement Platform messages. You need to work with your Vibes account manager to help you pre-configure any message content. You also need to define the event data ahead of time.  |
| <a href="#">external_person_id</a>                | A Person entity is an identified entity that has interacted with or been loaded into the Mobile Database. It is identified by a <i>person_id</i> , which uniquely identifies the record, or an <i>external_person_id</i> , which is a unique identifier from the customer system for reference and cross-linking.   |

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| <b>IE</b>                        | Information Elements.  |
| <b>Incentive Manager</b>         | The Incentives Manager is a module in the Vibes Mobile Engagement Platform that allows the issuance and redemption of incentive codes.   |
| <b>Incentive Code</b>            | A single code that can be issued or redeemed.  |
| <b>Incentive Code Issuance</b>   | A record of an issuance of an Incentive Code.  |
| <b>Incentive Code Redemption</b> | A record of a redemption of an Incentive Code.   |
| <b>Incentive Pool</b>            | A collection of Incentive Codes.   |
| <b>Integration Files</b>         | Vibes-supported Integration files are an alternative way to load and update data into Vibes Mobile Engagement Platform.  |
| <b>JSON</b>                      | <p><b>(JavaScript Object Notation)</b> is a lightweight data-interchange format. Example: The following shows the JSON representation of a Subscription entity within the APIs.</p> <pre> {   "person": {     "id": "ABC123",     "url": "/companies/:id/mobiledb/persons/:person_id"   },   "subscription_list": {     "id": "1234",     "url": "/companies/:id/mobiledb/subscription_lists/:id"   },   "opt_in_date": "2017-01-15T15:34:52Z",   "url": "/companies/:id/mobiledb/persons/:person_id/subscriptions/:subscription_list_id" } </pre> |
| <b>MDN</b>                       | Mobile Directory Number.   |
| <b>Message</b>                   | An individual communication sent to or from a Person.  |
| <b>Message Extract</b>           | The daily Message extract is used to sync message data between Vibes Mobile Engagement Platform and a Customer Relationship Management (CRM) or Campaign Management system.  |
| <b>MMA</b>                       | Mobile Marketing Association.  |
| <b>MO</b>                        | Mobile Originated (A message the client sends from their mobile phone).  |
| <b>Mobile Database</b>           | The Vibes Mobile Database stores information about Persons who have already interacted with, or may interact with your campaigns. It also lets you segment, target, and personalize messages to Subscribers.   |
| <b>MT</b>                        | Mobile Terminated (A message sent to a client's mobile phone).   |
| <b>Participant</b>               | A Person who has one or more mobile interactions, such as sending a text message, with a company but has not yet subscribed to a Subscription List.  |
| <b>Pending Subscriber</b>        | A Participant that has requested to opt-in to a Subscription List, has been sent a prompt to join a Subscription List that has not expired, but has not yet confirmed their opt-in.  |
| <b>Person</b>                    | An individual in your Mobile Database. A Person entity is an identified entity that has interacted with or been loaded into the Mobile Database. It is identified by a <i>person_id</i> , which uniquely identifies the record, or an <i>external_person_id</i> , which is a unique identifier from the customer system for reference and cross-linking.   |
| <b>person_id</b>                 | A Person entity is an identified entity that has interacted with or been loaded into the Mobile Database. It is identified by a <i>person_id</i> , which uniquely identifies the record, or an <i>external_person_id</i> , which is a unique identifier from the customer system for reference and cross-linking.  |
| <b>Push</b>                      | Vibes offers a Push Notifications SDK to let you send push messages to consumers, track your App interactions with notifications, and allow mobile applications to register themselves to receive push messages from Vibes Mobile Engagement Platform.   |
| <b>Recipient List</b>            | An externally defined set of Persons that is used to target outbound content delivery.   |

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| <b>SAML 2.0</b>                 | <b>Security Assertion Markup Language</b> is an XML-based data format for exchanging authentication and authorization data between parties. Vibes Mobile Engagement Platform allows customers and Partners to use SAML 2.0 to authenticate users into the Platform.  |
| <b>SDK</b>                      | Software Development Kit. An SDK is a programming package that enables a programmer to develop applications for the Vibes Platform.  |
| <b>SFTP</b>                     | <b>Secure File Transfer Protocol.</b> The use of integration files requires a Vibes' Secure File Transfer Protocol (SFTP) account. Contact your Vibes account manager to get your SFTP account set up.   |
| <b>SMS</b>                      | Short Message Service.   |
| <b>SOAP</b>                     | Simple Object Access Protocol.   |
| <b>Standard Field</b>           | The field is defined and available to all companies, but the data is always specific to a company.   |
| <b>Subscriber</b>               | A Participant who is subscribed to one or more Subscription Lists.   |
| <b>Subscription</b>             | A Person's membership in a Subscription List.  |
| <b>Subscription Entity</b>      | The Subscription entity contains the information and metadata for a Person's Subscription to a Subscription List.  |
| <b>Subscription Extract</b>     | The daily Subscription extract is used to sync Subscriptions between Vibes Mobile Engagement Platform and a Customer Relationship Management (CRM) or Campaign Management system.  |
| <b>Subscription List</b>        | A collection of Subscribers that have all subscribed to the same type of certain content. A Subscription List entity contains the information about a particular Subscription List.  |
| <b>Text Delimited Files</b>     | Text delimited files are standard text fields with one record per line, and the various columns separated by a delimiter.  |
| <b>URL Click Extract</b>        | The daily URL Click Extract is used to sync URL click data between Vibes Mobile Engagement Platform and a Customer Relationship Management (CRM) or Campaign Management system.  |
| <b>UUID</b>                     | A Universal Unique Identifier is a 128-bit number used to uniquely identify an object or entity on the Internet.   |
| <b>Wallet Instance Extract</b>  | The daily Wallet Instance extract is used to sync Wallet data between Vibes Mobile Engagement Platform and a Customer Relationship Management (CRM) or Campaign Management system. It will contain all of the Wallet instances that have been registered or unregistered since the last data extract.  |
| <b>Wallet Manager</b>           | Vibes' Wallet Manager platform enables updates to offers and loyalty cards already saved to a Person's Apple Wallet/Passbook or Google Wallet/Android Pay application.<br><br><div style="border: 1px solid #f96; padding: 10px; margin-top: 10px;">  <b>Note:</b><br/> Passbook was renamed as Apple Wallet.<br/> Google Wallet was renamed as Android Pay. </div> |
| <b>Wallet Page View Extract</b> | The daily Wallet Page View extract is used to sync Wallet data between Vibes Mobile Engagement Platform and a Customer Relationship Management (CRM) or Campaign Management system.  |
| <b>White Labeling</b>           | Vibes Mobile Engagement Platform white labeling capability lets Partners easily customize their logos and URLs.  |