

ShareThis Data Feed Schema

The ShareThis Data Feed Schema contains all **field-level information about users and their online behavior**, captured by our JavaScript code on millions of publisher sites globally.

It includes **events and enriched fields** with natural language processing, applied based on the page event.

BASE		
Field	Description	Example
Canonical URL	A canonical URL representation of the page the user was on when the event occurred	http://www.lakersnation.com/
URL Query Parameters	Query parameters present in the URL when the event is captured	searchquery=lakers&queryParam1=abc&queryparam2=123
standardTimestamp	Time of the event in UTC	2017-03-25T20:11:15.000Z
Estid/CookieID	The user's ShareThis cookie value	AaaccDde+fFggGg9hhHhij==
IP	The IP Address of the user	192.168.1.1
UserAgent	A browser sets and sends a user agent string (UA). This is the identity of the browser being used, its version, and its operating system.	Mozilla/5.0 (Windows NT 6.1; WOW64; Trident/7.0; rv:11.0) like Gecko
browserFamily	The name of the browser being used. Derived from the userAgent field.	IE
deviceType	The type of device being used. Derived from the userAgent field.	Personal Computer
OS	The operating system being used. Derived from the userAgent field.	Windows 7

EVENT CLASSIFICATION INFORMATION		
Field	Description	Example
refDomain	The site from which the page view, click or search originated on, or the share led to.	www.google.com
mappedEvent	Includes page view, search, share, click, in bound link (IBL) and out bound link (OBL). Share and click are social events. A click is a user clicking on shared content. IBL is the origination page of the user. (Where they came from to the ShareThis Network). OBL is the destination page of the user. (Where they are going to from the ShareThis Network)	search
Channel	For social (share and click) events, this is the social site. For search, this is the search engine.	google_search
searchQuery	Keywords used by user to reach the page.	lakers

ENRICHMENT		
Field	Description	Example
Keywords	Extraction of the most relevant keywords from the page. Includes	Article is about basketball: ex: "defense," "score," "points" <i>More details below</i>
Entities	Identifies people, places or organizations on the page.	"Stephen Curry" as a person, "Golden State Warriors" as an organization
Concepts	Identifies terms not directly mentioned but determined by cognitive association.	"NBA Finals"
Categories	Classification of page according to Google Taxonomy. Contains three levels of classification and a score that indicates the confidence of the classification	Sports > Team Sports > Basketball <i>More details below</i>
Analyze Text	Text from webpage that is analyzed to determine contextual information	Text on page includes: "Tiger Woods wins Masters" -keyword, entities, concepts, categories are derived with page text

Enrichment Formatted Examples

Keywords: "keywords": [{"sentiment": {"score": "0.733039", "type": "positive"}, "text": "defense", "score": "0.906778"}]

Entities: "entities": [{"sentiment": {"score": "0.733039", "type": "positive"}, "count": "1", "text": "golden state warriors", "score": "0.33", "type": "Organization"}]

Concepts: Lakers, basketball, nba finals

Categories: {"text": "/sports/team_sports/ basketball", "score": "0.998322", "googleID": "264", "level": "3"}

Sentiment & Confidence Scores

ShareThis' natural language processor provides sentiment scores and confidence scores associated with the page content.

Sentiment

For sentiment, we consider a score of 0 to be neutral. Any score from 0 to 1 is treated as positive, (ex: 0.2). Any score below 0 to -1 is treated as negative (ex: -.3).



Confidence

For confidence score, we also receive a score with a value between 0 - 1. The confidence score is based on how closely related the category and concept are to the page content.

