persistent.id

Data Schema Document

This document defines the schema for a consumer contact and digital engagement dataset. It specifies field names, data types, formats, and descriptions for all attributes.

Field Definitions

Personal Information

Field Name	Data Type	Format / Example	Description
First Name	String	"John"	Consumer's given name.
Last Name	String	"Doe"	Consumer's family name.
Street Address 1	String	"123 Main St"	Primary street address line.
Street Address 2	String	"Apt 4B"	Secondary address line (optional).
City	String	"New York"	City name.
State	String (2-char)	"NY"	U.S. state or territory (2-letter abbreviation).
Zip	String (5 or 9-char)	"10001" or "10001-1234"	ZIP or ZIP+4 postal code.

Email Contact Information

Each email entry includes four linked fields: email address, opt-in timestamp, score, and last activity date.

Email 1

Field	Type	Description
Email 1	String	Email address 1
Opt-In Timestamp (Email 1)	DateTime (ISO 8601)	Date/time consumer opted in.
Email Score (Email 1)	Integer	Engagement or deliverability score.

Email 2 Same structure.

Email 3 Same structure.

Email 4 Same structure.

Phone Numbers

Field Name	Type	Description
Mobile Phone 1	String (E.164 recommended)	Primary mobile phone.
Personal Phone 1	String (E.164 recommended)	Personal/landline phone number.

Identity Hashes

Field Name	Type	Description
Sha1	String	SHA-1 hashed identifier (e.g., hashed email)
Sha256	String	SHA-256 hashed identifier.
MD5	String	MD5 hashed identifier.

Mobile Advertising Identifiers (MAIDs)

Field Name	Type	Description
Maid 1	String	Advertising identifier (IDFA/GAID or vendor-specific).
Maid 2	String	Additional MAID.
Maid 3	String	Additional MAID.
Maid 4	String	Additional MAID.
Maid 5	String	Additional MAID.

Network & Device Information

Field Name	Data Type	Description
IP4	String (IPv4)	Last-seen IPv4 address.
IP6	String (IPv6)	Last-seen IPv6 address.

Behavioral & Metadata Fields

Field Name	Data Type	Description
Shopper Domain URL	String (URL)	Domain where user was observed shopping.
IAB Category	String	Content category based on IAB taxonomy.
Last Seen Timestamp	DateTime (ISO 8601)	Last observed interaction across any channel.

Data Types Reference

Data Type	Definition
String	UTF-8 text.
Integer	Whole numeric value.
Date	ISO 8601 date (YYYY-MM-DD).
DateTime	ISO 8601 timestamp (YYYY-MM-DDTHH:MM:SSZ).
URL	Valid URI/URL string.
Email	Valid RFC 5322 email address.

Required / Optional Fields

Name	**Required**
Address	**Required (line 2 optional)**
At least 1 Email + Timestamp	**Required**
Phone Numbers	Optional
Hash Identifiers	Optional
MAIDs	Optional
IP Addresses	Optional
Behavioral Fields	Optional