

# 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.

## Topics in this Section

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.

## 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": [
      "A34H2g"
    ],
    "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"
  }
}
```

```

},
"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): <ul style="list-style-type: none"> <li>• scheduled: The Broadcast will be sent at a scheduled time.</li> <li>• in_progress: The Broadcast as begun sending.</li> <li>• sent: The Broadcast has finished sending.</li> <li>• canceled: The Broadcast has been canceled.</li> <li>• deleted: The Broadcast was canceled before sending.</li> <li>• paused: The Broadcast is waiting for an external action.</li> <li>• failed: The Broadcast has failed.</li> </ul> |
| 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_app<br>lication | String               | The application. Example: null, api.  |
| send_scheduled<br>_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).<br><br>Examples: <i>message_template, channel, short_url_base, source_short_code, source_lists, shorten_urls.</i>   |
| delivery                   | Timestamp,<br>String | The information about the Broadcast delivery, including <i>recipient_count, send_start_date, and enqueue_completed_date.</i>  |
| 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.  |