ADDITIONAL OFFERINGS

Field	Description	Example
Cross Device Identifiers	Working with industry leading device graph providers, ShareThis can provide mobile identifies.	Android ID/Google Ad ID IOS IDFA Connected TV
Metadata	Information captured via ShareThis' in-house web crawler. Observed directly on publisher pages, reflecting the most accurate meaning or interpretation behind the content on the page.	Possible Fields: meta_description meta_keywords meta_name <i>More details listed out below.</i>
Language	Identifies the language associated with a page.	ie: English, German, Spanish,
Browser Language	Identifies the language associated with the user's browser.	le: English, Italian, French
Location Information: Lat/Long / Zip+4 Accuracy	User's location at the Zip+4 (neighborhood/household) accuracy level.	<i>Details below</i>
Partner Mappings	ShareThis hosts cookie mapping tables with many key partners in the advertising ecosystem. We can pass these values as a field in SDF.	Nielsen, The Trade Desk, Lotame, AppNexus, Eyeota
consentData	Contains the consent string associated with the cookie. ShareThis sends v2 string	BOEFEAyOEFEEAyAHABDENAI4AAA B9vABAASA
consentDomain	The domain in which the consent cookie is placed.	.consensu.org
Ecommerce	Ecommerce fields observed on page including availability, currency, description, image, mpn, name, price, rating, reviews, sku, brand	<i>Details below</i>
Hashed Email	Unique MD5 hash code that represents the user email address' original string.	MD5 Hashed: c07bb6c7bdf5f394343215fb83a3999d
B2B Signals		
ASN Number	ASN number determined by looking at a user's IP address	IP Address assigned to ASN AS15169
ASN Organization	ASN organization determined by looking at a user's IP address	IP Address assigned to ASN AS15169 = Google Inc.
Cross Device Identifiers	Working with industry leading device graph providers, ShareThis is able to provide mobile identifies.	Android ID/Google Ad ID IOS IDFA Connected TV

Health Care Provider (HCP) Attributes		
HCP npi_number	10-digit number that identifies a health care provider in the United States	1234567890
HCP state	The US State where the health care provider is located, showed in an abbreviation form	NY
HCP specialty	The health care provider's medical specialty	Diabetes
HCP specialty_code	The industry-standard code associated with the health care provider' specialty	DIA
HCP prof_designation	The health care provider's professional designation or awarded credentials based on education and ability to provide care	MD, Doctor of Medicine

Additional Offerings Explained

The ShareThis Data Feed has available add-on fields to provide deeper insight into the user's thought process and behavior.

Metadata: This information is observed directly on publisher pages and reflects the most accurate meaning or interpretation behind the page content. Information returned from each page will vary from publisher to publisher. Below are some of the most common metadata fields we capture.

Meta Field	Meta Value	Description
meta_datalocale	en_US	
meta_lang_US	en-US	language
meta_lang_ka	ka	language
meta_name		
meta_url	url	url
meta_image_og	og:image	og image
meta_title_og	og:title	og title
meta_viewport	viewport	Viewport details
meta_description	description	description about the page
meta_description_og	og:description	description
meta_url_og	og:url	declared url
meta_type_og	og:type	The type of content: eg. video
meta_width	width	from name=viewport?
meta_height	height	from name=viewport?
meta_sitename_og	og:site_name	declared site name
meta_keywords	keywords	Keywords
meta_article	article:tag	Tag words associated with this article.
meta_description_itemprop	Description	Page description
meta_card_twitter	datePublished	date when the article was published.
meta_title_twitter	twitter:title	determines the title for any social posts made for the URL.
meta_title_twitter	twitter:description	description

Language on Page: ShareThis identifies page language where the event was observed. All major languages are supported, including Arabic, Chinese, Czech, Danish, Dutch, English, Finnish, French, German, Hebrew, Italian, Japanese, Korean, Norwegian, Polish, Portuguese, Russian, Slovak, Spanish, Swedish.

Cookie Sync via Image Pixel: ShareThis has a network of publisher sites where we can place your image pixel allowing you to cookie users. This allows us to create a mapping from ShareThis cookie ID to your cookie ID namespace, further enabling your use of ShareThis data. For more information, please see our Cookie Syncing technical documentation or consult with your ShareThis point of contact.

Zip+4 Accuracy Fields: Define a user's location at the Zip+4 (neighborhood / household) level.

