

		Signals		** For approved use cases	
Data Field Name	Signals SKU	API Delivery Name	Universe Size	Description	Example Data
Dwelling Type	Economic	economic.dwellingType	204.6M	Single family home, multi-family home, apartment	S
Home Ownership	Economic	economic.homeOwnership	207.8M	Homeowner (H) or renter (R)	R
Income	Economic	economic.income	207.8M	Estimated Income Range	\$100,000 - \$120,000
Marital Status	Economic	economic.maritalStatus	164.5M	Married (M) or Single (S)	S
Net Worth	Economic	economic.netWorth	207.8M	Estimated total net worth of the individual	450000
Presense of Children	Economic	economic.presenceOfChildren	138.5M	Yes/No flag for children in the household	N
Activity Score	Email	emails.activity	3,930.6M	Activity score for how actively the email is observed within the identity graph, from 0.0-1.0 (low to high)	0.75
Hashed Email Confidence Score	Email	emails.confidence	3,930.6M	Numerical score of how the inputs provided relate to a person's hashed email (0-1.0)	0.91
First Seen Date (Email)	Email	emails.firstSeenMs	3,930.6M	First-seen date of an Email	YYYY-MM-DD
Email Label	Email	emails.label	3,930.6M	Label (work, personal, other)	work
Last Seen Date (Email)	Email	emails.lastSeenMs	3,930.6M	Last-seen date of an Email	YYYY-MM-DD
Hashed Emails.md5	Email	emails.md5	3,889.2M	Hashed MD5 value of emails associated with an individual	1f7c42a923c8e54d01f3aa65a2XXXXXX
Observations (Email)	Email	emails.observations	3,930.6M	The number of observations in our graph we've seen of an email connected to a person's profile based on the associated inputs	201
Hashed Emails.sha1	Email	emails.sha1	3,816.6M	Hashed SHA1 value of emails associated with an individual	07afc6d0f7e363030a506f2c1d0db9e6XXXXXX
Hashed Emails.sha256	Email	emails.sha256	3,815.4M	Hashed SHA256 value of emails associated with an individual	521a07a70f09b4267713086ae970487d3686d1a4602e791e6f5145xxxxxxxxxx
Email Value	Email**	emails.value	2,881.8M	Plain-text email value	jessie@fullcontact.com
IP Address Confidence Score	IP Address	ipAddresses.confidence	1,082.4M	Numerical score of how the inputs provided relate to a person's IP address (0-1.0)	0.31
First Seen Date (IP Address)	IP Address	ipAddresses.firstSeenMs	1,082.4M	First-seen date of an IP Address	YYYY-MM-DD
IP Address	IP Address	ipAddresses.id	1,082.4M	Last Seen IP address tied to a MAID	104.185.7.XXX
Last Seen Date (IP Address)	IP Address	ipAddresses.lastSeenMs	1,082.4M	Last-seen date of an IP Address	YYYY-MM-DD
IP Address Observations	IP Address	ipAddresses.observations	1,082.4M	How many times an IP Address is seen across our network	15
City	Location	locations.city	944.8M	The city of a given location	Tupelo
Country	Location	locations.country	2,273.5M	The country of a given location	United States
Country Code	Location	locations.countryCode	2,273.5M	The two letter country code (ISO-3166) of a given location	US
Formatted Location	Location	locations.formatted	2,279.2M	The formatted address	Tupelo, Washington, United States
Postal Code	Location	locations.postalCode	618.6M	The postal (ZIP) code of a given location	45681
Region	Location	locations.region	524.1M	The region or state of a given location	Washington
RegionCode	Location	locations.regionCode	1,043.7M	The two letter region code (state code) of a given location	WA
Address Line 1	Location**	locations.addressLine1	590.7M	Full street address	123 MAIN STREET, DENVER, CO
Address Line 2	Location**	locations.addressLine2		Second street address line	APT 405, SUITE 3
Age	Person	demographics.age	315.3M	Estimated age	25, 30
Age Range	Person	demographics.ageRange	319.2M	Age Range of an individual	24-34, 26-36
Gender	Person	demographics.gender	738.1M	Gender status of the person	F - Female
Location General	Person	demographics.locationGeneral	1,720.8M	Most recent location in a generalized format	Denver, CO
Aliases	Person	name.aliases	218.8M	Nicknames or other none-official names	JESS
Name (First)	Person	name.first	1,444.0M	First name of the person - Current or Former	JESSIE
Name (Last)	Person	name.last	1,443.6M	Last name of the person - Current or Former	LEE
Name (middle)	Person	name.middle	157.9M	Middle name of the person	STEPHANIE
Phone Confidence Score	Phone**	phones.confidence	915.7M	Numerical score of how the inputs provided relate to a person's Phone Number (0-1.0)	0.43

Signals				** For approved use cases	
Data Field Name	Signals SKU	API Delivery Name	Universe Size	Description	Example Data
First Seen Date (Phone)	Phone**	phones.firstSeenMs	915.7M	First-seen date of a Phone	YYYY-MM-DD
Phone Number Label	Phone**	phones.label	915.7M	Type of phone	other,fax,work
Last Seen Date (Phone)	Phone**	phones.lastSeenMs	915.7M	Last-seen date of a Phone	YYYY-MM-DD
Observations (Phone)	Phone**	phones.observations	915.7M	The number of observations in our graph we've seen of a Phone Number connected to a person's profile based on the associated inputs	50
Phone Number	Phone**	phones.value	915.7M	Phone number value	1 800-555-4232
Education Degree	Professional	education.degree	442.9M	Title of the degree earned	B.A. in Liberal Arts
Education End Date	Professional	education.end	436.9M	End date of the degree program	Year/Month/Day (in sub-elements)
Education Name	Professional	education.name	547.6M	Name of education institution	New York University
Organization Name	Professional	employment.company	1,387.5M	Organization Name	Fideo
Current Company Flag (boolean)	Professional	employment.current	1,387.5M	Current place of employment	false, true
Employment Domain	Professional	employment.domain	760.7M	URL of the company	www.fullcontact.com
Organization End Date	Professional	employment.end	747.3M	This is the last day someone worked at a given company.	YYYYMMDD
Organization Start Date	Professional	employment.start	1,012.8M	This is the first day someone starts working.	YYYYMMDD
Job Title	Professional	employment.title	1,182.6M	Job title	Science Ambassador , Director of Pharmacy
Photo Label	Social	photos.label	691.1M	The type of photo.	twitter,google,linkedin,Other,foursquare
Photo URL	Social	photos.url	691.1M	The URL to the photo.	https://d2ojpxtu63wzl.cloudfront.net/static/3592481349a1b0b1eff047c74df2fac_c6f88a8a9930eccdd8a4c0372be75147c7b4a213c523ee64ef93a1a76f86bxxx
Social Profile Bio	Social	socialProfiles.bio	378.4M	Social Biography of a person	Gaming Panda is a virtual gaming service provider. We offer video games digital download on steam
Social Media Followers Count	Social	socialProfiles.followers	811.2M	No of Followers on LinkedIn or X (Twitter) of a person	665
Social Media Following Count	Social	socialProfiles.following	560.5M	No of people Following a person on LinkedIn or X (Twitter)	271
Social Service	Social	socialProfiles.service	1,506.6M	Brand (Twitter or LinkedIn)	linkedin
Social URL	Social	socialProfiles.url	1,494.5M	URL	https://twitter.com/bartlorang
Social media ID	Social	socialProfiles.userid	1,237.7M	ID from the platform	55544677
Social media username/handle	Social	socialProfiles.username	1,471.4M	username	bartlorang