

Standard Feed

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The Log-Level Standard Feed provides data on your managed publishers' and/or your managed advertisers' transacted impressions and the resulting clicks and conversions. The feed contains one row per transacted impression, click, or conversion. If you use impression and clicktrackers, the feed will also contain one row per impression tracker or clicktracker event.

The AppNexus internal name for this feed is `standard_feed`.

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Sequence

The columns below are listed in the same order in which they appear in the log-level feed file (top to bottom here, left to right in the file).

Data Visibility and "NULL" values

All columns are always included, but you can only see data about your own transacted impressions. The "Visibility" column tells you who sees a particular column in any given transaction (e.g., both buyers and sellers, just buyers, or just sellers). Columns that are not visible will be shown as "NULL."

"NULL" may be returned in cases when:

- You are a buyer in the transaction but the field is a seller-related field (or vice versa).
- The seller on the impression has visibility settings that hide the value of that field from buyers (assuming you are a buyer in this transaction).
- The data is not available.

Recommended Precisions / Lengths of Data Types

In the [Columns](#) table below, some values in the **Type** column contain a recommended precision or length in parentheses. For example, `string(100)` means "this string is probably (but not guaranteed to be) less than or equal to 100 characters in length".

For integers, the sizes are described in the [Integer Key](#) section.

For `numeric` (floating point) data types, we recommend being able to accept a precision of (18,6), meaning that we expect there to be a maximum total of 18 digits: 12 to the left of the decimal point, and 6 to the right.

For `string` data types, the recommended length of the field varies depending on the field. See the table below.

These are Recommendations, not Guarantees

The data *types* are meant to be accurate as documented. However, the recommended *precision* or *length* for a given data type should

not be read as a guarantee. For example, a string or numeric column's value may exceed the suggested length or precision listed on this page.

The recommendations are intended to help you build your system to ingest this data. You may need to do additional processing on the output of the Standard Feed to make it work with your particular integration.

Integer Key

- tinyint = 1 byte (8 bit)
- smallint = 2 byte (16 bit)
- int = 4 byte (32 bit)
- bigint = 8 byte (64 bit)

Columns

Column Index	Column Name	Type	Description
01	auction_id_64	bigint	The AppNexus unique auction identifier.
02	date_time	UNIX Epoch time	The time and date of impression (e.g., 1526 translated to <i>Friday, May 11, 2018 4:52:41 F</i> Timestamps: If your log-level data is provided in protobuf format, the values will be supplied as a string (e.g., "1526"). If log-level data is provided in protobuf format, the values will be supplied in UNIX Epoch time.
03	user_tz_offset	tinyint	The time zone of user vs. UTC. Useful for date calculations.
04	creative_width	smallint	The width of the creative.
05	creative_height	smallint	The height of the creative.
06	media_type	tinyint	The general display style of the creative, classified by creative subtype IDs to their names and parent media IDs.
07	fold_position	tinyint	The placement position relative to fold. Possible values: 0 = Unknown 1 = Above 2 = Below

08	event_type	enum	<p>Possible values:</p> <ul style="list-style-type: none"> • imp = impression • click • pc_conv = Post-click conversion • pv_conv = Post-view conversion
09	imp_type	tinyint	<p>The type of impression. Possible values:</p> <p>1 = Blank: "200 OK" response (blank) served</p> <p>2 = PSA: A public service announcement served eligible.</p> <p>3 = Default Error: A default creative served because was eligible.</p> <p>4 = Default: A default creative served because was eligible.</p> <p>5 = Kept: One of your managed advertisers served</p> <p>6 = Resold: The impression was sold to a third party</p> <p>7 = RTB: Your creative served on third-party</p> <p>8 = PSA Error: A public service announcement served</p> <p>9 = External Impression: An impression from a third party</p> <p>10 = External Click: A click from a click track</p> <p>11 = Insertion: Your creative served on third-party page-loads and sessions.</p>
10	payment_type	tinyint	<p>The method by which the buyer is paying for</p> <p>-1 = No payment</p> <p>0 = CPM</p> <p>1 = CPC</p> <p>2 = CPA</p> <p>3 = Owner CPM</p> <p>4 = Owner revshare</p>
11	media_cost_cpm	numeric	<p>For buyers, the amount (in USD) * 1000 that</p> <p>For sellers, the amount (in USD) * 1000 paid</p>

