

Callback Configuration

Last Updated: Wednesday, December 8, 2021

Overview

A callback entity is a registration to receive callback events to an external URL. It is identified by a *CallbackID*, which uniquely identifies the record. Additionally, each callback is unique for a given callback type, destination URL, and active date range.

Topics in this Section



Multiple Destination URLs

You can have a same callback go to two destination URLs by registering two callbacks with different destination URLs.

- [Examples](#)
 - [Person Callback Types](#)
 - [Subscription Callback Types](#)
 - [Acquisition Campaign Callback Types](#)
 - [Subscription List Callback Types](#)
 - [Unmatched Message Callback Types](#)
 - [Wallet Callback Types](#)
 - [Push Device Callback Types](#)

Callback Entity

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

```
{
  "callback_id": "Hzh39LP3",
  "callback_type": "person_added",
  "event_type": "person_added", //deprecated
  "destination": {
    "url": "http://destination.url",
    "method": "POST",
    "content_type": "application/json"
  },
  "start_date": "2017-01-01T00:00Z",
  "end_date": "2017-02-01T00:00Z",
  "url": "/companies/:company_key/config/callbacks/:callback_id",
  "created_at": "2017-04-15T14:30Z",
  "updated_at": "2017-05-18T19:30Z"
}
```

Elements

| Data Element | Type | Description | Required | Default |
|----------------------------|--------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------|---------|
| callback_id | String | Vibes unique identifier for each callback record. | N/A | |
| callback_type | String | Callback type to trigger this callback. Replacement for parameter event_type, which has multiple meaning throughout the platform. | event_type OR callback_type is required | |
| event_type (Deprecated) | String | Callback/Event type to trigger this callback. (Deprecated) | event_type OR callback_type is required | |
| destination. url | String | External URL to submit the callback data. You may register multiple unique callback entities to send to different url endpoints (Limit 50). Length is limited to 1024 characters. | Required | |
| destination. method | String | Method to submit the data to the destination URL. POST and PUT are valid methods. | Optional | POST |

| | | | | |
|------------------------------|-----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------|----------------------|
| destination. content_type | String | Content type to set when submitting the data to the destination URL. Valid content types: <ul style="list-style-type: none"> • application/json • text/json | Optional | applicat ion/json |
| start_date | Timestamp | Date this callback starts. It should be in the ISO 8601 format - for example: 2017-04-05T14:30Z. | Optional | Now |
| end_date | Timestamp | Date this callback ends. It should be in the ISO 8601 format - for example: 2017-04-05T14:30Z. | Optional | No end date |
| url | String | Unique resource URL for the callback. | N/A | |
| created_at | Timestamp | Date this callback was created. It will be in the ISO 8601 format - for example: 2017-04-05T14:30Z. | N/A | |
| updated_at | Timestamp | Date this callback was last updated. It will be in the ISO 8601 format - for example: 2017-04-05T14:30Z. | N/A | |
| list_id | String | Vibes unique identifier for a Subscription List. | Required for Subscription Callback Types | |
| campaign_id | String | Vibes unique identifier for an Acquisition Campaign. | Required for Acquisition Callback Types | |
| source_code | String | The short code, long code or alpha code you want to receive unmatched message events for. | Required for Unmatched Message Callback Types | |
| country_code | String | The country code for the source code you want to receive unmatched message events for. | Required for Unmatched Message Callback Types | |
| campaign_to ken | String | The campaign token for the wallet campaign. | Required for Wallet Item Callback Types | |

Examples

Person Callback Types

The *person_added* callback event is triggered when a new Person record is added into the Mobile Database.

To register an endpoint to receive the *person_added* callback, follow this example

```
{
  "callback_type": "person_added",
  "destination": {
    "url": "https://YOUR.DESTINATION.URL",
    "method": "POST",
    "content_type": "application/json"
  }
}
```

The *person_updated* callback event is triggered when an existing Person record has been modified in the Mobile Database.

To register an endpoint to receive the *person_updated* callback, follow this example

```
{
  "callback_type": "person_updated",
  "destination": {
    "url": "https://YOUR.DESTINATION.URL",
    "method": "POST",
    "content_type": "application/json"
  }
}
```

[More information on Person Callbacks is available here.](#)

Subscription Callback Types

The *subscription_added* callback event is triggered when a Person has been added to a Subscription List.

The *subscription_removed* callback event is triggered when a Person has been removed from a Subscription List.

To register an endpoint to receive the *subscription_added* callback, follow this example:

```
{
  "callback_type": "subscription_added",
  "subscription_added": {
    "list_id": "YOUR_SUBSCRIPTION_LIST_ID"
  },
  "destination": {
    "url": "https://YOUR.DESTINATION.URL",
    "method": "POST",
    "content_type": "application/json"
  }
}
```

To register an endpoint to receive the *subscription_removed* callback, follow this example:

```
{
  "callback_type": "subscription_removed",
  "subscription_removed": {
    "list_id": "YOUR_SUBSCRIPTION_LIST_ID"
  },
  "destination": {
    "url": "https://YOUR.DESTINATION.URL",
    "method": "POST",
    "content_type": "application/json"
  }
}
```

[More information on Subscription Callbacks is available here.](#)

Acquisition Campaign Callback Types

The *ack_participant_added* callback event is triggered when a new Participant has been added to the Acquisition Campaign.

