

Datarate Location & Foot Traffic (US) — Data Dictionary

Event-level visit records from a consented US mobile location panel, linked to the Datarate identity graph. Version 2026-10. Panel: ~140M US devices active 5+ days/month (~90M at 10+ days), Sep 2026. Contact: Matt Donahue, VP Data Growth & Partnerships, Datarate.ai.

Delivery

Daily files: preliminary for day D at ~1pm ET on D+1, complete by ~9pm ET on D+4. Parquet (Snappy) on S3 or SFTP, partitioned by country/year/month/day; CSV or JSON on request; API available. Coverage: United States. History: daily from August 2025; earlier history on request. Timestamps in UTC.

Table 1 — location_events (one row per visit)

Field	Type	Description	Example
device_id	string (UUID)	Mobile advertising ID (MAID), hashed to a stable UUID. Joins to identity_linkage.	a3bada9a-3356-5ab6-...
visit_start	timestamp (UTC)	First ping of the visit cluster.	2025-07-31 03:19:09
visit_end	timestamp (UTC)	Last ping of the visit cluster.	2025-07-31 03:20:27
visit_type	string	stay = dwell above threshold at a location; passby = transit through the cell (dwell 0).	stay
dwell_seconds	integer	visit_end – visit_start in seconds. 0 for passby.	78
latitude	decimal (2 dp)	Visit centroid, rounded to 0.01° (≈1 km) for privacy.	42.57
longitude	decimal (2 dp)	Visit centroid, rounded to 0.01°.	-70.90
h3_index	string	Uber H3 cell at resolution 8 (≈0.74 km² hexagon) containing the visit. Primary key for POI joins.	882a300cedfffff
person_id	integer	Persistent person key from the identity graph; de-duplicates across a person's devices.	3595972600

Table 2 — identity_linkage (device ↔ person)

Field	Type	Description
device_id	string (UUID)	Same key as location_events.device_id.
email_md5	string (32 hex)	MD5 of the lower-cased email associated with the device, where known.
email_sha1	string (40 hex)	SHA-1 of the same email.
email_sha256	string (64 hex)	SHA-256 of the same email.
person_id	integer	Person key; joins location, receipt-scan and clickstream datasets.

Table 3 — poi_match (optional; built against the buyer's POI or brand list)

Field	Type	Description
h3_index	string	H3 resolution-8 cell.
poi_id	string	Datarate POI identifier.
poi_name	string	Location name from the buyer-supplied list.
brand	string	Chain / brand name.
parent_company	string	Listed parent where applicable.
ticker	string	Bloomberg ticker of the parent (e.g. WMT.US); blank for private brands.
category	string	Venue category (grocery, QSR, fitness, pharmacy, auto dealer, hotel, healthcare, shopping centre ...).

Notes for analysts

- Filter to visit_type = "stay" and a dwell threshold (e.g. ≥ 120 s) before counting visits; passby rows dominate raw volume.
- No POI database is pre-joined: every row carries lat/lng and h3_index; match to your own POI list (H3 r8 join recommended over point-in-polygon on 2-dp coordinates), or send us the list and we deliver Table 3.
- Count visits per person_id, not device_id, to avoid multi-device double counting.
- Collection parameters and privacy rounding have been constant since collection began; files are not restated.
- Opt-outs (LMT) are removed before delivery; no raw PII is included in any table.