12	revenue_type	tinyint	<p>The method by which the buyer network gets method by which the seller network was paid</p> <p>-1 = No payment 0 = Flat CPM 1 = Cost Plus CPM 2 = Cost Plus Margin 3 = CPC 4 = CPA 5 = Revshare 6 = Flat Fee 7 = Variable CPM (vcpm) 8 = Estimated CPM (est_cpm)</p>
13	media_cost	numeric	The gross CPM amount (in USD) paid by the reductions).
14	buyer_bid	numeric	<p>This column returns different values for buye USD).</p> <ul style="list-style-type: none"> • For buyers, this is the raw value submitte fees, commissions, etc. It will be greater the buyer (buyer_spend). • For sellers, this value is the bid that was subtraction of fees, commissions, etc. • For managed transactions (imp_type = because bid and price reductions are not
15	ecp	numeric	The estimated clear price for placement tag, currency is specified.
16	eap	numeric	The estimated average price for placement t currency is specified.
17	is_imp	int	<p>Possible values:</p> <p>0 = False 1 = True</p>
18	is_learn	tinyint	<p>Possible values:</p> <p>0 = Base Bid 1 = Learn 2 = Optimized</p>

19	predict_type_rev	tinyint	<p>The optimization phase of the bid. Possible values:</p> <ul style="list-style-type: none"> -2 = No predict phase -1 = Base predict phase 0 = Learn giveup 1 = Learn 2 = Throttled 3 = Optimized 4 = Biased 5 = Optimized 1 8 = Optimized giveup 9 = Base bid below giveup
20	user_id_64	bigint	<p>The AppNexus 64-bit User ID stored in the AppNexus cookies. If an AppNexus does not have a match for this user ID in AppNexus cookies. It will be -1 for opt-out users.</p> <div style="border: 1px solid red; padding: 5px; margin-top: 10px;"> <p>This field has been deprecated from the AppNexus (due to compliance with GDPR) but is still available for legacy users. See Changes to Log-Level Data and Consent.</p> </div>
21	ip_address	string(40)	<p>The IP address of user.</p> <div style="border: 1px solid red; padding: 5px; margin-top: 10px;"> <p>This field has been deprecated from the AppNexus (due to compliance with GDPR), but is still available for legacy users. See Changes to Log-Level Data and Consent.</p> </div>
22	ip_address_trunc	string(40)	The IP address of user with the last octet removed.
23	country	string(2)	The geographic country of the impression passed. Uses two-letter country codes.
24	region	string(2)	The geographic region of the impression passed. Uses two-letter codes for US and Canadian regions, and FIF for other regions.
25	operating_system	tinyint	The ID of operating system version. To map browser IDs to OS versions, use the Operating System Extended Service .
26	browser	tinyint	The ID of the browser. To map browser IDs to browser versions, use the Browser Extended Service .
27	language	tinyint	The ID of the language. To map language IDs to language versions, use the Language Extended Service .

28	venue_id	int	The venue is a combination of domain, site, and optimization system used to determine bid value.
29	seller_member_id	int	The member ID of the seller.
30	publisher_id	int	The ID for the publisher of the placement. Buy a name using the Inventory Resold Service is publisher. Exposure to buyer depends on the
31	site_id	int	The ID for site associated with placement. Created by the seller member who owns the site. Exposure to buyer depends on visibility profile.
32	site_domain	string(100)	The most granular identifier of the site that works with supply partner, ex: doubleclick.com ; network say resold inventory). Exposure to buyer depends on
33	tag_id	int	The ID of placement tag of the impression. Created by the seller member who owns the tag. Exposure to buyer depends on visibility profile.
34	external_inv_id	int	An optional code passed in the query string to get details, see External Inventory Code Service
35	reserve_price	numeric	The reserve price for the placement (in USD)
36	seller_revenue_cpm	numeric	The amount (in USD) the seller is paid for the impression (CPC) or 4 (CPA), revenue will appear in this conversion row (as determined by event_type). CPM, so to calculate the revenue for the spend 1000. <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p>This field is also calculated for imp_type = 6. If you wish to calculate total revenue from resold inventory, use seller_revenue_cpm only for imp_type = 6.</p> </div>
37	media_buy_rev_share_pct	numeric	The publisher revenue share or the percentage of revenue paid to its publisher. This is a fraction between 0 and 100, representing a percentage value.
38	pub_rule_id	int	The ID for the publisher rule, which is set up by the publisher.

39	seller_currency	string(3)	The currency used by the seller.
40	publisher_currency	string(3)	The currency in which publisher is paid.
41	publisher_exchange_rate	numeric	The exchange rate (publisher currency: USD)
42	serving_fees_cpm	numeric	The serving fees in addition to media costs t
43	serving_fees_revshare	numeric	The revenue share in addition to media costs
44	buyer_member_id	int	The member ID of the buyer. Possible value: 1 = Blank. The buyer_member_id and cre 2 = PSA. The AppNexus PSA member_id d 3 or 4 = Default Error or Default. The selle
45	advertiser_id	int	The ID of the advertiser.
46	brand_id	int	The ID for brand of the creative.
47	advertiser_frequency	int	The advertiser-level frequency (times they ha
48	advertiser_recency	int	The advertiser-level recency in minutes (how ad from this advertiser).
49	insertion_order_id	int	The ID for insertion order if used.
50	line_item_id	int	The identifier of line item.
51	campaign_id	int	The ID of the campaign.
52	creative_id	int	The ID of the creative served.
53	creative_freq	int	The creative-level frequency (times the user
54	creative_rec	int	The creative-level recency in minutes (how l this creative ad).
55	cadence_modifier	numeric	The cadence modifier for the impression, wh multiplied.
56	can_convert	tinyint	If impression has conversion pixels associat
57	user_group_id	int	Used if advertiser separates users into group

