

DMP Profile

Until now we should already know what is DMP, how it works, where it is used and etc. However, it is not clear what **data points** are being collected. This table includes all the data points that are being collected into the DMP user profile.

DMP profile is stored for ever. Unless the user isn't seen in the **last 30 days**. If this happens then the DMP profile is **deleted**. However, if the user is constantly seen browsing online then it will stay in our DMP.

Even though a DMP profile can stay in our DMP for ever some parts of the DMP profile is deleted after certain period of time. **Country, city, tmpCity, deviceModelIds, operatorModelIds, keywords, connection type, siteld** parts are kept in the profile for **60 days** if they are not updated constantly. For example a user can visit a country and if the country won't be visited within 60 days, then the information will be deleted. However, if the user is constantly visiting the country then the information will stay in the profile.

Technical name	Explanation
dmpId	User identifier. Mobile advertising ID on apps, cookie ID on web
countries	list of countries DmpID was seen in
countrySeenTime	Last seen time DmpID was seen in country
cities	List of cities DmpID was seen in, based on GPS data
citySeenTime	Last seen time DmpID was seen in a city

tmpCities	list of cities DmpID was seen in, based on all other data (IP, user input, etc)
tmpCitySeenTime	Last seen time DmpID was seen in TmpCity
yobs	Years of birth. Can be multiple depending on user input
genders	Genders. Can be multiple depending on user input
pageViews	Total number of page views
operatorPageViews	Shows how many page views per day each operator ID has
operatorIds	Telco operator IDs
operatorSeenTime	Last seen time for operator
operatorFirstSeenTime	First seen time for operator
modelIds	Device model
modelSeenTime	Last time device model was seen with DmpID
operatorModelIds	what device was used with specific operator
operatorModelSeenTime	When was the last time device was seen

keywords	Verticals or interest categories, e.g. https://storage.googleapis.com/adx-rtb-dictionaries/publisher-verticals.txt
keywordSeenTime	last seen time for keyword
connectionTypes	How users connected to internet. 2G, 3G, 4G, wifi, etc
connectionTypeSeenTime	last seen time per connection type
deviceId	Legacy. Original Device ID of the user. matches DmpID.
siteIds	Internal site ID where user was browsing. Might be converted to exact app bundle or site domain
siteSeenTime	When was the last time user visited a specific site.
firstSeen	First time DmpID was seen
lastSeen	last time DmpID was seen
isOperaMini	Legacy. Deprecated
lastAvg	number of page views per day

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