Data Dictionary

Available fields in data feeds.

Location Feed		Availability
Timestamp	Date and time of observation, in Unix format	RTB, SDK
Device ID	Hashed IDFA or AAID	RTB, SDK
Lat-Long	Latitude and Longitude of device at time of observation	RTB, SDK
Source	Anonymized source ID of data	RTB, SDK

Enhanced Location Feed adds the following		Availability
Horizontal Accuracy	Reading of horizontal accuracy of GPS (when available)	SDK only
IP Address	IP address at time of observation (when available)	RTB, some SDK
Country Code	ISO country code (when available)	RTB, SDK

Complete Mobile Feed adds the following		Availability
User Agent String	The user agent string of the default browser on the device	RTB, some SDK
GPS Source	Indication whether any associated lat-long point is derived from GPS, IP-lookup, registration data or unknown. *Note: all feeds which contain lat-long points as outlined above **only** contain GPS data. RTB feeds that include all events, including non lat-long will include this field.*	RTB, SDK
Carrier	Carrier code	RTB only
App ID	Source-specific ID of the app used while making the observation point	RTB, some SDK
App Name	Self-reported app name. For large brand-name publishers, these can often be anonymized such as "large music streaming app"	RTB only
Publisher ID	Source-specific ID of the publisher of the app used.	RTB, some SDK
Publisher Name	Self-reported publisher name. For large brand-name publishers, these can often be anonymized such as "broadcast media publisher"	RTB only
Postal Code	Zip or postal code, often derived by IP lookup, but some times available from registration data	some RTB
Make	Device Manufacturer	some RTB

Complete Mobile Feed continued		Availability
OS	Operating system—iOS | Android	some RTB
OS Version	Version of the operating system	some RTB
Ad Height/ Width	Width and Height of requested ad	RTB only
IAB Category	Self-reported category of app free-form field	RTB only
Keywords	Free-form field which contains anything (if available)	some RTB
GDPR device	True/false flag about whether the device is considered in the EEA, and thus has been stored hashed.	RTB, SDK
Gender	Free-form field, often contains meaningless data instead of gender (if available)	some RTB
Year of Birth	Free-form field, often contains meaningless data instead of YOB (if available)	some RTB