Quadrant
An Appen Company

# LOCATION DATA DICTIONARY

RESOURCE MATERIAL

WWW.QUADRANT.IO

# LOCATION DATA FEED SCHEMA

| Field | Type | Definition | Example |
|---|---|---|---|
| device_id | String | Unique device ad identifier | 8d1437b1-0e2c-462b... |
| id_type | String | Ad ID device type | IDFA (iOS) or ADID (Android) |
| latitude | Float | Latitude of the event | 18.864864 |
| longitude | Float | Longitude of the event | 76.39176 |
| horizontal_accuracy | Float | GPS accuracy in meters | 19 |
| timestamp | Long | Event Unix Timestamp UTC | 1564623910000 |
| ip_address | String | IP address of the event | 157.33.161.132 |
| device_os | String | Device operating system | iOS or android |
| user_agent | String | Web browser & OS version | Mozilla/5.0 (Linux; Android 9) |
| country | String | ISO2 alpha code of event | IN |
| source_id | String | Data source identifier | 24 |
| publisher_id | String | Developer identifier | ebd8eceafe1479f86f75... |
| geohash | String | Alphanumeric location code | eq7664zc1d5 |
| H3 | String | Global hexagonal grid system | 882a107289fffff |
| consent | String | User consent string | 1YN- |
| device_manufacturer | String | Device manufacturer name | Samsung |
| device_model | String | Device model name | SM-G950F |
| country_code | String | ISO2 code device reg country | US |
| timezone | String | Location-based time zone | America / New York |
| state | String | State of the country | North Carolina |

| | | | |
|---|---|---|---|
| vertical_accuracy | Double | Vertical accuracy in meters | 0.5 |
| altitude | Double | Altitude in meters | 1.0 |
| speed | Double | Speed in meters | 1.0 |
| wifi_bssid | String | MAC address of access point | F0:E1:D2:C3:B4:A5 |
| wifi_ssid | String | Name of a wireless network | TP-Link_5GHz |

**Download Data Sample**

Quadrant, an Appen company, is a global provider of privacy first mobile location data and Point of Interest (POI) data.

We deliver validated, trusted, and AI ready mobile location data that helps enterprises, organizations, and innovators understand how people and places interact. Our data powers AI model training, business intelligence, location analytics, and real world decision making across industries.

With coverage across 200+ countries and territories, 1+ billion opted in unique devices, and 50+ billion daily location events, our mobile location data delivers global scale for location intelligence. Our POI data spans 200+ countries and includes 300+ million places with 50+ verified attributes, enabling organizations to build better maps, search experiences, market intelligence, and location based products. We also offer POI validation, enrichment, and enhancement services to improve existing datasets.

As part of Appen, a global leader in AI training data, Quadrant combines global scale, enterprise grade data quality, and privacy first governance to help organizations build the next generation of location enabled products and services.

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