

Data Sharing

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Extracting Data Overview

Vibes Mobile Engagement Platform exposes data for customers to extract through Data Sharing. While the platform has a wide range of ways users can look at aggregated data, Data Sharing is great for users who want to pull all data at the most granular level. This feature provides access to event and person level data within a user's personal database that they can query and extract from on a regular or ad hoc basis. Users can securely access their data and extract it in whatever format, way, or cadence they need.

Topics in this Section

What is Data Sharing?

Data sharing enables account to account sharing of data through Snowflake database tables, secure views, and secure UDFs. The principle participants in any Data Sharing relationship are the *provider* and one or more *consumers* (Vibes refers to consumers as companies). Snowflake enables the sharing of databases through *shares*, which are created by data providers and "imported" by data companies.

For more information please go to [Snowflake's Data Sharing documentation](#)

What data can be extracted?

Data Table Name	Description	Example Use Cases	Data Retention
CLICKS	Shows all clicks on links generated from the platform	Retaining all click events by individual	7 Days
MESSAGES	Shows all SMS/MMS messages coming to and from the platform	Retain all messages sent from and to an individual	7 Days
PERSON_DATA	Shows meta data assigned to an individual	Pulling all meta data associated with an individual in platform Including person meta data with other platform events	All Data
PUSH_MESSAGE	Shows all push messages sent from platform	Retaining all push messages sent to an individual	7 Days
SUBSCRIPTIONS	Shows all subscription events	Pulling all opt-ins for a specific list Pulling all opt-ins for a specific list	7 Days
SUBSCRIPTION_STATUSES	Shows all subscriptions and their current status, as of the last update	Syncing a CRM system with the Vibes Platform	All Data
WALLET_INSTANCE	Shows all installs of mobile wallet objects	Retaining all installs of mobile wallet objects by individual	7 Days
WALLET_PAGE_VIEW	Shows all page views of mobile wallet objects	Retain all page views of mobile wallet objects by individual	7 Days
DATA_LOAD_STATUS	Shows when data sets were last updated	Check for if new data has been populated	All Data



While Vibes updates data on a regular basis, rare errors sometimes cause these updates to be delayed. Please utilize the Upload Status table to ensure when data was last updated to all data tables.

If you have questions, please reach out to your [Customer Success representative](#) for more information.

[Please click here for access to our legacy data extract process](#)