

## VISIT Match Data Dictionary

Field	Description	Data Type	Example	Included
utc_timestamp	Timestamp of the event in UTC standard	timestamp [utc_timestamp yyyy-MM-dd HH:mm:ss]	2/10/20 9:44 PM	Yes
idfa	The unique identifier for a mobile device. Constitutes IDFA and ADID - iOS and Android	string	000003ef-ee9b-47f8-82e2-65e4fcaa3ee2	Yes
os	The operating system of the device "iOS" or "android"	string	android or ios	Yes
ip_address	The IP address of the event	string	172.58.140.139	Yes
placeID	The unique identifier for a business location It is the Reveal's internal ID for a place	integer	3346869	Yes