



Visitor Connect[®] Output Fields

Category	Field Name	Notes
Standard Fields	first_name	first name of the person
	last_name	last name of the person
	street	the street address where the person lives (including apartment number where applicable)
	city	the city where the person lives
	state	the state where the person lives
	zip	the 5-digit ZIP Code
	email	validated active email for the person
	visit_date_time	date and time stamp (Eastern Time)
	no_pages_visited	total number of web pages visited in the user session
	visited_url	primary URL
	visited_url2	a second URL visited during the user session
	visited_url3	a third URL visited during the user session
	query_string	the information after the "?" in the URL string
	source	where did the visitor click from
	custom_tag_filter	allows you to push named filter sets from tag managers for personalization or prioritization

B2B FIELDS (OPTIONAL)

Category	Field Name	Notes
B2B Fields	company_name	the company where the person works
	job_title	the person's job title
	work_email	the person's work email address
	company_url	the website URL of the company
	company_street	the street of the company headquarters
	company_city	the city of the company headquarters
	company_state	the state of the company headquarters
	company_zip	the zip of the company headquarters
	person_linkedin	the person's LinkedIn URL
	company_linkedin	the company's LinkedIn URL
	company_industry	the industry of the company
	company_revenue	the estimated revenue of the company
	company_employees	the estimated number of employees of the company
	company_phone	the corporate phone number

OTHER OPTIONAL FIELDS

Category	Field Name	Notes
Qualified	qualified	value is "1" if record is qualified based on demographic business rules
Control	control	value is "1" if record is randomly chosen for the control/hold out group (typically about 10%)
Phone	output_phone	the person's 10-digit phone number
	phone_match_type	indicates if the phone type is mobile (M) vs. landline (L) vs. VOIP (V)
	phone_match_level	indicates if the phone match is at the individual (I) or household level (H)
Core Demographics Package Fields	person_id	unique ID for the individual
	family_id	unique ID for the household
	fips_code	county code
	address_type	the address type for the location
	age	the age of the person
	children_count	the number of children in the household
	children_age	ages of children in the household
	children_date_of_birth	dates of birth of children in the household
	credit_card_count	the number of credit cards associated with the person
	date_of_birth	the person's date of birth
	do_not_mail	indicates mail should not be sent to the family
	estimated_date_of_birth	birth month of the person



Category	Field Name	Notes
	estimated_head_of_family	estimates if the person is the head of the family
	estimated_married	estimates if the person is married
	family_adult_count	the number of adults in the household
	family_appeared_on	the date the family moved into the location
	family_behaviors	predicted family behaviors and interests (50+ options) based on demo and psychographic data
	family_children_count	estimates the number of children in the household
	family_confirmed_on	the date when the family was last confirmed
	family_estimated_appeared_on	a range that estimates the date the family moved into the residence
	family_estimated_disposable_income	estimated disposable income of the family
	family_estimated_education_level	the highest education level within the family
	family_estimated_has_children	estimated whether or not there are children in the family
	family_estimated_home_owner	estimated if the family owns their home
	family_estimated_income	the estimated income of the family
	family_estimated_liquid_assets	an estimate of the household's liquid assets
	family_estimated_vacation_expenses	the estimated amount the household spends on vacations per year
	family_estimated_wealth	the estimated net worth of the household
	family_grandparents_in_home	the family has a grandparent living in the home
	family_home_owner	the family owns their home
	family_mail_offer_frequency	the number of years since the family responded to mail offers
	family_mail_purchases	indicates the family has made a mail order purchase
	family_potential_investor	indicates the family is likely to make financial investments
	gender	the gender of the person
	geocoordinate	latitude and longitude of the person's house
	grandparent	indicates the person is a grandparent
	lifestyle_segment	the lifestyle segment of the family (42 clusters)
	location_family_count	the actual number of deliverable families identified at the location
	mailing_score_code	deliverability score
	mortgage_estimated_home_equity	an estimate of the current home equity
	mortgage_estimated_interest_rate	the interest rate on the mortgage loan
	mortgage_estimated_loan_to_value	the estimated loan to value ratio
	mortgage_estimated_monthly_payment	the estimated monthly payment for the mortgage
	mortgage_loan_amount	the amount of the mortgage loan
	mortgage_sale_price	the price the home sold at
	multi_family	the location is a multi-family dwelling unit
	parent	indicates the person is a parent or expecting parent
	political_party_affiliation	the person's political affiliation
	real_estate_acres	the size of the property in acres
	real_estate_estimated_home_value	an estimate of the current home value
	real_estate_heating_type	the type of system used to heat the home
	real_estate_number_of_rooms	the number of rooms in the house
	real_estate_pool	indicated the presence of a pool at the home
	real_estate_square_footage	the size of the home in square feet
	real_estate_year_home_built	the year the home was built
	registered_voter	indicates the person is a registered voter
	updated_on	last date that information was updated
Variable Data Lookup Fields (Up to 10)	url_page_name	header name based on custom look up table based on URL
	variable_1_header	description or name of variable 1
	variable_1	value of variable (text string or link to asset URL such as postcard front image)
	variable_2_header	description or name of variable 2
	variable_2	value of variable (text string or link to asset URL such as postcard front image)
	variable_3_header	description or name of variable 3
	variable_3	value of variable (text string or link to asset URL such as postcard front image)

PREDICTIVE MODEL FIELDS

Category	Field Name	Notes
Model Fields	predictive_model_score	lead score based on custom predictive model for the client (1 to 100)
	predictive_model_persona	persona name based on custom persona model (typically there are 3 to 5 personas)