58	is_control	tinyint	Whether the creative served is a control creat <ul style="list-style-type: none"> • 0 = test impression • 1 = control impression • 2 = no cookie user. (AppNexus does not the size of test and control groups).
59	control_pct	numeric	The percentage of impressions that are cont
60	control_creative_id	int	The ID of the control creative, if a control cre
61	is_click	int	Indicates if the creative was clicked. Possible 0 = False 1 = True NULL = No information available
62	pixel_id	int	The ID of conversion pixel.
63	is_remarketing	tinyint	Used to indicate that a new segment pixel is
64	post_click_conv	int	Used to identify a row that is a post click con
65	post_view_conv	int	Used to identify a row that is a post view con
66	post_click_revenue	numeric	The advertiser post click revenue (in USD).
67	post_view_revenue	numeric	The advertiser post view revenue (in USD).
68	order_id	string(36)	An optional value passed in by buyer on con eter. For more details, see Conversion Pixel:
69	external_data	string(30)	An optional extra data passed in by buyer or eter. For more details, see Conversion Pixel:
70	pricing_type	string(3)	The line item pricing type, or how the buyer r cpm, cpc).
71	booked_revenue	numeric	The amount (in USD) earned by network on
72	booked_revenue_adv_curr	numeric	The same amount as booked revenue dollar currency. For example, if your advertiser pay advertiser_currency field to look up the
73	commission_cpm	numeric	Commission (in USD) if used in the UI or AP
74	commission_revshare	numeric	Commission (in USD) if used in the UI or AP

75	auction_service_deduction	numeric	The amount (in USD) deducted from the bid
76	auction_service_fees	numeric	The amount (in USD) charged charged for p AppNexus does not have a revshare agreem
77	creative_overage_fees	numeric	The amount (in USD) charged if the creative dollar amount.
78	clear_fees	numeric	The amount (in USD) charged for facilitating
79	buyer_currency	string(3)	The currency used by the buyer.
80	advertiser_currency	string	The currency used by advertiser.
81	advertiser_exchange_rate	numeric	The exchange rate on day of event. Rate is t currency fields provided in the advertiser cur fix), use this rate to convert the value into US
82	latitude	string	The latitude of the user's location, when GP\$ Expressed in the format "snn.ddd,snn.ddd", 1 south is represented as negative. There can precision. <div style="border: 1px solid red; padding: 5px; margin-top: 10px;"> <p>This field has been deprecated from th compliance with GDPR), but is still ava Changes to Log-Level Data and Consc</p> </div>
83	longitude	string	The longitude of the user's location, when Gl Expressed in the format "snn.ddd,snn.ddd", 1 west is represented as negative. There can t precision. <div style="border: 1px solid red; padding: 5px; margin-top: 10px;"> <p>This field has been deprecated from th compliance with GDPR), but is still ava Changes to Log-Level Data and Consc</p> </div>

84	device_unique_id	string	<p>The unique identifier representing the mobile type of unique device identifier:</p> <ul style="list-style-type: none"> 0 = IDFA (Apple ID for Advertising) 1 = SHA1 2 = MD5 3 = ODIN 4 = OPENUDID 5 = AAID (Android Advertising ID) 6 = WINDOWSADID (Microsoft Advertising I <div style="border: 1px solid red; padding: 5px; margin-top: 10px;"> <p>This field has been deprecated from th compliance with GDPR), but is still ava Changes to Log-Level Data and Consc</p> </div>
85	device_id	int	The model ID of the mobile device. To map r Model Service .
86	carrier_id	int	The ID of the carrier associated with the mot use the Carrier Service
87	deal_id	int	The Deal ID associated with this impression.
88	view_result	enum	<p>The AppNexus viewability measurement res</p> <ul style="list-style-type: none"> 0 = VIEW_UNKNOWN 1 = VIEW_DETECTED 2 = VIEW_NOT_DETECTED 3 = VIEW_NOT_MEASURABLE -1 = UNKNOWN <div style="border: 1px solid green; padding: 5px; margin-top: 10px;"> <p>For more details about viewability, see login required).</p> </div>

