

Overview

Localytics raw data exports (also known as log exports, customer exports, session exports) consist of JSON blobs representing every session (start and close) and event that is uploaded from a customer application to Localytics. Due to the nature of mobile applications and the on-device caching of app data, a log will mostly contain data for the day or hour of the log, but may also contain data from previous days or hours, which were not uploaded until a later time.

Accessing the Raw Log Data

Localytics will maintain the Raw Log Data, and it will be available via the Raw Log Export API for up to 30 days, then deleted. To export the data, Developers will call Localytics Raw Log Export API endpoint:

```
https://api.localytics.com/v1/exports/analytics/logs/
```

Requests will be made with the following parameters:

App ID: The specific Application ID assigned to your application
 Year: Four digit year (i.e. 1984)
 Month: two digit calendar month (i.e. 01-12)
 Day: Two digit Day of the month (i.e. 01-31)
 Hour: Two digit hour of day in 24hr format (00-24)

For additional detail, refer to Localytics Raw Log Export API documentation.

Valid API requests will result in a response with a location header pointing to a file containing the log exports for that hour. The file contents are gzipped, and a sample curl response will look like:

```
curl -i
https:// $KEY : $SECRET@api .localytics.com/v1/exports/analytics/logs/
<App_ID>/<year>/<month>/<day>/<hour>

HTTP/1.1 302 Found
Date:
Content-Length: 0
Connection: keep-alive
Location:
https://s3.amazonaws.com/exports.localytics.i-m/localytics/<year>/
<month>/<day>/<app_id>/[SNIP rest of long signed URL]
```

Currently each request will be made specifying the hour of collected and processed data. However, not all days and/or hours will be available, depending on whether data was uploaded and processed on that day and hour for the specific application. **NOTE: If you are interested in setting up advanced integrations with your raw log data, please contact your Account Manager as we provide a variety of packages and custom services to assist.**

Viewing the data

Raw data exports consist of JSON blobs representing every session (start and close) and event that is uploaded from a customer application to Localytics. The various fields of data and JSON formatting are detailed below.

Field Descriptions

Bold values are non-optional values for their respective data point line types.

Field	Description	Type
acquire_campaign	Name of campaign from app installation source	string
acquire_source	Name of source from app installation campaign	string
advertising_id	Device advertiser ID value	string
android_id	Android device ID value	string
app	The Localytics application ID (listed in Localytics Administration)	string
app_ver	The application version	string
at	When the session started or event occurred, in UTC	date time
birth_date	Epoch timestamp of first time device is seen	int
browser	Client web browser description	string
bundle_id	IOS Bundle ID	string
carrier	The wireless carrier	string
city_name	The city where the device is	string
closed_at	When the session close occurred, in UTC	date time
clv_change	Incrementing value for CLV / LTV total	int
clv_total	Sum of all clv_change values at write time	int
country	The country where device is located	string
custom	For events, this field contains the descriptive attributes	array
custom_X	Custom Dimension (0-9) value recorded as passed by the application	string
customer_ids	Series of information pertaining to a customer	array

data_conn	Connection type for the device, ie "wifi"	string
device_new	Whether or not this is the first session ever received for this device, for this app	boolean
device_timezone	Device GMT offset in seconds	int
device_uuid	A hashed ID used to distinguish individual devices	string
google_advertising_id	Google advertising ID for an android device	string
has_push	Whether or not the event has a push ID	boolean
install_uuid	A hashed ID used to distinguish installations	string
jailbroken	Whether or not the device is jailbroken	boolean
language	Language to which the device is set	string
lat	The latitude passed by the device if GPS is enabled and passed	double
library_ver	The version of the Localytics client library used in the app	string
lng	The longitude passed by the device if GPS is enabled and passed	double
marketing_campaign	Web campaign name from referrer URL source	string
marketing_medium	Web medium name from referrer URL source	string
marketing_source	Web source name from referrer URL source	string
model	The model reported by the device	string
name	The name of the event recorded	string
nth	This is the nth session on the device	int
os_ver	Version of the operating system reported by the device	string
platform	The library platform (e.g. Android, BlackBerry, iPhone)	string
region	The region for the city/country	string
report_attrs	For events, this field contains the highly unique descriptive attributes not presented in the Localytics Dashboard	array
screen_flow	The series of screens viewed by the app user	array
sec_since_last_session	Number of seconds since the last session	int
session_uuid	Unique ID used to distinguish sessions in event data points. Directly related to uuid on session open and close data points.	string
total_session_sec	The number of seconds for the entire duration of the session, once closed	int
type	The type of session behavior (s = open, c = close, e = event)	string
uuid	A unique ID used for each event, or session start and close pair. Each event will have a unique value and the session start and close (for a given session) will share a value.	string

