

Updated 7/24/2023

Home Schema

Field Name	Description	Data Type	Example	Package Type
ad_id or caid	A consistent ID that uniquely and pseudonymously identifies the device from which the location record originated	STRING	e7443d85-146c-4d11-b6db-e8f28905b3f8	Default
id_type	Indicates whether device is Android (aaid) or iOS (idfa)	STRING	aaid	Default
geohash_5	Contains the 5-digit geohash	STRING	xn7mz	Default
iso_country_code	2 digit country code	STRING	US	Default
country	Country	STRING	canada	Default
region	State in the US or global region	STRING	nevada	Default
city	City, globally Better fill rate for major cities (null when not available)	STRING	winchester	Default
zipcode	Five digit numeric code for mailing addresses, US only	STRING	89121	Default
census_block_group	Census block group, US only	STRING	320030018043	Default

Work Schema

Field Name	Description	Data Type	Example	Package Type
ad_id or caid	A consistent ID that uniquely and pseudonymously identifies the device from which the location record originated	STRING	e7443d85-146c-4d11-b6db-e8f28905b3f8	Default
id_type	Android (aaid) or iOS (idfa)	STRING	aaid	Default
geohash_5	Contains the 5-digit geohash	STRING	xn7mz	Default
iso_country_code	2 digit country code	STRING	US	Default
country	Country	STRING	united states of america	Default
region	State in the US or region globally	STRING	nevada	Default
city	City globally (null when unavailable)	STRING	winchester	Default
zipcode	Five digit numeric code that identifies a collection of mailing addresses, US only	STRING	89121	Default
census_block_group	Census block group, US only	STRING	320030018043	Default
wfh	Work from home indicator. 1 if the device has the same work location as home location, 0 otherwise	STRING	1	Default