

Event

Last Updated: Wednesday, September 1, 2021

Overview

Events are individual occurrences to be routed to appropriate actions based on the `event_type`. Each `event_type` must be set up in Platform prior to the call for a successful receipt of SMS on mobile phone. See [Event Triggered Messages](#).

The `event_id` should be unique for association and debugging purposes. The `event_id` may be omitted, in which case the platform will generate a unique ID. Re-using an `event_id` may result in successive events failing.

What are Events Used for?

Typical uses of events include triggering push and SMS messages.

Please review the [Event Triggered Messages](#) scenario for an example of how to use an event in a real-world situation.

Generic Event Example

```
{
  "event_id": "2d4a2",
  "event_type": "day_of_delivery",
  "event_data": {
    "first_name": "Bob",
    "external_person_id": "abcd12345",
    "delivery_time": "5:00 PM",
    "order_url": "https://example.com/orders/12345"
  },
  "debug_data": {
    "field": "CUST_SYSTEM"
  }
}
```



Note: If you are using Version 1 of the APIs, you cannot use the [E.164](#) MDN international format. If you do use it, you will get an error returned.

Elements

Field Name	Type	Max Char Length	Description	Required?
<code>event_type</code>	String		Used to identify a linked API triggered event in the Platform. Valid characters in the <code>event_type</code> field are alphanumeric, dash and underscore. Note: <code>event_type</code> values are NOT case sensitive.	Yes
<code>event_data</code>	Object		A placeholder object that can contain any useful data relevant to the event. Any valid JSON can be provided within the object for later reference within the API triggered event in the Platform. These fields are carried through on the event and can be referenced by any of the actions to filter or personalize the action to the individual event.	Yes
<code>event_data.external_person_id</code>	String		Identifies the intended recipient of the triggered event message. See Person APIs for the field definition. *Note: One of <code>external_person_id</code> , <code>mdn</code> , <code>person_id</code> or <code>vibes_device_id</code> is required.	Yes*
<code>event_data.mdn</code>	String		Identifies the intended recipient of the triggered event message. See Person APIs for the field definition. *Note: One of <code>external_person_id</code> , <code>mdn</code> , <code>person_id</code> or <code>vibes_device_id</code> is required.	Yes*
<code>event_data.person_id</code>	String		Identifies the intended recipient of the triggered event message. Value can correspond to either a <code>person_key</code> OR a <code>person_id</code> for this field. See Person APIs for the field definition. *Note: One of <code>external_person_id</code> , <code>mdn</code> , <code>person_id</code> or <code>vibes_device_id</code> is required.	Yes*

<i>event_data.vibes_device_id</i>	String	Identifies the intended device of the triggered event message for push messages. *Note: One of <i>external_person_id</i> , <i>mdn</i> , <i>person_id</i> , or <i>vibes_device_id</i> is required.	Yes*
<i>event_id</i>	String	The <i>event_id</i> should be unique within the Mobile Database so that it can be uniquely tied to the action for associating and debugging purposes. The <i>event_id</i> can be supplied by the customer or omitted, in which case a unique ID will be generated by the Platform. The <i>event_id</i> is idempotent and re-using an <i>event_id</i> will lead to the event being ignored and no message sent. The <i>event_id</i> has a max length of 40 characters.	No
<i>debug_data</i>	Object	Similar to the <i>event_data</i> field in that it can contain any valid JSON information. This data is also carried through on the event, although the fields are not made available to the actions for filtering or personalization. This block is generally used to provide upstream system information to help customers diagnose how and when an event was generated.	No

Create Event

The following will submit a new event into the system.

```
POST /companies/:company_key/events
```



Notes:

An HTTP 202 - Accepted response will be returned if the event has been successfully submitted but will not necessarily result in a message.

Return JSON

```
{ "event_id": "ABCD-GUID-12352234234-ABCD" }
```

An abbreviated event JSON block will be returned upon successful submission. It will contain the *event_id* for the event.