

Recipient List Import

Last Updated: Wednesday, April 15, 2020

A Recipient List is a collection of Person references that can be loaded into the Mobile Database and used as a target filter for Broadcast messages. The most common use case is when there is a Customer-defined CRM/targeting system that creates a targeted list of Broadcast recipients that needs to be loaded and used within Vibes Mobile Engagement Platform targeting.

Recipient Lists may be channel specific depending on the fields you upload. For example, if you upload a Recipient List with just *person_id*, *person_key* or *external_person_id*, it can be used on any channel. But, if you upload just an *mdn*, then it only works for an SMS/MMS channel; or, if you upload a *vi_bes_device_id* field, then it is for push only.

Recipient Lists can also include additional columns of data that can be used as message variables. For example, if you had a column titled "first_name", you could pull that personalization value into a Broadcast or file triggered message.



Note: UTF-8 or ASCII encoding for integration files is recommended (UTF-16LE encoding is not supported).

File Name

`<filename>.recipient_list`

File Format

The file format is a Comma-Separated Values (CSV) file. This stores tabular data (numbers and text) in plain text, where the line of the file is a data record. Each record consists of one or more fields, separated by commas.

Headers

You can include the following headers in your Recipient List.



Note: Using headers is entirely **optional**.

Header Name	Description
Content-Type	Value should always be TEXT .
List-Name	This is the list name that will be displayed in the User Interface. If omitted, a default value based on the filename will be used.
Fields	This is a comma separated list of the fields that will be in the body of the text file. If omitted, then the first row of the body must contain the field names, with the same delimiter as the body.



File Body

The file body can contain the following fields as data, separated by the delimiter.



Note: The field names must be lowercase.

Field Name	Data Type	Description
person_id	Integer	The Mobile Database Person ID to include in the Recipient List. The <i>person_id</i> must be lowercase.
person_key	String	The Person Key is a UUID to include in the Recipient List. The <i>person_key</i> must be lowercase.
external_person_id	String	The external system's Person ID to include in the Recipient List.

vibes_device_id	String	The Vibes Device ID to include in the Recipient List. The <i>vibes_device_id</i> must be lowercase.
mdn	String	<p>A Mobile Directory Number (mdn) is the <i>mobile_phone</i> number to include in the Recipient List.</p> <ul style="list-style-type: none"> For non-US numbers, the Mobile Directory Number (mdn) must be in E.164 format. <p>Example:</p> <p>mdn</p> <p>+12295551234.</p> <p>link to E.164 format: E.164 Support for Platform APIs</p> <ul style="list-style-type: none"> US numbers can use the 10-digit mdn format.
custom	String	<p>A custom field that can be used for Broadcast personalization.</p> <div style="border: 1px solid #f9e79f; padding: 10px; margin-top: 10px;"> <p> Notes:</p> <ul style="list-style-type: none"> "Custom" is not a specific string. It means that any custom field name may be used in the data file. The header row must match the name of the custom field EXACTLY. </div>
segment_code	String	<p>A custom string that can be used for targeting.</p> <div style="border: 1px solid #f9e79f; padding: 10px; margin-top: 10px;"> <p> Note: You can only use the segment_code option in Broadcasts it is not supported in File Triggered messages.</p> </div>
client_message_id	String	A custom string that can be later tracked through exports from our data warehouse.

Identifying Persons

For a particular row, only one of person_id, external_person_id, person_key, or mdn need to be specified, as these are alternate means of referencing a Person. If more than one value is specified, we will use the value with the highest precedence. The precedence order is shown in the table above.

Error Messages

The following tables show the error codes that can occur when importing a file.

Row Level Errors

Error Class	Error Message	Description
RecipientListEntryErrors::DuplicatePersonId	duplicate person_id	The Recipient List already has a record with this <i>person_id</i> .
RecipientListEntryErrors::DuplicatePersonKey	duplicate person_key	The Recipient List already has a record with this <i>person_key</i> .
RecipientListEntryErrors::DuplicateExternalPersonId	duplicate external_person_id	The Recipient List already has a record with this <i>external_person_id</i> .
RecipientListEntryErrors::DuplicateMDN	duplicate mdn	The Recipient List already has a record with this <i>mdn</i> .
RecipientListEntryErrors::DuplicateVibesDeviceId	duplicate vibes_device_id	The Recipient List already has a record with this <i>vibes_device_id</i> .
RecipientListEntryErrors::InvalidPersonId	invalid person_id	The <i>person_id</i> or <i>person_key</i> in this record doesn't point to a valid Person, or the <i>person_id</i> is formatted incorrectly.
RecipientListEntryErrors::InvalidMDN	invalid mdn	The <i>mdn</i> isn't a valid E.164 phone number.
PG::NumericValueOutOfRange	integer out of range	The error message means the import has a number that's too big for our database to handle.

File Level Errors

Error Class	Error Message	Description
RecipientListErrors::RecipientListAlreadyExists		A Recipient List with that name already exists.
RecipientListErrors::InvalidImportFileFormat	Couldn't find a person_id, external_person_id, mdn, or vibes_device_id field	You must specify at least one field to identify the Person or device you wish to send to.
RecipientListErrors::InvalidImportFileFormat	specify an mdn, or a vibes_device_id, or neither	You cannot specify both and <i>mdn</i> and <i>vibes_device_id</i> in the same file.
RecipientListErrors::InvalidImportNoValidEntries		There are no valid entries in the file, so the Recipient List was not created.
RecipientListErrors::SegmentCodeLimitExceeded		You have too many unique values for the segment code. (max 100)

Common Errors

The following errors can occur in imports of all file types.

File Level Errors

Error Class	Error Message	Description
TenantEngine::SchemaErrors::InvalidSchemaNameError	Schema name for company <company_id> (is null was not found)	The company that the file is target for is not set up in MobileDB, or there was some other system level error.

Example Files

See the attached files for some examples.

File	Modified 
File just_external_id.recipient_list	Jun 06, 2018 by dean.lappi
File just_mdn.recipient_list	Jun 06, 2018 by dean.lappi
File mdn_personalizationfields.recipient_list	Jun 06, 2018 by dean.lappi
File mdn_segmentcode.recipient_list	Jun 06, 2018 by dean.lappi
File mdn_segmentcode_personalizationfields.recipient_list	Jun 06, 2018 by dean.lappi
File custom_fields.recipient_list	Dec 19, 2018 by dean.lappi
File full_defaults.recipient_list	Dec 19, 2018 by dean.lappi
File minimal.recipient_list	Dec 19, 2018 by dean.lappi
File minimal_with_quotes.recipient_list	Dec 19, 2018 by dean.lappi
File no_header_row.recipient_list	Dec 19, 2018 by dean.lappi

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