



YourAudience.ai

Data Attribute Dictionary

Identity-Resolved In-Market Intelligence · 71 attributes across 8 data categories

IDENTIFIER · 1 attribute

#	ATTRIBUTE	DESCRIPTION
1	UUID	Unique, anonymized identifier that ties every attribute below to a single resolved person.

PERSONAL / DEMOGRAPHIC · 14 attributes

#	ATTRIBUTE	DESCRIPTION
2	FIRST_NAME	The individual's first (given) name.
3	LAST_NAME	The individual's last (family) name.
4	PERSONAL_ADDRESS	Verified residential street address for the individual.
5	PERSONAL_CITY	City of the individual's residential address.
6	PERSONAL_STATE	State or region of the individual's residential address.
7	PERSONAL_ZIP	5-digit postal ZIP code of the residential address.
8	PERSONAL_ZIP4	The +4 ZIP extension for precise mail routing.
9	AGE_RANGE	Estimated age band (e.g. 35–44) rather than an exact age.
10	CHILDREN	Indicator of whether children are present in the household.
11	GENDER	Individual's gender, where known.
12	HOMEOWNER	Whether the individual owns or rents their residence.
13	MARRIED	Marital status indicator (married vs. single).
14	NET_WORTH	Modeled household net-worth band.
15	INCOME_RANGE	Estimated household income band.

PHONE / CONTACT · 7 attributes

#	ATTRIBUTE	DESCRIPTION
16	DIRECT_NUMBER	Direct-dial phone number for the individual.
17	DIRECT_NUMBER_DNC	Flag indicating the direct number is on a Do-Not-Call registry.
18	MOBILE_PHONE	Verified mobile / cell phone number.
19	MOBILE_PHONE_DNC	Flag indicating the mobile number is on a Do-Not-Call registry.
20	PERSONAL_PHONE	General personal phone number for the individual.
21	PERSONAL_PHONE_DNC	Flag indicating the personal number is on a Do-Not-Call registry.
22	VALID_PHONES	Count / list of phone numbers confirmed valid across all sources.

EMAIL / CONTACT · 6 attributes

#	ATTRIBUTE	DESCRIPTION
23	BUSINESS_EMAIL	Work / corporate email address.
24	PERSONAL_EMAILS	One or more personal email addresses on file.
25	PERSONAL_VERIFIED_EMAILS	Personal emails that have passed deliverability verification.
26	BUSINESS_VERIFIED_EMAILS	Business emails that have passed deliverability verification.
27	SHA256_PERSONAL_EMAIL	Privacy-safe hashed version of the personal email for ad-platform matching.
28	SHA256_BUSINESS_EMAIL	Privacy-safe hashed version of the business email for ad-platform matching.

PROFESSIONAL · 7 attributes

#	ATTRIBUTE	DESCRIPTION
29	JOB_TITLE	The individual's current job title.
30	HEADLINE	Professional headline / summary line (as on LinkedIn).
31	DEPARTMENT	Functional department the individual works in (e.g. Marketing, IT).
32	SENIORITY_LEVEL	Level of seniority (e.g. Manager, Director, VP, C-Suite).
33	INFERRED_YEARS_EXPERIENCE	Modeled total years of professional experience.
34	JOB_TITLE_HISTORY	Previous job titles the individual has held.
35	EDUCATION_HISTORY	Schools, degrees and fields of study on record.

COMPANY · 15 attributes

#	ATTRIBUTE	DESCRIPTION
36	COMPANY_NAME_HISTORY	Prior employers in the individual's work history.
37	COMPANY_ADDRESS	Street address of the individual's current employer.
38	COMPANY_DESCRIPTION	Short description of what the employer's company does.
39	COMPANY_DOMAIN	Primary website domain of the employer.
40	COMPANY_EMPLOYEE_COUNT	Approximate number of employees at the company.
41	COMPANY_LINKEDIN_URL	The employer's LinkedIn company-page URL.
42	COMPANY_NAME	Name of the individual's current employer.
43	COMPANY_PHONE	Main phone number for the employer.
44	COMPANY_REVENUE	Estimated annual revenue band of the employer.
45	COMPANY_SIC	Standard Industrial Classification (SIC) code of the company.
46	COMPANY_NAICS	North American Industry Classification (NAICS) code of the company.
47	COMPANY_CITY	City of the employer's headquarters or office.
48	COMPANY_STATE	State or region of the employer.
49	COMPANY_ZIP	Postal ZIP code of the employer.
50	COMPANY_INDUSTRY	Industry sector the employer operates in.

SOCIAL / PROFILE · 6 attributes

#	ATTRIBUTE	DESCRIPTION
51	LINKEDIN_URL	The individual's personal LinkedIn profile URL.

52	TWITTER_URL	The individual's X / Twitter profile URL.
53	FACEBOOK_URL	The individual's Facebook profile URL.
54	SOCIAL_CONNECTIONS	Approximate size of the individual's professional social network.
55	SKILLS	Listed professional skills and competencies.
56	INTERESTS	Declared or inferred personal and professional interests.

SKIPTRACE · 15 attributes		
#	ATTRIBUTE	DESCRIPTION
57	SKIPTRACE_MATCH_SCORE	Confidence score for the skip-trace identity match.
58	SKIPTRACE_NAME	Name returned by the skip-trace data source.
59	SKIPTRACE_ADDRESS	Address returned by the skip-trace data source.
60	SKIPTRACE_CITY	City returned by the skip-trace source.
61	SKIPTRACE_STATE	State returned by the skip-trace source.
62	SKIPTRACE_ZIP	ZIP code returned by the skip-trace source.
63	SKIPTRACE_LANDLINE_NUMBERS	Landline phone numbers found via skip-trace.
64	SKIPTRACE_WIRELESS_NUMBERS	Wireless / mobile numbers found via skip-trace.
65	SKIPTRACE_CREDIT_RATING	Modeled credit-rating band from skip-trace data.
66	SKIPTRACE_DNC	Do-Not-Call flag on skip-traced phone numbers.
67	SKIPTRACE_EXACT_AGE	Exact age returned by the skip-trace source (where available).
68	SKIPTRACE_ETHNIC_CODE	Ethnicity code appended by the skip-trace source.
69	SKIPTRACE_RELIGION_CODE	Religion code appended by the skip-trace source.
70	SKIPTRACE_LANGUAGE_CODE	Preferred-language code appended by the skip-trace source.
71	SKIPTRACE_IP	IP address associated with the skip-traced identity.