sovrn

Sovrn Hashed Email Event Feed Delivery Spec Sheet

DATA DESCRIPTION

Hashed Email data is collected by Sovrn pixels in email registration and open events only in the USA. Hashed emails provide opportunities for ID mapping, onboarding, and more.

DATA DELIVERY OPTIONS

- Delivery Method Options:
  - Sovrn can deliver to partner S3 bucket
  - Partner can pick up data from Sovrn SFTP
- Delivery Cadence Options:
  - Hourly - Data arrives up to 2 hours after the event, and the hourly batches can be delivered to either an hourly or a daily folder.

FORMATTING

- Format available:
  - .csv
  - .tsv
  - snappy.parquet
  - json
- .csv and .tsv files do **not** contain headers
- Data is deduplicated across all fields including timestamp
- Data feed will **not** include any records of users who have limited ad tracking in Android or iOS or otherwise opted out of our system
- All field types are String
- Null values are literal string ‘NULL’

DATA STRUCTURE

- A standard row would be formatted as follows:

<partner_id> <sovrn_id> <lc_md5> <uc_md5> <lc_sha1> <uc_sha1> <lc_sha256> <uc_sha256> <lc_domain_sha1> <timestamp> <ip> <domain> <event_type> <user_agent> <country> <region>

- A standard actual row would look similar to this:

<your_3rd_party_cookie><**TAB**>133c735c21613aXXXXXXXXXX<**TAB**>389871e4f98006a6fe9c7dXXXXXXXXXX<**TAB**>b3b288e1455f1a1088dc90XXXXXXXXXX<**TAB**>9aa19c63dab9691ad7dfbe7be79d26XXXXXXXXX<**TAB**>eb5d9ec187889bdc83aaf5d9ae0e88XXXXXXXXXX<**TAB**>5224736076c0d7ad238e6230063a54d5b1da8792b4d1de9c9a1cc6XXXXXXXXXX<**TAB**>2f423c03e86503c8de23938a3f124402a444f0ccec156a250f2e3cXXXXXXXXXX<**TAB**>526472e87484a6e5cbddc84f4c4c21XXXXXXXXXX<**TAB**>1591190000000<**TAB**>24.185.XX.XX<**TAB**>netzero.net<**TAB**>reg<**TAB**>Mozilla/5.0 (Windows NT 10.0; Win64; x64) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/83.0.4103.61 Safari/537.36<**TAB**>US<**TAB**>NY

DATA SAMPLE

Sovrn Hashed Email Data Sample

DATA DICTIONARY

Name	Description	Notes
partner_id	Partner 3rd party cookie identifier or common open identifier, for example, TTD or AppNexus	
sovrn_id	Sovrn 3rd party cookie identifier - base64 encoding scheme, 24 characters	
lc_md5	Email address first lowercased then hashed by the md5 hashing function	First casing changes occur, then hashing.
uc_md5	Email address first uppercased then hashed by the md5 hashing function	First casing changes occur, then hashing.
lc_sha1	Email address first lowercased then hashed by the sha1 hashing function	First casing changes occur, then hashing.
uc_sha1	Email address first uppercased then hashed by the sha1 hashing function	First casing changes occur, then hashing.
lc_sha256	Email address first lowercased then hashed by the sha256 hashing function	First casing changes occur, then hashing.

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Name	Description	Notes
uc_sha256	Email address first uppercased then hashed by the sha256 hashing function	First casing changes occur, then hashing.
lc_domain_sha1	Email address domain ex: gmail.com first lowercased then hashed by the sha1 hashing function	First casing changes occur, then hashing.
timestamp	Unix timestamp of the event	
ip_address	This value is the client-side public /external IP address of the device that made the request. We support both IPV4 and IPV6 formats.	
domain	Everything before the first slash in the URL string (domain where the email is collected)	
event_type	Hashed Email Collection Methods	
	reg/web = online registration	
	email/open = email open event	
	blank/other = through a third party container or other	
user_agent	Information about the device, program, browser, hardware, and software used to access the internet	
country	Country code derived from IP address (US ONLY)	
region	State abbreviation	