

# 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 <ul style="list-style-type: none"><li>1 - In-Network/Managed (no direct-connect),<ul style="list-style-type: none"><li>A supply tag in your SpringServe account sold to a demand tag in your SpringServe account</li></ul></li><li>2 - DC-Sold<ul style="list-style-type: none"><li>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.</li></ul></li><li>3 - DC-DC<ul style="list-style-type: none"><li>Your account bought from another SpringServe account (via direct-connect) and then sold to another SpringServe account (via direct-connect)</li></ul></li><li>4 - DC-Bought<ul style="list-style-type: none"><li>A direct-connect supply tag bought from another SpringServe account, and sold to a non-direct-connect demand tag in your account.</li></ul></li></ul> |
| 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 length 128) | 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: <ul style="list-style-type: none"><li>&lt;= 0 - "unknown"</li><li>1 &lt;= w &lt;= 249 - "x-small"</li><li>250 &lt;= w &lt;= 349 - "small"</li><li>350 &lt;= w &lt;= 500 - "medium"</li><li>501 &lt;= w &lt;= 799 - "large"</li><li>800 &lt;= w - "x-large"</li></ul>  |
| 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.<br><pre>{ "our_campaign_id": "123", "user_segment": "high_value_users" }</pre>   |
| 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: <ul style="list-style-type: none"> <li>No impressions serve in the waterfall</li> <li>Player or parent VPAID times our VPAID out</li> </ul>   |
| 28 | js_errors                 | int              | Error our JS VPAID fires before closing. Common causes include: <ul style="list-style-type: none"> <li>No impressions serve in the waterfall</li> <li>Player or parent VPAID times our VPAID out</li> </ul>  |
| 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.<br><br>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  |