89	application_id	string	The ID of the mobile application (if applicable)
90	supply_type	enum	The type of supply. Possible values: 0 = WEB 1 = MOBILE_WEB 2 = MOBILE_APP 5 = TOOLBAR
91	sdk_version	string	The version of the SDK (e.g., "3.3.0", "sdkan
92	ozone_id	int	Deprecated. The ID of the optimization zone
93	billing_period_id	int	The ID of the billing period under which the i
94	view_non_measurable_reason	int	The reason an impression could not be mea: 0 = N/A. The impression was measured for v 1 = SCRIPT_NOT_SERVED. The viewability For example, on mobile-app inventory. 2 = NO_SCRIPT_CALLBACK. The viewabili no callback/event was received. For example creative was served. 3 = TECHNICAL_LIMITATION. The viewabil unable to measure for a technical reason. Fo Flash disabled. -1 - UNKNOWN. The reason is unknown. For more information regarding viewab tomer login required).

95	external_uid	string(100)	<p>Specifies a string that corresponds to an external ID for the ad call by the seller.</p> <div style="border: 1px solid red; padding: 5px; margin-top: 10px;"> <p>This field has been deprecated from the spec (due to compliance with GDPR), but is still available for some integrations. For more information, see Changes to Log-Level Data and C</p> </div>
96	request_uuid	string(36)	Specifies a unique identifier for the request. This is the same as <code>auction_id_64</code> . For most integrations (and some OpenRTB integrations), represents all
97	dma	int	Specifies the ID of the designated market area (DMA) or Market Area Service to look up the area as
98	city	int	The ID of the city for this impression. Use the <code>city</code> field associated with the ID.
99	mobile_app_instance_id	int	Specifies the ID of the mobile app instance for this impression. Use the Instance Service to look up the mobile app in
100	traffic_source_code	string(100)	Specifies the external source of the third party
101	external_request_id	string(100)	Specifies the seller's own version of request ID for this impression back to their own data feeds.
102	deal_type	int	<p>Specifies the type of deal:</p> <ul style="list-style-type: none"> • 1 = open auction • 2 = private auction
103	ym_floor_id	int	The ID of the yield management floor that was used for this impression. Use the Management Floor Service to look up the flo
104	ym_bias_id	int	The ID of the yield management bias that was used for this impression. Use the Management Bias Service to look up the bia
105	is_filtered_request	int	<p>Specifies whether or not the event was filtered:</p> <ul style="list-style-type: none"> 0 = event was not filtered 1 = event was filtered
106	age	int	The age of the user, if known
107	gender	string(1)	The gender of the user, if known. Possible values are

108	is_exclusive	int	Specifies which types of bids were eligible to win 0 = Both managed and non-managed bids were eligible to win 1 = Only managed bids were eligible to win
109	bid_priority	int	Specifies the campaign or line item's priority (managed impressions). For all other impressions, the priority defaults to 5.
110	custom_model_id	int	The id of the custom model used in the auction. Defaults to 0.
111	custom_model_last_modified	int	The date and time (in Unix Epoch time) since the auction was last modified. If no model was used, this field is null.
112	custom_model_leaf_name	string	The leaf_name specified in the leaf that defined the model, or if a model was not used, this field is null.
113	data_costs	numeric	Total data costs (in USD) the buyer paid for this auction.
114	device_type	int	The type of device. Possible values are: <ul style="list-style-type: none"> • 0 = Other Devices • 1 = Desktops and Laptops • 2 = Mobile Phones • 3 = Tablets • 4 = TV • 5 = Game Console • 6 = Media Players • 7 = Set Top Box
115	postal_code	string	The postal code of the user's location. For privacy, this field is truncated to 5 characters.
116	imps_for_budget_caps_pacing	int	The total number of impressions from the managed campaign used to calculate budget caps pacing.
117	hashed_user_id_64	bytes	The hashed version of the AppNexus 64-bit user ID. In certain cases where AppNexus is unable to target users via their hashed user ID, this field is null. In other cases, AppNexus may not be able to target users via their hashed user ID. In these cases, user frequency is calculated using the hashed user ID. For more information, see the user frequency section. <pre> user_id_64: XXXXXXXX304391387YYYY hashed_user_id_64: 0000f47b074866470613d9397f0bd7efa78 </pre>

119	latitude_trunc	string	<p>The truncated value (limited to 3 decimal places) when GPS data is available from a mobile device, in the format "snn.ddd,snn.ddd". For example:</p> <ul style="list-style-type: none">• +12.345 or• -45.123 (where south is represented as negative)
120	longitude_trunc	string	<p>The truncated value (limited to 3 decimal places) when GPS data is available from a mobile device, in the format "snn.ddd,snn.ddd". For example:</p> <ul style="list-style-type: none">• +12.345 or• -45.123 (where west is represented as negative)