

LOCATION DATA DICTIONARY

RESOURCE MATERIAL



LOCATION DATA FEED SCHEMA



Field	Type	Definition	Example
device_id	String	Unique device ad identifier	8d1437b1-Oe2c-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	FO:E1:D2:C3:B4:A5
wifi_ssid	String	Name of a wireless network	TP-Link_5GHz

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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