Log Level Data

Fields

Index	Field Name	Field Data Type	Field Description
1	ymdh	timestamp	Timestamp of the event, in UTC, in ISO format. The character "T" serves as the separator between Date and Time parts. Format: YYYY-MM-DDTHH:MM:SS
2	account_id	int	SpringServe account ID
3	supply_tag_id	int	SpringServe supply tag ID
4	demand_tag_id	int	SpringServe demand tag ID
5	campaign_id	int	SpringServe campaign ID
6	line_item_id	int	Currently not used
7	creative_id	int	Currently not used
8	auction_id	String (UUID)	Unique ID identifying an auction; different events can be tied together through their auction ID
9	user_id	String (UUID)	User's SpringServe cookie ID
10	user_ip	String	IP address of the user
11	user_agent	String	Full user-agent string of the user

12	transaction_type	int	SpringServe transaction type for this event
			• 1 - In-Network/Managed (no direct-connect),
			  • A supply tag in your SpringServe account sold to a demand tag in your SpringServe account
			• 2 - DC-Sold
			  • The initial incoming ad request was to a (non-direct-connect) supply tag in your account, and was sold (via direct-connect) to another SpringServe account.
			• 3 - DC-DC
			  • Your account bought from another SpringServe account (via direct-connect) and then sold to another SpringServe account (via direct-connect)
			• 4 - DC-Bought
			  • A direct-connect supply tag bought from another SpringServe account, and sold to a non-direct-connect demand tag in your account.

13	country	String (max length 2)	Country code (e.g. "US", "GB", "DE")
14	full_page_url	String	Full-page url that is declared on the incoming ad request.
15	declared_domain	String (max length128)	Declared domain on the incoming ad request.
16	detected_domain	String (max length 128)	Domain detected by our VPAID that the player is on.
17	declared_player_size	String (max length 7)	Declared player size. Sizes are based on width and are defined by the following boundaries: • <= 0 - "unknown" • 1 <= w <= 249 - "x-small" • 250 <= w <= 349 - "small" • 350 <= w <= 500 - "medium" • 501 <= w <= 799 - "large" • 800 <= w - "x-large"
18	detected_player_size	String (max length 7)	Player size detected by our VPAID. Same boundaries as declared_player_size
19	key_values	JSON	Key:Values associated with the event. This field is a JSON object with String keys and String values, e.g. `{"our_campaign_id": "123", "user_segment": "high_value_users"}`
20	usable_requests	int	Incoming ad request to a supply tag that has passed global blacklist, supply tag targeting, and pre-bid IVT filtering (if applicable)

21	blocked_requests	int	Event is a request blocked by account or supply tag targeting
22	PLACEHOLDER	NULL	Placeholder - column will always be NULL
23	flash_opportunities	int	Our flash VPAID is loaded + initialized by the player (or parent VPAID)
24	js_opportunities	int	Our JS VPAID is loaded + initialized by the player (or parent VPAID)
25	flash_impressions	int	Impression served (flash VPAID)
26	js_impressions	int	Impression served (JS VPAID)
27	flash_errors	int	Error our flash VPAID fires before closing. Common causes include: • No impressions serve in the waterfall • Player or parent VPAID times our VPAID out
28	js_errors	int	Error our JS VPAID fires before closing. Common causes include: • No impressions serve in the waterfall • Player or parent VPAID times our VPAID out
29	clicks	int	Video ad is clicked on by user
30	cost	numeric (16,10)	Media cost the SpringServe account pays the supply partner (for this event)
31	revenue	numeric (16,10)	Revenue the SpringServe account is paid by the demand partner (for this event)
32	third_party_fees	numeric (16,10)	Any third party fees for the demand partner (for this event)
33	vpaid_time_on_page	bigint	Measures how long our VPAID was on the page before being timed out by the player. Note: this is only recorded for the supply_timeouts event. Some players may erase our IFRAME from the page before timing us out, in which case a supply timeout cannot be recorded.
34	player_starts	int	Event is fired when the video player on the page starts up (via a SpringServe pixel placed in the HTML player code that is fired when the player is initialized)
35	first_quartile	int	Video ad has played through 1/4 of its duration.
36	second_quartile	int	Video ad has played through 1/2 of its duration.
37	third_quartile	int	Video ad has played through 3/4 of its duration.
38	fourth_quartile	int	Video ad has played through its entire duration.
39	missed_opportunities	int	A usable request that we cannot attempt to fill, due to all demand in the waterfall failing targeting
40	supply_timeouts	int	Player or parent VPAID times out our VPAID
41	supply_response_time	bigint	The amount of time it took for our VPAID to fill an impression on the supply tag
42	ad_requests	int	(Demand-side event) Fired any time our VPAID requests a demand tag's VAST endpoint URL
43	has_ads	int	(Demand-side event) VAST endpoint URL responds with a non-empty VAST response
44	opportunities	int	(Demand-side event) Indicates the VPAID received a non-empty VAST response / media file back from VAST endpoint URL, and initiated it
45	errors	int	(Demand-side event) Indicates an error occurred with the demand tag. Most common case is due to the demand not filling or our VPAID timing out the demand tag
46	opportunity_response_time	bigint	(Demand-side metric) Amount of time it takes for the demand tag to fill an impression. This is the time between an ad_request event and an impression event.
47	opportunity_timeouts	int	(Demand-side event) When our VPAID times out a demand tag for taking too long to find an ad
48	device_id_hashed	String (max 40)	User device identifier for Mobile and Connected TV's, stored hashed for privacy compliance
49	pc_user_id	String (max 128)	
50	bidder_requests	int	Count of bid requests made to a PC bidder(s)

51	dma_id	int	
52	postal_code	String (max 16)	
53	state	String (max 7)	
54	City	String (max 64)	
55	starts	int	Video ad started
56	app_name	String (Max 256)	App name as it is sent from the supply request
57	app_bundle	String (Max 256)	App bundle as it is sent in the supply request
58	node	String (Max 64)	
59	bids	int	Count of bids returned by a PC bidder(s)
60	bidder_wins	int	Count of winning bids returned by a PC bidder(s)
61	ap_slots_count	int	Count of ad slots available in an ad pod. Determined by the UI settings or the POD_AD_SLOTS macro
62	ap_slots_opportunity	int	Count of available ads in the VAST request
63	ap_slots_seconds_available	int	(Pod Avail Time) Sum of seconds available in an ad pod. Determined by the UI settings or the POD_MAX_DUR macro
64	ap_slots_opportunity_seconds	int	(Pod Opp Time) Sum of opportunities in seconds
65	ap_slots_seconds_filled	int	(Pod Fill Time) Sum of impressions in seconds served
66	ad_seconds	int	Sum of seconds of ads that returned a non-empty VAST in demand tags
67	supply_router_id	int	SpringServe router ID
68	event_type	String (Max 128)	
69	fallback_parent_supply_tag_id	int	Supply tag ID that did not fill, resulting in a request to its fallback tag in a router
70	router_usable_requests	int	Sum of incoming ad request to a router that have passed global blacklist, supply partner and router targeting, and pre-bid IVT filtering (if applicable)
71	router_missed_opportunities	int	Sum of router requests for which no supply tag was eligible to be requested
72	routed_missed_requests	int	Sum of supply tag requests that were missed in a router due to supply tag targeting
73	ap_ad_seconds	int	Sum of seconds of ads that were requested in a supply tag
74	ap_demand_opportunity_seconds	int	The Sum of seconds that the Demand tag had an opportunity