Field Name	Description
de_geo.pulseplus_iso	ISO Country Code
de_geo.pulseplus_country	Country Abbreviation
de_geo.pulseplus_country_code	Country Code
de_geo.pulseplus_country_conf	Confidence of Country Code Accuracy
de_geo.pulseplus_proxy_type	Proxy Type
de_geo.pulseplus_proxy_description	Description of Proxy, if available
de_geo.pulseplus_dst	Is the user currently in daylight savings time?
de_geo.pulseplus_conn_type	Connection Type
de_geo.pulseplus_conn_speed	Connection Speed
ip	IP of the User
de_geo.pulseplus_city	City
de_geo.pulseplus_city_code	City Code
de_geo.pulseplus_city_conf	Confidence of City Code accuracy
de_geo.pulseplus_metro_code	Metropolitan Code
de_geo.pulseplus_postal_code	Postal Code
de_geo.pulseplus_postal_ext	Postal Code Extension
de_geo.pulseplus_postal_conf	Confidence of Postal Code
de_geo.pulseplus_area_code	Area Code
de_geo.pulseplus_gmt_offset	Time offset from GMT
de_geo.pulseplus_lat	Latitude (accuracy up to 2 decimal points)
de_geo.pulseplus_long	Longitude (accuracy up to 2 decimal points)
de_geo.pulseplus_continent_code	Continent Code
de_geo.pulseplus_region_code	Region Code
de_geo.pulseplus_region_conf	Confidence of Region Code
de_geo.pulseplus_timezone	Timezone
de_geo.pulseplus_isp	Internet Service Provider Name
de_geo.pulseplus_asn	Autonomous System Number assigned to IP
de_geo.pulseplus_asn_name	Name assigned to ASN of IP
de_geo.pulseplus_company_name	Company Name
de_geo.pulseplus_organization_name	Organization Name
de_geo.pulseplus_naics	NAICS Code

Hashed Email: As of today, ShareThis hashed emails are MD5, but we are currently working on expanding it to SHA-256 as well. For more information, please consult with your ShareThis point of contact.

Partner Mappings:

- Adform
- Adobe Ad Cloud
- Adot
- Amobee
- AppNexus (Xander)
- Avocet
- Beeswax
- Bidswitch
- Bombora
- Dataxu
- DigitalAudience
- Dynadmic
- Eyeota
- Graphinium
- Improve Digital (Azerion)
- JustPremium
- Lotame
- Mediamath
- Mediarithmics
- Nielsen
- Numberly
- OnAudience
- Platform161
- Semasio
- Smart
- Sovrn
- Temelio
- Weborama
- The Trade Desk
- ID5

Ecommerce:

ecommerce.event.type	Event types include ecommerce pageview, add to cart, view cart, buy, and add to wish list.	
ecommerce.availability	Availability status of product	SORRY, COLOR OUT OF STOCK!
ecommerce.currency	Currency of product	USD
ecommerce.description	The description of the product	"Bamboo and cotton adjustable, reusable, breathable face masks in adult and child sizes. Pre-order navy cotton today. Shipments within a week. Our face masks offer..."
ecommerce.image	Image URL of the associated product	https://cdn.shopify.com/s/files/1/2131/5111/products/carbon-steel-trans_grande.png?v=1588358845
ecommerce.mpn	The Manufacturer Part Number (MPN) of the product, or the product to which the offer refers.	BTG-1055
ecommerce.name	Name of product	"Diamond/CZ Name Necklace"
ecommerce.price	Price of product	59.95
ecommerce.rating	The overall rating, based on a collection of reviews or ratings, of the item.	5
ecommerce.reviews	The number of product reviews this product has	110
ecommerce.sku	The Stock Keeping Unit (SKU), i.e. a merchant-specific identifier for a product or service, or the product to which the offer refers.	"DA28849N"
ecommerce.brand	Brand of the product	"Scandinavian Designs"

Data Delivery

The ShareThis Data Feed is available via Amazon S3. Access credentials to the S3 bucket will allow you to download the data to an environment of your choice.

Privacy

ShareThis data is pseudonymized online behavioral data which we share with our data partners for interest-based advertising, analytics, and modeling. We comply with regulations based on country and region and limit the information we collect and disseminate to our partners.

ShareThis is a member of the IAB Transparency & Consent Framework as a Vendor (#33) and offers a CMP that is up to IAB TCF v2 standards.



More details on ShareThis privacy can be found at www.sharethis.com/privacy and <https://sharethis.com/publisher-terms-of-use/>.