Broadcast

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Overview

A Broadcast entity is a message template that has been scheduled and /or delivered to Subscribers within the Mobile Database.

The following are the three main sections to a Broadcast:

- The Metadata information, which includes the fields about the Broadcast, such as the ID, URL, created date, and so on.
- The Targeting information, which includes the fields used to identify recipients and craft the message.
- The Delivery information, which is the metadata about the actual message delivery.

Topics in this Section

Broadcast Entity

The following is the JSON representation of an SMS Broadcast entity within the APIs.

```
{
    "broadcast_id": "1",
    "status": "sent",
    "name": "First alert message",
    "send_scheduled_date": "2017-04-04T16:05:00Z",
    "created_by":"user@company.com",
    "created_by_application": null,
    "targeting": {
      "message_template": "This is the 1st message sent to the {{ list_name }} list!",
      "short_url_base":"http://vbs.cm/",
      "shorten_urls": true,
      "channel": "sms",
      "source_short_code": null,
      "source_lists": [
        "A34H2q"
      ],
      "filters": []
    },
    "delivery": {
      "send_start_date": "2017-04-04T16:06:16Z",
      "enqueue_completed_date": "2017-04-04T16:06:16Z",
      "recipient_count": 1
    },
    "url": "/companies/:company_key/mobiledb/broadcasts/:broadcast_id",
    "created_at": "2017-04-04T16:06:10Z",
    "updated_at": "2019-05-12T05:09:48Z"
  }
```

The following is the JSON representation of a Push Broadcast entity within the APIs.

```
{
  "id": "328AFX343",
  "status": "scheduled",
  "url": "/api/companies/1/broadcasts/328AFX343",
  "name": "Test Broadcast SAT 2",
  "created_by": "user@company.com",
  "created_by_application": "api",
  "send_scheduled_date": "2017-02-16T17:30:00Z",
  "send_schedule": {
    "method": "by_time_zone",
    "field_name": "vibes_timezone",
    "send_date": "2017-02-16",
    "send_time": "17:30",
    "default_time_zone": "US/Central"
```

```json
    },
    "targeting": {
      "message_template": "Push message content",
      "shorten_urls": true,
      "short_url_base": "http://vbs.cm/",
      "source_short_code": "54321",
      "source_lists": [
        "AB1234Z4",
        "LIST12345"
      ],
      "channel": "push",
      "push": {
        "subject": "Push message title",
        "metadata": "App deep link"
      },
      "filters": [
        {
          "name": "favorite_sport",
          "selector": "any",
          "value": [
            "football",
            "baseball"
          ]
        },
        {
          "name": "first_name",
          "selector": "starts_with",
          "value": "Steve"
        },
        {
          "name": "recipient_list",
          "selector": "any",
          "value": [
            "1"
          ]
        },
        {
          "name": "participant_list",
          "selector": "any",
          "value": [
            "1"
          ]
        },
        {
          "name": "country",
          "selector": "equals",
          "value": "US"
        },
        {
          "name": "subscription_date",
          "transform": "year",
          "selector": "before",
          "value": [
            "2017"
          ]
        },
        {
          "name": "birthdate",
          "transform": "year",
          "selector": "before",
          "value": [
            "2017"
          ]
        }
      ]
    }
}
```

Elements

Data Element	Type	Description
id	Integer	Vibes unique identifier for each Broadcast.
status	String	The status of the Broadcast. Examples (always lowercase): • scheduled: The Broadcast will be sent at a scheduled time. • in_progress: The Broadcast as begun sending. • sent: The Broadcast has finished sending. • canceled: The Broadcast has been canceled. • deleted: The Broadcast was canceled before sending. • paused: The Broadcast is waiting for an external action. • failed: The Broadcast has failed.
url	String	Unique resource URL for the Acquisition Campaign.
name	String	The descriptive name of the Broadcast message. Example: "First alert message".
created_by	String	The email address of the person who created the Broadcast.
created_by_application	String	The application. Example: null, api.
send_scheduled_date	Timestamp	The date and time the Broadcast is scheduled to be sent. It should be in the ISO 8601 format - for example: 2017-02-16T17:30:00Z.
targeting	Object	The targeting information for the Broadcast. The message_template is the text for the SMS or push message (with optional custom field or incentive tags). Examples: *message_template*, *channel*, *short_url_base*, *source_short_code*, *source_lists*, *shorten_urls*.
delivery	Timestamp, String	The information about the Broadcast delivery, including *recipient_count*, *send_start_date*, and *enqueue_completed_date*.
created_at	Timestamp	The date this Broadcast was created. It should be in the ISO 8601 format - for example: 2017-04-04T16:06:10Z.
updated_at	Timestamp	The date this Broadcast was last updated. It should be in the ISO 8601 format - for example: 2019-05-12T05:09:48Z.