

Push Message Data Set

Last Updated: Thursday, May 7, 2020

This data set contains push messages associated with lists of the company's account.

How much data is retained?

This data set will contain 7 days worth of data starting from the previous day. For example, if you are looking at the data set today, 7/18/2019, it will contain data from 7/11/2019 to present.

What data is included?

| Column Name | Type | Null able | Def ault | Comment |
|--------------------|--------------------|-----------|----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| ACTIVITY_NAME | VARCHAR (4000) | TRUE | NULL | The campaign name that is correlated to the message |
| ACTIVITY_TYPE | VARCHAR (16777216) | TRUE | NULL | Type of activity the message is associated with. See here for a list of activity types. |
| ACTIVITY_ID | VARCHAR (255) | TRUE | NULL | Vibes UID for the campaign that associated with the message |
| APP_ID | VARCHAR (40) | TRUE | NULL | ID of the mobile app |
| CLIENT_APP_DATA | VARIANT | TRUE | NULL | Contains metadata about the message and the app |
| COMPANY_KEY | NUMBER (38,0) | TRUE | NULL | Vibes ID used to identify a company that is associated with the message |
| CONTENT | VARCHAR (16777216) | TRUE | NULL | The text of the message |
| DW_CREATED_AT | TIMESTAMP _TZ(9) | TRUE | NULL | The date timestamp that indicates when the row was created in Vibes data warehouse. The time zone is central time for North America customers and UTC for European Customers |
| EXTERNAL_PERSON_ID | VARCHAR (16777216) | TRUE | NULL | An individual specific identifier that is set by the company |
| MESSAGE_ID | VARCHAR (16777216) | TRUE | NULL | UUID of the message |
| OS | VARCHAR (10) | TRUE | NULL | Operating system of the push device (Android or IOS) |
| PERSON_KEY | VARCHAR (40) | TRUE | NULL | Vibes UID for the recipient |
| PUSH_TOKEN | VARCHAR (16777216) | TRUE | NULL | Android or IOS Push token |
| RECEIPT_AT_TZ | TIMESTAMP _TZ(9) | TRUE | NULL | The date timestamp when a message was generated on our platform. This timestamp will be in the time zone of the company. |
| RESPONSE_TEXT | VARCHAR (16777216) | TRUE | NULL | The response text: Success, Unregistered, or DeviceTokenNotForTopic |
| SUBJECT | VARCHAR (16777216) | TRUE | NULL | The subject of the push message |
| VIBES_DEVICE_ID | VARCHAR (255) | TRUE | NULL | Vibes unique identifier for each device |
| ACTIVITY_UID | VARCHAR (255) | TRUE | NULL | LEGACY: For use with legacy data sharing integrations |
| MESSAGE_UID | VARCHAR (16777216) | TRUE | NULL | LEGACY: For use with legacy data sharing integrations |
| PERSON_UID | VARCHAR (40) | TRUE | NULL | LEGACY: For use with legacy data sharing integrations |
| PERSON_ID | INT | TRUE | NULL | LEGACY: For use with legacy Public APIs |
| COMPANY_UID | NUMBER (38,0) | TRUE | NULL | LEGACY: For use with legacy data sharing integrations |
| VIBES_DEVICE_UID | VARCHAR (255) | TRUE | NULL | LEGACY: For use with legacy data sharing integrations |

What are some sample queries to pull this data?

```
-- A query that will pull push messages from yesterday
SELECT
EXTERNAL_PERSON_ID
,ACTIVITY_ID
,ACTIVITY_NAME
FROM PUSH_MESSAGE
WHERE CAST(DW_CREATED_AT AS DATE) >= CAST(DATEADD(day,-1, CURRENT_DATE()) AS DATE)
AND CAST(DW_CREATED_AT AS DATE) < CAST(CURRENT_DATE() AS DATE)
```