

# Subscription Status Data Set

Last Updated: Thursday, May 7, 2020

This data set contains all subscriptions and their current status associated with lists of the company's account.

## How much data is retained?

This data set contains the current status of all subscribers and former subscribers, including whether they are opted in or opted out currently.

## What data is included?

Column Name	Type	Null able	Def ault	Comment
ACQUISITION_ACTIVI TY_NAME	VARCHAR (4000)	TR UE	NU LL	The acquisition campaign that a subscriber used to opt-in to the list
ACQUISITION_ACTIVI TY_ID	VARCHAR (255)	TR UE	NU LL	Vibes UID for the acquisition campaign that the subscriber used to opt-in to the list
CARRIER_CODE	NUMBER (38,0)	TR UE	NU LL	The carrier code indicating specific carrier of the subscriber's mobile phone number. See Appendix - Carrier Codes for all valid carriers.
CARRIER_NAME	VARCHAR (50)	TR UE	NU LL	The name of the carrier that is associated with the subscriber's mobile phone number
COMPANY_KEY	NUMBER (38,0)	TR UE	NU LL	Vibes ID used to identify a company that is associated with the list that the subscriber opted into
CURRENT_SUBSCRI PTION_STATUS	VARCHAR (20)	TR UE	NU LL	Indicates the current status of a subscription
DW_CREATED_AT	TIMESTAM P_TZ(9)	TR UE	NU LL	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)	TR UE	NU LL	A subscriber specific identifier that is set by the company
OPT_IN_AT_TTZ	TIMESTAM P_TZ(9)	TR UE	NU LL	The date timestamp of when the subscriber opted into a list. This timestamp will be in the time zone of the company.
OPT_OUT_AT_TTZ	TIMESTAM P_TZ(9)	TR UE	NU LL	The date timestamp of when the subscriber opted out of a list. This timestamp will be in the time zone of the company.
OPT_OUT_REASON	VARCHAR (8000)	TR UE	NU LL	The type of opt-out that occurred. For opt-in subscription events, this column will remain null - see <a href="#">Subscription API Callback Events</a> for the list of Opt Out reasons.
PERSON_KEY	VARCHAR (40)	TR UE	NU LL	Vibes UID for the subscriber
PHONE_NUMBER	VARCHAR (255)	TR UE	NU LL	The mobile phone number of the subscriber
PHONE_NUMBER_E1 64_FORMAT	VARCHAR (255)	TR UE	NU LL	The mobile phone number of the subscriber that also includes country code
SUBSCRIPTION_LIST _NAME	VARCHAR (255)	TR UE	NU LL	Name given to the list that the subscriber opted into
SUBSCRIPTION_LIST _ID	NUMBER (38,0)	TR UE	NU LL	Vibes UID that signifies what list the subscriber opted into
PERSON_ID	INT	TR UE	NU LL	LEGACY: For use with legacy Public APIs
PERSON_UID	VARCHAR (40)	TR UE	NU LL	LEGACY: For use with legacy data sharing integrations
COMPANY_UID	NUMBER (38,0)	TR UE	NU LL	LEGACY: For use with legacy data sharing integrations
SUBSCRIPTION_LIST _UID	NUMBER (38,0)	TR UE	NU LL	LEGACY: For use with legacy data sharing integrations
ACQUISITION_ACTIVI TY_UID	VARCHAR (255)	TR UE	NU LL	LEGACY: For use with legacy data sharing integrations

## What are some sample queries to pull this data?

-- A query that will pull all opted-in subscriptions

```
SELECT
PERSON_KEY
,EXTERNAL_PERSON_ID
,PHONE_NUMBER
,CARRIER_CODE
FROM SUBSCRIPTION_STATUS
WHERE opt_out_reason IS NULL
```

-- A query that will pull all opt-out subscriptions

```
SELECT
PERSON_KEY
,EXTERNAL_PERSON_ID
,PHONE_NUMBER
,CARRIER_CODE
FROM SUBSCRIPTION_STATUS
WHERE opt_out_reason IS NOT NULL
```