

# LOCALLY

## Collected Data Fields



Taxonomies standardize data inputs and outputs to and from your attribution platform to ensure that the analyses, insights and recommendations from your solution map directly to your brand's unique needs and business goals.

Locally.io collects the following fields for iOS /Android as part of our SDK deployments:

Category	Field Name	Description
<b>Device</b>	advertiser_id	Advertiser ID / Identification code of device (Generally iOS or Android)
	batt_level	Reported battery level of the device
	country	Reported device country setting.
	device_model	Reported model of device (ie "iPhone")
	device_os	Reported operating system of device. Generally Android or iOS.
	device_version	Reported device operating system version.
	manufacturer	Reported device manufacturer
	user_agent	The "User-Agent" header field contains information about the user agent originating the request. User-Agents consist of one or more product identifiers and optional versions
<b>LOCATION</b>	altitude	Altitude of device at the time of entry (or last recorded value) measured in meters.
	heading	Heading of device at the time of entry (or last recorded value). The heading of a user's device is its current orientation relative to magnetic or true north.
	heading_accuracy	Uncertainty for the reported heading given in degrees.
	heading_available	A boolean true / false indicating if the heading field is available on the device.
	horizontal_accuracy	Radius of uncertainty for the reported location given in meters.
	latitude	Latitude of device at the time of entry (or last recorded value) measured in degrees relative to Equator.
	longitude	Longitude of device at the time of entry (or last recorded value) measured in degrees relative to Prime Meridian.
	mock	Yes/No value indicating whether the app is running with an emulator (Yes) or live (No).
	speed	The instantaneous speed of the device measured in meters per second
vertical_accuracy	Radius of uncertainty for the reported location given in meters.	

<b>CONNECTIVITY</b>	bluetooth_connected	A boolean true / false indicating if the device is connected to another device via Bluetooth.
	bluetooth_devices	List of Bluetooth device names visible from device.
	bluetooth_enabled	A boolean true / false indicating if bluetooth is enabled on the device.
	bluetooth_name	The Bluetooth name of the device
	carrier_name	The name of the user's currently connected cellular service provider
	connection_type	Value indicating how the device connects to the internet.
	ipv4	Internet Protocol (IP) address of device at time of the entry in v4 format.
	ipv6	Internet Protocol (IP) address of device at time of the entry in v6 format.
	wifi_bssid	Basic Service Set identifier or "name" of connected Wi-Fi Network at time of entry.
	wifi_ssid	Service Set Identifier or "name" of connected Wi-Fi Network at time of entry.
<b>APPLICATION/ SDK</b>	app_name	The name of the application housing the Discover SDK.
	background	A boolean true / false to denote if this record was collected in the background or foreground.
	publisher_id	Internal identifier for mobile application publisher.
	sdk_version	Internal version identifier for Discover SDK.
	device_timestamp	Timestamp observed on device.
	local_timestamp	Local time observed on the device.
	utc_timestamp	UTC timestamp of impression.
<b>USER</b>	Opt_out	A boolean true / false to indicate if the user has "opted out" of location tracking.