

Files

spot-data

This file describes the airing of spots (commercials) for client XYZ.

Column	Description	Example
id	Spot identifier	411630
time	Time at which the spot aired, including time zone offset from UTC	2017-10-16 05:25:32-07:00
creative_id	Identifier for a creative. A creative describes the distinct commercial which is aired. Different creatives may differ by the audio or video they contain, in order to target specific audiences, or to test response.	f3483f810d44cef79d90a66ab2da1bf0
spend	Effective cost of spot in dollars	69.7
program	Program during which spot aired	RAISING HOPE
duration	Duration of spot in seconds	14
network_code	Network on which spot aired	FXX
is_dual_feed	Dual Feed specifies that the network airs content at the same <i>local</i> time on the East Coast (feed 1) and West Coast (feed 2), hence 3 hours separated in absolute time.	TRUE
rotation	Description of the target rotation during which the spot aired	Weekday Day
rotation_days	Days of the week which the rotation applies to (Monday = 1)	{1,2,3,4,5}
rotation_start	Start time of day for the rotation	7:00:00
rotation_end	End time of day for the rotation	15:00:00
feed	For dual feed stations, is this East- (feed 1) or West- (feed 2) Coast airing	1

web-traffic-data

This file describes the volume of traffic to the XYZ website during a given minute, for a given traffic_source.

Column	Description	Example
time	Minute to which the traffic value applies, with UTC time zone specifier	2017-10-17 07:05:00+00
traffic_source	From what source did this traffic originate (e.g. <i>direct</i> would be someone typing in the URL in a browser; <i>email</i> would be someone clicking a link in an email)	direct
value	How many visits occurred from the traffic_source in this minute	10