Data Format

Session Start

```
{
  "acquire_campaign": "Men_25-34_GetMoreUsers",
  "acquire_source": "Fiksu",
  "advertising_id": "A1B2C3-D4E5-ABCD-1234-0987POIU65YT",
  "android_id": "123456",
  "app": "abcdefghi-1234567890",
  "app_ver": "6.3",
  "at": "2014-03-31 01:37:41",
  "birth_date": 1362663686,
  "browser": "Other",
  "bundle_id": "8764523",
  "carrier": "Frontier Communications",
  "city_name": "Fort Wayne",
  "country": "us",
  "custom_0": "Annual",
  "custom_1": "International",
  "custom_2": "Premium",
  "custom_3": "Native Login",
  "custom_4": "Useful Information",
  "custom_5": "More Info",
  "custom_6": "Something Important",
  "customer_ids": {
    "customer_id": "9128734650"
  },
  "data_conn": "wifi",
  "device_new": false,
  "device_timezone": -14400,
  "device_uuid": "8bbca4bcb93e94bc7220ef0df77bb5c282567d17",
  "google_advertising_id": "ab3456f12349",
  "has_push": false,
  "install_uuid": "fa01c512046a4ca27d2fc74afba3686e610893c1",
  "jailbroken": false,
  "language": "en",
  "lat": 34.5,
  "library_ver": "iOSa_2.21.0",
  "lng": 56.4,
  "marketing_campaign": "campaign",
  "marketing_medium": "medium",
  "marketing_source": "source",
  "model": "iPhone 5",
  "nth": 29,
  "os_ver": "7.1",
  "platform": "iPhone",
  "region": "New England",
  "sec_since_last_session": 26,
  "type": "s",
  "uuid": "7946e8ec86bf9acc8ae404f49b2e5157894ec618"
}
```

Session Close with Screens

```
{
  "acquire_campaign": "Men_25-34_GetMoreUsers",
  "acquire_source": "Fiksu",
  "advertising_id": "A1B2C3-D4E5-ABCD-1234-0987P0IU65YT",
  "app": "abcdefghi-1234567890",
  "app_ver": "6.3",
  "at": "2014-03-31 00:34:01",
  "birth_date": 1390152419,
  "browser": "Other",
  "bundle_id": "5498211",
  "carrier": "AT&T",
  "city_name": "Boston",
  "closed_at": "2014-03-31 00:34:11",
  "country": "us",
  "custom_0": "Annual",
  "customer_ids": {
    "customer_id": "9128734650"
  },
  "data_conn": "wifi",
  "device_new": false,
  "device_timezone": -25200,
  "device_uuid": "04a770b098fe4c7befe902373f7e79619a8fcac7",
  "has_push": true,
  "install_uuid": "534716b7a7673d711148fbf370283afa884d7012",
  "jailbroken": false,
  "language": "en",
  "lat": 23.5,
  "library_ver": "iOSa_2.21.0",
  "lng": 55.8,
  "marketing_campaign": "campaign",
  "marketing_medium": "medium",
  "marketing_source": "source",
  "model": "iPhone 5",
  "nth": 53,
  "os_ver": "7.0.6",
  "platform": "iPhone",
  "region": "New England",
  "screen_flow": [

    "Main",
    "Login",
    "Options",
    "User
    Details",
    "Options",
    "Main",

  ],
  "session_uuid": "0593916b0e6b12cbbe957f1be5d1d5dd22fa6d65",
  "total_session_sec": 9,
  "type": "c",
  "uuid": "d953c9d885eb1d9fc9e0f9427c8327a45053a3ca"
}
```

