

BigQuery Schema

- currentPage: integer	- Current page within the post/article that the user is on
- deviceType: string	- Type of device (smartphone / desktop / tablet / mobile / bot)
- firstHit: boolean	- First hit within a session (true / false)
- ip: string	- User's IP address
- userAgent: string	- User's browser info
- hitId: string	- ID unique to each hit
+ hitUrl: record (required)	- Nested record containing all of the URL info of the current hit
- raw: string (required)	
- domain: string (required)	
- host: string (required)	
- path: string	
- scheme: string (required)	
+ queryParams: record (repeated)	- Nested record containing some important keys and their associated values (Keys: UTM Campaign / UTM Medium / UTM Source)
- key: string	
- value: string	
- keyvalue: string	
+ hitReferrer: record	- Nested record containing all of the URL info of the previous hit that sent them to the current hit
- raw: string (required)	
- domain: string	
- host: string (required)	
- path: string	
- scheme: string (required)	
- type: string	
- commonName: string	
- numPages: integer	- Number of pages within the current post/article
- numQueries: integer	
+ post: record	- Nested record containing info about the post
- id: integer	- ID unique to each post
- type: string	- Type of post (Home page / Article / Slideshow / etc.)
- published: timestamp	- Timestamp the post was published
- lastModified: timestamp	- Timestamp the post was last modified
- title: string	- Title of the post/article
- url: string	- The article's URL
+ postAuthor: record	- Nested record containing info about the author of the post
- id: integer (required)	- ID unique to each author
- name: string (required)	- Name of author
+ postTags: record (repeated)	
- id: integer (required)	
- name: string (required)	- Any tags associated with the post (ex: 'Celebrity News' or 'TV show' or Game of Thrones)
- url: string	
+ postCategories: record (repeated)	
- id: integer (required)	

l- name: string (required)	- Any category associated with the post (ex: 'Trending' or 'Beauty+Style' or 'Viral News')
l- url: string	
l- sessionId: string	- ID unique to each session
+ sessionReferrer: record	- Info about the URL that the user came from to start the session (ex: Facebook or yahoo or google)
l- raw: string (required)	
l- domain: string	
l- host: string (required)	
l- path: string	
l- scheme: string (required)	
l- type: string	
l- commonName: string	
+ experiment: record	
l- name: string (required)	
l- bucket: string (required)	
l- namebucket: string (required)	
l- sitelId: integer (required)	- ID unique to each website
l- pluginVersion: string	
l- statsVersion: string	
l- ts: timestamp (required)	- Timestamp of the ad impression
l- adBlock: boolean	- Does user have some form of adblock? (true / false)
l- uuid: string	- ID unique to each user
l- adUnitName: string	
l- slotElementId: string	- ID of the ad (based on position) each one is unique when combined with hitId
l- campaignId: integer	
l- creativeId: integer	
l- advertiserId: integer	
l- lineItemId: integer	- ID of winning bidder
l- lineItemName: string	
l- lineItemUcpm: integer	- Amount paid for the ad
l- empty: boolean	
l- slotCreated: boolean	- Was the ad slot created on the page? (true / false)
l- renderStarted: boolean	- Did the ad start to render on the page? (true / false)
l- renderFinished: boolean	- Did the ad finish rendering on the page? (true / false)
l- slotFilled: boolean	- Was the ad slot filled? (true / false)
l- adWidth: integer	- Width of ad (pixels)
l- adHeight: integer	- Height of ad (pixels)
l- pbWinningBidder: string	- Winning bidder from the header bidding auction
l- pbWinningUcpm: integer	- Winning bid
+ pb: record (repeated)	- Nested structure about every bid placed both winning and losing
l- bidder: string (required)	- The header bidding partner
l- adId: string	
l- won: boolean (required)	
l- ucpm: integer (required)	- The amount of the bid
l- width: integer (required)	

- | | height: integer (required)
 - | | respondTime: integer - The time the bid was placed (milliseconds)
 - | | statusCode: integer
 - | | bidderTimeout: integer - The amount of time that a bidder has to place a bid
- slotFetch: boolean
- slotReceiving: boolean
- slotAddTargeting: boolean
- serviceAddSlot: boolean
- + sessionPost: record - Nested record about the first post of the session
 - | | id: integer
 - | | type: string
 - | | published: timestamp
 - | | lastModified: timestamp
 - | | title: string
 - | | url: string
- + sessionPostAuthor: record - Nested record about the author of the first post of the session
 - | | id: integer (required)
 - | | name: string (required)
 - | | url: string
- + sessionPostTags: record (repeated) - Nested record about the tags of the first post of the session
 - | | id: integer (required)
 - | | name: string (required)
 - | | url: string
- + sessionPostCategories: record (repeated) - Nested record about the categories of the first post of the session
 - | | id: integer (required)
 - | | name: string (required)
 - | | url: string
- sessionUcpc: integer
- augurDeviceId: string
- slotElementWidth: integer
- slotElementHeight: integer
- slotElementVisible: boolean
- sessionIdHash: integer
- uuidHash: integer
- perfNavigationStart: integer
- perfUnloadEventStart: integer
- perfUnloadEventEnd: integer
- perfRedirectStart: integer
- perfRedirectEnd: integer
- perfFetchStart: integer
- perfDomainLookupStart: integer
- perfDomainLookupEnd: integer
- perfConnectStart: integer
- perfConnectEnd: integer

