

Subscription Extract

Last Updated: Monday, September 20, 2021

The daily Subscription extract is used to sync Subscriptions between Vibes Mobile Engagement Platform and a Customer Relationship Management (CRM) or Campaign Management system.

File Name

subscriptionsYYYY-MM-DD.txt

Tab Delimited Files

Tab delimited files are standard text fields with one record per line, with columns separated by a tab.

File Body

The file body can contain the following fields as data, separated by the delimiter and a header row.

Field Name	Data Type	Field Length	Allows Nulls	Description
person_id	String	255		Unique Vibes-specified GUID representing the Person.
external_person_id	String	255		External system's Person identifier to include in the Subscription List.
mdn	String	20		Mobile number included in the Subscription List. The Mobile Directory Number (MDN) must be in E.164 format. Example: +12295551234.
company_id	String	255		ID representing the customer account at Vibes.
carrier_code	String	50		The carrier code indicating specific carrier. See Appendix - Carrier Codes for all valid carriers.
subscription_list_id	String	255		Subscription List the Person is associated with.
subscription_list_name	String	255		Name of the list the person is associated with
opt_in_date	Date /Time	N/A		The Date/Time that the Subscriber had opted into the list. Format example: "2017-04-05 14:30:00 -0600".
opt_out_date	Date /Time	N/A		The Date/Time the Subscriber opted out of the list. Format example: "2017-04-05 14:30:00 -0600".
subscription_event	String	5		The type of Subscription event: <i>opt_in</i> ; <i>opt_out</i> .
opt_out_reason	String	100		The reason for the disconnect. <ul style="list-style-type: none">• <i>user_opt_out</i>• <i>disconnect</i>• <i>list_archived</i>• <i>bulk_opt_out</i>• <i>failed_at_carrier</i>• <i>obsolete_carrier</i> Note: Vibes may add additional <i>opt_out_reason</i> options in the future.
activity_description	String	255		The acquisition campaign that a subscriber used to opt-in to the list
activity_id	String	255		Vibes UID for the acquisition campaign that the subscriber used to opt-in to the list

Example File



subscriptionextractexample2.txt