



Matching

The matching field specifies the search mode for the subscriber to update. The default value is email.

When you update data, you should follow a general matching approach.

Search mode	matching	Required fields	Type	Example	Description
By email, from profile or subscription	"email"	email	string	"john@example.com"	Email address
By email from profile	"email_profile"	email	string	"john@example.com"	Email address
By email from subscriptions	"email_subscription"	email	string	"john@example.com"	Email address
By phone, from profile or subscription	"phone"	phone	string	"+79000000000"	Phone number
By phone from subscriptions	"phone_subscription"	phone	string	"+79000000000"	Phone number
By profile ID (only on update!)	"profile_id"	profile_id	string	"abcdefghijklmnopqrstuvwxy"	Profile ID
By push subscription	"push_subscription"	provider	string	"android-firebase"	Provider
		subscription_id	string	"1234"	Subscription ID
By custom field	"custom"	field_name	string	"CRM_ID"	The name of the custom profile field for search.
		field_value	integer/string	"example123"	The value of the custom search field. <div style="border: 1px solid green; border-radius: 10px; padding: 5px; margin-top: 10px;"> Search by combination of field values with the "tags" type is available. Tags are passed in a line separated by commas: "tag_1, tag_2".</div>
Search for a profile by subscription to the custom channel	"custom_subscription"	field_name	string	"CRM_ID"	The name of the custom profile field for search.
		field_value	integer/string	"example123"	The value of the custom search field. <div style="border: 1px solid green; border-radius: 10px; padding: 5px; margin-top: 10px;"> Search by combination of field values with the "tags" type is available. Tags are passed in a line separated by commas: "tag_1, tag_2".</div>
By email or phone, from profile	"email_phone"	email / phone	string	"john@example.com" / "+79000000000"	Email address / Phone number
By email or phone, from subscriptions	"email_phone_subscription"	email / phone	string	"john@example.com" / "+79000000000"	Email address / Phone number

Unclear matching

If the field you are passing in the request body is not unique, i.e. the value of this field is the same for several profiles, then the query will return you the error: "Unclear matching".



Duplicate unique data

The "Duplicate unique data" error occurs if you use a custom unique field for matching when importing a profile, but violate the uniqueness of the system field.

For example, a unique custom field `client_id` is used for matching. The database has a profile with fields: `email: test@example.com`, `client_id: 100`. You import another profile with fields: `email: test@example.com`, `client_id: 101`. The request will return a "Duplicate unique data" error, because the uniqueness of the `email` system field is violated.

In such cases, it is recommended to pass the `email` field in the `subscription` object:

```
{
  "token": "m1883gf9cacngh18c912016r7c7995a",
  "db_id": 1,
  "matching": "custom",
  "field_name": "client_id",
  "field_value": "100",
  "data": {
    "_fname": "John",
    "_lname": "Doe",
    "subscriptions": [
      {
        "channel": "email",
        "email": "test@example.com",
        "resource_id": 1
      }
    ]
  }
}
```

Пример импорта / обновления подписки при определенном матчинге

email, email_profile, email_sub, email_phone, email_phone_sub

```
{
  "token": "m1883gf9cacngh18c912016r7c7995a",
  "db_id": 1,
  "matching": "email",
  "email": "example@example.com",
  "data": {
    "subscriptions": [
      {
        "channel": "email",
        "email": "example@example.com",
        "resource_id": 1
      }
    ]
  }
}
```

phone, phone_sub, email_phone, email_phone_sub

```
{
  "token": "m1883gf9cacngh18c912016r7c7995a",
  "db_id": 1,
  "matching": "phone",
  "phone": "+790000000000",
  "data": {
    "subscriptions": [
      {
        "channel": "sms",
        "phone": "+790000000000",
        "resource_id": 1
      }
    ]
  }
}
```

profile_id

```
{
  "token": "91fldfa81c264a938b475677c60ce967",
  "db_id": 1,
  "matching": "profile_id",
  "profile_id": "012452gf62fcd71fjh8ec0",
  "data": {
    "subscriptions": [
      {
        "channel": "email",
        "email": "example@example.com",
        "resource_id": 1
      }
    ]
  }
}
```

push_sub

```
{
  "token": "91fldfa81c264a938b475677c60ce967",
  "db_id": 1,
  "matching": "push_sub",
  "provider": "android-firebase",
  "subscription_id": "<token>",
  "data": {
    "subscriptions": [
      {
        "channel": "push",
        "subscription_id": "<token>",
        "provider": "android-firebase",
        "resource_id": 1
      }
    ]
  }
}
```

custom, custom_sub

```
{
  "token": "91f1dfa81c264a938b475677c60ce967",
  "db_id": 1,
  "matching": "custom",
  "field_name": "CRM_id",
  "field_value": "12345",
  "data": {
    "subscriptions": [
      {
        "channel": "email",
        "email": "example@example.com",
        "resource_id": 1
      }
    ]
  }
}
```



The `subscription` object contains data about the profile's subscriptions to the resource. [Learn more.](#)