



**mobilewalla**

# Mobilewalla Aggregated Data Dictionary



# Aggregated Data Set

Mobilewalla data is aggregated on a daily and monthly basis. The aggregation is done at a device level and the dataset has 4 primary objects:

## ① App object:

This object aggregates the app data seen on the device on a specific day/month. The aggregation is performed on a unique 'App - Bundle id - Source' combination and contains the below meta data.

Date type	Description	Example 1	Example 2
Device ID	Mobile Advertiser ID (MAID). Also called IFA/IDFA for Apple and ADID/GAID for Android	56ea81eb-bb29-4e73-a0df-2afc86403db4	62bd8ffc-7518-494b-b344-02e902a8a723
App name	Name of the app the device is using	TouchPal2017	SHAREit
Bundle ID	App store ID - platform specific application identifier	com.emoji.keyboard.touchpal	com.lenovo.anyshare.gps
Source ID	Source id of the data (Hashed sourceid)	Sourceid1	Sourceid2
Number of times seen	Number signals received from the device on the specific 'app-bundleid-source' combination	12	21
Number of days seen	Number of days the device was seen on the specific 'app-bundleid-source' combination	1	1
First Seen Timestamp (UTC)	First seen timestamp for the device for the specific 'app-bundleid-source' combination	2018-08-05 17:16:15	2018-08-05 11:29:52
Last Seen Timestamp (UTC)	Last seen timestamp for the device for the specific 'app-bundleid-source' combination	2018-08-05 17:16:17	2018-08-05 11:53:23

## ② Location object:

This object aggregates the Location data seen on the device on a specific day/month. The aggregation is performed on a unique 'Latitude - Longitude - day\_part, city, State, Country, Zip, DMA' combination and contains the below meta data:

Date type	Description	Example 1	Example 2
Device ID	Mobile Advertiser ID (MAID). Also called IFA/IDFA for apple and ADID/GAID for Android	4f481795-89d3-42a0-baff-d0a4aff64a27	0089341d-423b-404e-9d09-74713e4c775c
Latitude	Latitude of device	-6.2948	-2.5603168
Longitude	Longitude of device	106.8808	140.70303
day_part	Part of the day the device was seen on the specific location object. The possible values are - "Work", "Home" or "Other"	Work	Home
City	City of the identified location of device	Jakarta	Jayapura
State	State of the identified location of device	Jakarta	Papua
Country	Country of the identified location of device	Indonesia	Indonesia
Zip	Zip code of the identified location of device	"13550"	" "
Number of times seen	Number signals received from the device on the specific location attribute combination described above	12	21



Number of days seen	Number of days the device was seen on the specific location attribute combination described above	1	1
First Seen Timestamp (UTC)	First seen timestamp of the device on the specific location attribute combination described above	2018-08-05 17:16:15	2018-08-05 11:29:52
Last Seen Timestamp (UTC)	Last seen timestamp of the device on the specific location attribute combination described above	2018-08-05 17:16:17	2018-08-05 11:53:23
DMA [ US Only]	DMA code of the device	-	-

### ③ Carrier object:

This object aggregates the Carrier data seen on the device on a specific day/month. The aggregation is performed on a unique 'Carrier - Connection type' combination and contains the below meta data:

Date type	Description	Example 1	Example 2
Device ID	Mobile Advertiser ID (MAID). Also called IFA/IDFA for Apple and ADID/GAID for Android	4822b756-97a1-4e6c-9329-71db2062bd50	18887d5e-e9bd-45a8-acf3-180d5712a220
Carrier	Device Carrier	Telkomsel	Three Indonesia
Connection Type	Carrier Connection type	CELLULAR	Wifi
Number of times Seen	Number of signals received from the device on the specific 'Carrier - Connection type' combination	92	81
Number of days seen	Number of days the device was seen on the specific 'Carrier - Connection type' combination	1	1
First Seen Timestamp (UTC)	First seen timestamp of the device for the specific 'Carrier - Connection type' combination	2018-08-05 17:16:15	2018-08-05 11:29:52
Last Seen Timestamp (UTC)	Last seen timestamp of the device for the specific 'Carrier - Connection type' combination	2018-08-05 17:16:17	2018-08-05 11:53:23

### ④ Device object:

The object contains the latest device details for the device ID and has the following meta data:

Date type	Description	Example 1	Example 2
Device ID	Mobile Advertiser ID (MAID). Also called IFA/IDFA for Apple and ADID/GAID for Android	002b2128-8265-4e5b-8da2-7337d3e23846	004fbd6d-8aed-4220-8555-babd27637e09
Device Name	Name of the device	iPhone 11	Xperia XZ1
Device Category	Type of Device	Smart phone	Smart phone
Major OS	OS version of the device	ios13	Android 5
Platform	Platform of the device	ios	Android
Manufacturer	Device Manufacturer	Apple	Sony
Year of Release	Year of release for the device	2019	2017
Device Model	Model name/number of device	iPhone 11	G8341
User Agent	Browser details for the device	Mozilla/5.0 (iPhone; CPU iPhone OS 13_3 like Mac OS X) AppleWebKit/605.1.15 (KHTML, like Gecko) Mobile/15E148	Mozilla/5.0 (Linux; Android 5.0; Sony-XZ1-g8341 Build/LRX21V; wv) AppleWebKit/537.36 (KHTML, like Gecko) Version/4.0 Chrome/60.0.3112.116 Mobile/ Safari/537.36