To register an endpoint to receive the *ack_participant_added* callback, follow this example:

```
{
  "callback_type": "ack_participant_added",
  "ack_participant_changed": {
    "campaign_id": "YOUR_ACQUISITION_CAMPAIGN_KEY"
  },
  "destination": {
    "url": "https://YOUR.DESTINATION.URL",
    "method": "POST",
    "content_type": "application/json"
  }
}
```

The *ack_participant_changed* callback event is triggered when a Participant has confirmed or declined the opt-in.

To register an endpoint to receive the *ack_participant_changed* callback, follow this example:

```
{
  "callback_type": "ack_participant_changed",
  "ack_participant_changed": {
    "campaign_id": "YOUR_ACQUISITION_CAMPAIGN_KEY"
  },
  "destination": {
    "url": "https://YOUR.DESTINATION.URL",
    "method": "POST",
    "content_type": "application/json"
  }
}
```

[More information on Acquisition Callbacks is available here.](#)

Subscription List Callback Types

The `subscription_list_added` callback event is triggered when a new Subscription List has been created in the Mobile Database.

To register an endpoint to receive the `subscription_list_added` callback, follow this example:

```
{
  "callback_type": "subscription_list_added",
  "destination": {
    "url": "https://YOUR.DESTINATION.URL",
    "method": "POST",
    "content_type": "application/json"
  }
}
```

The `subscription_list_updated` callback event is triggered whenever a Subscription List has been modified in the Mobile Database.

To register an endpoint to receive the `subscription_list_updated` callback, follow this example:

```
{
  "callback_type": "subscription_list_updated",
  "destination": {
    "url": "https://YOUR.DESTINATION.URL",
    "method": "POST",
    "content_type": "application/json"
  }
}
```

[More information on Subscription List Callbacks is available here.](#)

Unmatched Message Callback Types

The `unmatched_message_received` callback event is triggered when a message originating from a consumer does not match any campaign or system keyword.

To register an endpoint to receive the `unmatched_message_received` callback, follow this example:

```
{
  "callback_type": "unmatched_message_received",
  "unmatched_message_received": {
    "source_code": "YOUR_SHORT_CODE",
    "country_code": "YOUR_COUNTRY_CODE"
  },
  "destination": {
    "url": "https://YOUR.DESTINATION.URL",
    "method": "POST",
    "content_type": "application/json"
  }
}
```

[More information on Unmatched Message Callbacks is available here.](#)

Wallet Callback Types

The `wallet_item_install` callback event is triggered when a new wallet item is installed by an end user.

To register an endpoint to receive the `wallet_item_install` callback, follow this example:

```

{
  "callback_type": "wallet_item_install",
  "wallet_item_install": {
    "campaign_token": "YOUR_WALLET_CAMPAIGN_TOKEN"
  },
  "destination": {
    "url": "https://YOUR.DESTINATION.URL",
    "method": "POST",
    "content_type": "application/json"
  }
}

```

The `wallet_item_remove` callback event is triggered when a wallet item is removed by an end user.

To register an endpoint to receive the `wallet_item_remove` callback, follow this example:

```

{
  "callback_type": "wallet_item_remove",
  "wallet_item_remove": {
    "campaign_token": "YOUR_WALLET_CAMPAIGN_TOKEN"
  },
  "destination": {
    "url": "https://YOUR.DESTINATION.URL",
    "method": "POST",
    "content_type": "application/json"
  }
}

```

[More information on Wallet Callbacks is available here.](#)

Push Device Callback Types

The `device_added` callback event is triggered when a new app has been installed on a device or when a device is moved from another person to this person.

To register an endpoint to receive the `device_added` callback, follow this example:

```

{
  "callback_type": "device_added",
  "device_added": {
    "app_id": "YOUR_APPLICATION_ID"
  },
  "destination": {
    "url": "https://YOUR.DESTINATION.URL",
    "method": "POST",
    "content_type": "application/json"
  }
}

```

The `device_removed` callback event is triggered when an app has been uninstalled from a device, otherwise no longer available, or when a device is moved from this person to another person.

To register an endpoint to receive the `device_removed` callback, follow this example:

```

{
  "callback_type": "device_removed",
  "device_removed": {
    "app_id": "YOUR_APPLICATION_ID"
  },
  "destination": {
    "url": "https://YOUR.DESTINATION.URL",
    "method": "POST",
    "content_type": "application/json"
  }
}

```

The [device_updated](#) callback event is triggered when an Apple or Google push_token is added or removed. It will not be triggered for other types of updates.

To register an endpoint to receive the *device_updated* callback, follow this example:

```
{
  "callback_type": "device_updated",
  "device_added": {
    "app_id": "YOUR_APPLICATION_ID"
  },
  "destination": {
    "url": "https://YOUR.DESTINATION.URL",
    "method": "POST",
    "content_type": "application/json"
  }
}
```

[More information on Push Device Callbacks](#) is available here.