



UBERMEDIA

# 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. <i>Note: all feeds which contain lat-long points as outlined above <b>only</b> contain GPS data. RTB feeds that include all events, including non lat-long will include this field.</i>	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

## Interested in learning more?

Please reach out to us at [contact@ubermedia.com](mailto:contact@ubermedia.com) or contact your UberMedia representative

Make	Device Manufacturer	some RTB
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