**** ALL PERF METRICS have to do with page load times**
 These are common metrics. Just Google them.

- |- perfSecureConnectionStart: integer
- |- perfRequestStart: integer
- |- perfResponseStart: integer
- |- perfResponseEnd: integer
- |- perfDomLoading: integer
- |- perfDomInteractive: integer
- |- perfDomContentLoadedEventStart: integer
- |- perfDomContentLoadedEventEnd: integer
- |- perfDomComplete: integer
- |- perfLoadEventStart: integer
- |- perfLoadEventEnd: integer
- |- event: string
- |- rcWidgetId: integer
- |- rcNumAds: integer
- + - rcAds: record (repeated)
 - | |- position: integer (required)
 - | |- headline: string
 - | |- provider: string (required)
 - | |- target: string (required)
 - | |- imageUrl: string
- |- rcClickedAdPosition: integer
- |- rcClickedHeadline: string
- |- rcClickedProvider: string
- |- rcClickedTarget: string
- |- rcClickedImageUrl: string
- |-taboolaWidgetId: integer
- |-taboolaNumAds: integer
- + - taboolaAds: record (repeated)
 - | |- position: integer (required)
 - | |- headline: string (required)
 - | |- type: string (required)
 - | |- target: string (required)
- |-taboolaClickedAdPosition: integer
- |-taboolaClickedHeadline: string
- |-taboolaClickedType: string
- |-taboolaClickedTarget: string
- |- obWidgetId: string
- |- obNumAds: integer
- + - obAds: record (repeated)
 - | |- position: integer (required)
 - | |- headline: string (required)
 - | |- provider: string (required)
 - | |- target: string (required)
 - | |- imageUrl: string (required)

+- experiments_v2: record (repeated)	- If the ad is on a hit that is part of a client run content optimization experiment, then the experiment info will be in this nested structure
l- group: string (required)	
l- name: string (required)	
l- variation: string (required)	
l- groupNameVariation: string	
l- nameVariation: string	
l- eventId: string	
l- customEvent: string	* Not enough custom events to be useful right now
l- customEventValues: integer (repeated)	
+- customDimensions: record (repeated)	* Not enough custom dimensions to be useful right now
l- chFieldName: string (required)	
l- name: string (required)	
l- value: string (required)	
+- targetingKvs: record (repeated)	* Depends on client. Will go more into detail later if needed
l- key: string (required)	
l- value: string (required)	
l- lineItemId: integer	
l- lineItemUcpm: integer	
l- lineItemPriority: integer	
l- impressionViewable: boolean	- Was the ad impression actually viewable by user? (T / F)
l- targetingMaxUCpm: integer	- Max bid (Either header bidder or another bidder within ad server)
l- targetingMaxLineItemId: integer	
l- targetingMaxLineItemPriority: integer	
l- gaClientId: string	
l- sourceAgnosticCreativeId: integer	
l- sourceAgnosticLineItemId: integer	
+- fastlyGeo: record	
l- latitude: float	- User's latitude
l- longitude: float	- User's longitude
l- city: string	- Name of city user is in
l- cityUtf8: string	
l- countryName: string	- Name of country user is in
l- countryNameUtf8: string	
l- countryCode: string	
l- postalCode: string	- Postal code user is in
l- region: string	- Name of state or region user is in
l- areaCode: string	
l- metroCode: string	- Metro code user is in
l- connSpeed: string	- User's connection speed
l- asName: string	
l- asNumber: integer	
l- gmtOffset: integer	- GMT timezone offset
l- deliveryType: string	- Delivery Type (Either web or instant article)
l- pbWinningCreativeSize: string	

- | - activeTime: integer
- | - topScrollDepth: integer
- | - bottomScrollDepth: integer
- + - error: record
 - | | - file: string
 - | | - row: integer
 - | | - column: integer
 - | | - message: string
 - | | - stack: string