

Visits Schema

Updated: Jul 16, 2025

Overview

This document outlines the updated schema for the enhanced visits product, which now includes two deliverables:

1. **Enhanced Visits Data:** Original visits data with two new calculated fields
2. **Normalized & Extrapolated Visits:** Normalized/extrapolated counts organized by point of interest (POI)

[Updated Visits Schema](#)

[Updated: Jul 16, 2025](#)

[Overview](#)

[Schema 1: Enhanced Visits Data](#)

[Enhanced Visits Schema \(POI\)](#)

[Field Logic Explained](#)

[Deliverable 2: POI-Based Aggregated Output](#)

[POI Aggregated Schema](#)

[Extrapolated Count Normalized Field Explanation](#)

[Normalization Methodology](#)

Schema 1: Enhanced Visits Data

Enhanced Visits Schema (POI)

All existing fields from the original POI visits schema are retained, with the addition of two new calculated fields:

Field Name	Description	Data Type	Example
ad_id or caid	A consistent ID that uniquely and pseudonymously identifies the device associated with the visit	STRING	000061c0-41h8-26cz-jf5e-fe2653573fv2
utc_timestamp	Timestamp in UTC in seconds since January 1, 1970	LONG	1469356584
local_timestamp	Timestamp of when the visit began (local time)	LONG	1500867384
id_type	Indicates Android (aaid) or iOS (idfa) device	STRING	idfa
location_name	The name of the point of interest visited	STRING	Olive Garden
top_category	The top level categorization of this point of interest	STRING	Restaurants and Other Eating Places
sub_category	A more specific categorization of this point of interest	STRING	Full-Service Restaurants
street_address	The street number and street of the point of interest	STRING	8136 w irlo
city	The city in which this point of interest is located	STRING	kissimmee
state	The state in which this point of interest is located	STRING	florida
zipcode	Postal zip code	STRING	34747

Field Name	Description	Data Type	Example
geohash_5	Contains the 5-digit geohash associated with the POI	STRING	djjcq
census_block_group	Contains the census block group linked to this POI	STRING	400137963002
naics_code	6-digit North American Industry Classification	STRING	722511
brands	Chains of commercial POIs that represent major brands around the world	STRING	Chevrolet, Ford, Jeep
minimum_dwell	Minimum duration of visit (minutes)	DOUBLE	75
safegraph_place_id	Unique and consistent ID that is tied to this POI	STRING	sg:84dece9e613d4e648e476b121a544ddd
placekey	Unique and consistent ID that is tied to this POI as provided by the placekey service	STRING	222@63r-6cs-fmk
Recommended_min_dwell_seconds	Recommended minimum dwell time in seconds based on category/subcategory mapping	INTEGER	120
meets_recommended_dwell	Binary indicator if visit meets recommended dwell threshold (1 = meets, 0 = does not meet)	INTEGER	1

Field Logic Explained

1. recommended_min_dwell_seconds

- Type: Integer
- Source: Derived from NAICS code or SafeGraph [sub_category](#) or [top_category](#)
- Logic: Determined from a category/subcategory mapping table
- Example Mappings:
 - Coffee Shop → 30 seconds
 - Book Stores → 60 seconds
 - Museums → 120 seconds

2. meets_recommended_dwell

- Type: Integer (0 or 1)
-

Deliverable 2: Normalized & Extrapolated Visits

This deliverable provides normalized and census-extrapolated counts organized by point of interest (POI).

Field Name	Description	Data Type	Example
date	Date of the aggregated data	DATETIME	2025-05-01T07:00:00.000Z
placekey	Unique and persistent ID tied to this POI. See Placekey for details on placekey design.	STRING	222@63r-6cs-fmk
location_name	The name of the point of interest	STRING	Hotel Alexandria
top_category	The top level categorization of this point of interest	STRING	Agencies, Brokerages, and Other Insurance Related Activities
sub_category	A more specific category for a point of interest	STRING	Insurance Agencies and Brokerages
brands	Brand name associated with the POI	STRING	Nike
naics_code	North American Industry Classification System-associated 6-digit code	INTEGER	524210
device_count_filtered	Veraset device count with dwell time filtering minima	INTEGER	17
device_count_unfiltered	Veraset device count with no dwell time filtering	INTEGER	34

Field Name	Description	Data Type	Example
extrapolated_count_normalized	JSON object containing normalized visit counts across different aggregation levels	JSON STRING	{"placekey_count":42, "location_name_count":1633, "top_category_count":471736, "sub_category_count":485794, "brands_count":1447, "naics_code_count":492830}

Extrapolated Count Normalized Field Explanation

<https://www.veraset.com/docs/extrapolation-and-normalization>

The **extrapolated_count_normalized** field contains a JSON object with extrapolated and normalized visit counts across six different levels of aggregation:

1. placekey_count

- Description: Raw visit count for this specific POI location
- Granularity: Individual location level
- Example: 42 visits to this specific AAA/CAA branch

2. location_name_count

- Description: Extrapolated count across all POIs with the same location name
- Granularity: Location name level (all branches/locations of same business name)
- Example: 1,633 total visits across all AAA/CAA locations

3. brands_count

- Description: Extrapolated count across all POIs associated with the same brand
- Granularity: Brand level (similar to location_name but may include brand variants)
- Example: 1,447 total visits across all AAA/CAA branded locations

4. sub_category_count

- Description: Extrapolated count across all POIs in the same sub-category
- Granularity: Business sub-category level
- Example: 485,794 total visits across all "Insurance Agencies and Brokerages"
-

5. top_category_count

- Description: Extrapolated count across all POIs in the same top-level category
- Granularity: Business top-category level
- Example: 471,736 total visits across all "Agencies, Brokerages, and Other Insurance Related Activities"

6. naics_code_count

- Description: Extrapolated count across all POIs with the same NAICS code
- Granularity: Industry classification level (NAICS code 524210)
- Example: 492,830 total visits across all businesses with NAICS code 524210

Normalization Methodology

The counts represent extrapolated and normalized values that account for:

- Sampling bias correction: Adjusts for device penetration rates
- Temporal normalization: Standardizes counts across different time periods
- Geographic weighting: Accounts for regional population and device density differences
- Category-specific adjustments: Applies category-appropriate scaling factors