



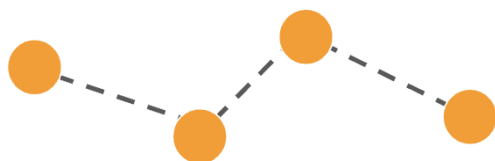
VISITS 2.0

What is it?

Veraset's Visits is a preprocessed dataset that attributes human movement patterns to POI destinations.

Understanding human movement patterns in various categories is becoming increasingly more valuable. Using our Curated High Quality Movement dataset, Visits 2.0 cleanses the raw GPS data and uses our proprietary machine-learning model to cluster the GPS observations into predicted Visits.

Coverage >



Footprint: Currently available for the United States

Points of Interest: 4,500+ well known brands

Polygons: 12 Million polygons with new additions on a monthly basis

Benefits >

- > Can easily be imported into visualization tool
- > Derived from Veraset's Curated High Quality Movement dataset
- > No personally identifiable information



TRUSTED

Veraset de-duplicates, validates, cleanses, and standardizes the data so it's fully prepared for analysis

ACCURATE

Visits has incredibly high accuracy due to our machine learning algorithm

COMPLIANT

Veraset respects consumer privacy rights and opt-outs. Veraset data is anonymized and compliant

Veraset Visits 2.0 Schema

FIELD NAME	DESCRIPTION	DATATYPE	EXAMPLE
caid	A hash that uniquely and anonymously identifies the device from which the location record originated. This is consistent over time for a given device.	STRING	000061c0-41h8-26cz-jf5e-fe2653573fv2
utc_timestamp	Timestamp in UTC in seconds since January 1, 1970	LONG	1469356584
local_timestamp	Timestamp of when the visit began (local time)	LONG	1500867384
id_type	Indicates whether device is Android or iOS	STRING	idfa, gaic / aaid
location_name	The name of the point of interest visited. The location name will be "Home" if the home panel is licensed.	STRING	Olive Garden
naics_code	The 6-digit NAICS code associated with sub_category. Note that the first 4 digits of this are associated with top_category.	INT	722511
top_category	The top level categorization of this point of interest.	STRING	Restaurants and Other Eating Places
sub_category	A more specific categorization of this point of interest.	STRING	Full-Service Restaurants
street_address	The street number and street of the point of interest.	STRING	8136 W Irlo
city	The city in which this point of interest is located.	STRING	Kissimmee
state	The state (as postal code abbreviation) in which this point of interest is located.	STRING	FL
zip_code	Postal zip code	STRING	34747
brands	For dealerships selling new cars, a list of brands sold by that dealership	STRING	Chevrolet, Ford, Jeep
minimum_dwell	Minimum duration of visit (minutes)	INT	75
safegraph_place_id	Unique and consistent ID that is tied to this POI. If this is a home visit, then safegraph_place_id = "home"	STRING	sg:84dece9e613d4e648e476b121 a544ddd
geohash_5	Contains the 5-digit geohash within which this POI or home visit is in (latter only available if "home panel" is licensed)	STRING	djjcq
census_block_group	Contains the census block group within which this POI or home visit is in (latter only available if "home panel" is licensed)	STRING	djjcq
placekey_id	Unique and consistent ID that is tied to this POI as provided by the placekey service	STRING	222@63r-6cs-fmk