



A Trusted, Privacy-First Data Marketplace

The largest brands in the world look to The Collective for their data needs.



Device Attributes

A premium data feed from The Collective

The **Device Attributes** data feed contains consented metadata about mobile devices, including the device make, model, operating system (OS), user agent, and more.

Gain insights into mobile device metadata with The Collective.

How are other companies leveraging **Device Attributes** data?

WAYS TO LEVERAGE DEVICE ATTRIBUTES:

- Identify consumer patterns and trends (eg. device lifecycle, flagship vs. budget model market share, and other intelligence) for business forecasting.
- Combine with carrier data to identify wireless customers with aging device models and propensity to upgrade.
 - Power business intelligence and predictive modeling for Original Equipment Manufacturers (OEM) of connected devices.

Available Platform/OS and Device Types include



ANDROID:

SAMSUNG



OPPO



VIVO

HARMONY:



GAIN INTELLIGENCE ON CONSUMER DEVICE PREFERENCES ACROSS

10B+

ALL-TIME DEVICE PROFILES

1 BILLION+ UNIQUE MONTHLY DEVICE PROFILES

1 BILLION+ MONTHLY ACTIVE USERS

DATA FEED PARAMETERS

- 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

Diversify your data sourcing strategy with The Collective.

Contact Sales@CollectiveData.io for a free consultation, data sample, and/or our complete data dictionary.