

# Acquisition

Last Updated: Wednesday, May 15, 2019

## Overview

An Acquisition Campaign defines a keyword or keywords, and/or API methods that you can use to opt into a Mobile Database list.

The Acquisition APIs are used to add or search for Participants and Get Acquisitions Campaigns.

The Callbacks are triggered when a Participant is added, or their status has changed.

## Topics in this Section

## Acquisition (Campaign) Entity Example

```
{
  "acquisition_id": "Kwn15OL3",
  "description": "Great Acquisition Campaign",
  "campaign_type": {
    "code": "ACQUISITION"
  },
  "status": "active",
  "start_date": "2016-04-05T14:30Z",
  "end_date": "2017-04-05T14:30Z",
  "acquisition_campaign": {
    "keywords": [
      "STORE",
      "STOR",
      "STORES"
    ]
  },
  "sourcecode": "65301",
  "url": "/companies/:company_key/campaigns/acquisition/Kwn15OL3",
  "created_date": "2017-04-05T14:30Z",
  "updated_date": "2017-04-08T14:30Z"
}
```

## Elements

Data Element	Type	Description
acquisition_id	String	Vibes alpha-numeric unique identifier for each Acquisition Campaign.
description	String	The name of the Acquisition Campaign (identifier description).
campaign_type	String	This is stored as a code value - for example: ACQUISITION.
status	String	The status of the Campaign. Examples (always lowercase): <ul style="list-style-type: none"><li>• scheduled</li><li>• active</li><li>• deleted</li><li>• past</li></ul>
start_date	Timestamp	The date the Campaign is starting. It should be in the ISO 8601 format - for example: 2016-04-05T14:30Z.
end_date	Timestamp	The date the Campaign is ending. It should be in the ISO 8601 format - for example: 2017-04-05T14:30Z.
acquisition_campaign keywords	Collection	The Keywords (one or more) that you can send in the SMS to activate the Campaign. Examples: "COUPON", "FASHION", "LOYALTY", "JOINUP".
sourcecode	String	The shortcode the Acquisition Campaign is on.
url	String	Unique resource URL for the Acquisition Campaign.

created_date	Timestamp	The date this Acquisition Campaign was created. It should be in the ISO 8601 format - for example: 2016-04-05T14:30Z.
updated_date	Timestamp	The date this Acquisition Campaign was last updated. It should be in the ISO 8601 format - for example: 2017-04-05T14:30Z.