

Data Feeds Available for Licensing

App Activity

Contains consented information about activities that a device is performing in an application, from the install through post install events. Post install event data may not be available for all apps.



device id value
device id type
activity timestamp
app bundle id
app name
activity name

spend usd
ip address
country code
hardware type
user agent
device make

device model
marketing name
os
os version
consent

App Graph

Contains consented summary/historical information on which applications are installed on a device, helping to understand app and brand affinity trends.



device id value
device id type
first reported datetime
last reported datetime

app bundle id
app name
app category
country code
consent

CTV Devices

Contains consented metadata about connected TV (CTV) devices, including the device ID, device type, IP address, and more.



device type
device id
ip address
hardware type

device manufacturer
timestamp

Device Attributes

Contains consented metadata about mobile devices, including the device make, model, operating system (OS), user agent, and more. Ask about our Mobile Carrier data for enhanced device insights.



device id value
device id type
hardware type
user agent
device make

device model
marketing name
os
os version
screen width
screen height
screen ppi
consent

Interest & Behavior

Contains consented mobile devices classified into interest and behavior segments based on the Interactive Advertising Bureau's (IAB's) Content Taxonomy.



device id value
device id type
timestamp
interest taxonomy
interest category

interest name
consent

Mobile-to-Email Linkages

Contains consented mobile devices associated with hashed email addresses. The types of hashing utilized are MD5, SHA1, and SHA256. Raw email addresses are not available. Ask about our weekly data feed of cleansed linkages.



device id value
device id type
country code
md5 hashed email
sha1 hashed email

sha256 hashed email
consent

Precision Location

Contains privacy-preserving precision GPS location data for mobile devices offering insights into location visitation, footfall traffic trends, and more.

Privacy-preserving location intelligence powered by Privacy Block™.



device id value
device id type
activity timestamp
latitude
longitude

horizontal accuracy
ip address
country code
country name

geo hash
consent

Primary IP

Contains current and applicable, non-cellular IP addresses and associated mobile devices using our proprietary algorithm.



device type
device id
primary ip address
timestamp
country code

Transactional

Contains consented device level data combined with details of IP address, user agent, and timestamp of an app event.



device id value
device id type
activity timestamp
ip address
country code

user agent
consent

Diversify your data sourcing strategy with The Collective.
Contact Sales@CollectiveData.io for a free consultation, data sample,
and/or our complete data dictionary.