

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 |

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|-----------------------|---|
| 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 |

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|------------------------|---|
| 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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