Events without Attributes or Customer ID

```
{
  "acquire_campaign": "Men_25-34_GetMoreUsers",
  "acquire_source": "Fiksu",
  "android_id": "234ggda56211",
  "app": "abcdefghi-1234567890",
  "app_ver": "6.3",
  "at": "2014-03-31 01:41:03",
  "birth_date": 1374768747,
  "browser": "Other",
  "bundle_id": "23411569",
  "carrier": "Comcast Cable",
  "city_name": "Chicago",
  "clv_total": "2499",
  "clv_change": "175",
  "country": "us",
  "device_new": false,
  "device_timezone": -18000,
  "device_uuid": "94e2c8dd0ec50f219d484586d63f6b4bcae4b586",
  "google_advertising_id": "eeee4321",
  "has_push": false,
  "install_uuid": "07c19ee343a492fe567e36413ff8310bbf36cec7",
  "jailbroken": false,
  "language": "en",
  "lat": 12.5,
  "library_ver": "iOSa_2.21.0",
  "lng": 89.4,
  "marketing_campaign": "campaign",
  "marketing_medium": "medium",
  "marketing_source": "source",
  "model": "iPhone 5",
  "name": "Add To Cart",
  "nth": 35,
  "os_ver": "7.1",
  "platform": "iPhone",
  "region": "Midwest",
  "session_uuid": "8cfc5d6388f55ec858dd4c19f3aa8eccc762746d",
  "type": "e",
  "uuid": "eecda51462269488d77b1708848f91c851dd2fbc"
}
```

Events with Event Attributes, Custom Dimensions, and Customer IDs

```
{
  "acquire_campaign": "Men_25-34_GetMoreUsers",
  "acquire_source": "Fiksu",
  "android_id": "234ggda56211",
  "app": "abcdefghi-1234567890",
  "app_ver": "6.3",
  "at": "2014-03-31 01:41:03",
  "birth_date": 1374768747,
  "browser": "Other",
  "bundle_id": "23411569",
  "carrier": "Comcast Cable",
  "city_name": "Chicago",
  "clv_total": "2499",
  "clv_change": "175",
  "country": "us",
  "custom": {
    "order quantity": "3-5 items",
    "item price range": "$25-50",
    "subtotal price range": "$75-100",
    "promo code": "No",
    "size": "XL"
  },
  "custom_0": "Annual",
  "custom_1": "International",
  "customer_ids": {
    "customer_id": "9128734650"
  },
  "device_new": false,
  "device_timezone": -18000,
  "device_uuid": "94e2c8dd0ec50f219d484586d63f6b4bcae4b586",
  "google_advertising_id": "eeee4321",
  "has_push": false,
  "install_uuid": "07c19ee343a492fe567e36413ff8310bbf36cec7",
  "jailbroken": false,
  "language": "en",
  "lat": 12.5,
  "library_ver": "iOSa_2.21.0",
  "lng": 89.4,
  "marketing_campaign": "campaign",
  "marketing_medium": "medium",
  "marketing_source": "source",
  "model": "iPhone 5",
  "name": "Add To Cart",
  "nth": 35,
  "os_ver": "7.1",
  "platform": "iPhone",
  "region": "Midwest",
  "session_uuid": "8cfc5d6388f55ec858dd4c19f3aa8eccc762746d",
  "type": "e",
  "uuid": "eecda51462269488d77b1708848f91c851dd2fbc"
}
```

Events with Event and Report Attributes without Customer ID

```

{
  "acquire_campaign": "Men_25-34_GetMoreUsers",
  "acquire_source": "Fiksu",
  "android_id": "234ggda56211",
  "app": "abcdefghi-1234567890",
  "app_ver": "6.3",
  "at": "2014-03-31 01:41:03",
  "birth_date": 1374768747,
  "browser": "Other",
  "bundle_id": "23411569",
  "carrier": "Comcast Cable",
  "city_name": "Chicago",
  "clv_total": "2499",
  "clv_change": "175",
  "country": "us",
  "custom": {
    "order quantity": "3-5 items",
    "item price range": "$25-50",
    "subtotal price range": "$75-100",
    "promo code": "No",
    "size": "XL"
  },
  "device_new": false,
  "device_timezone": -18000,
  "device_uuid": "94e2c8dd0ec50f219d484586d63f6b4bcae4b586",
  "google_advertising_id": "eeee4321",
  "has_push": false,
  "install_uuid": "07c19ee343a492fe567e36413ff8310bbf36cec7",
  "jailbroken": false,
  "language": "en",
  "lat": 12.5,
  "library_ver": "iOSa_2.21.0",
  "lng": 89.4,
  "marketing_campaign": "campaign",
  "marketing_medium": "medium",
  "marketing_source": "source",
  "model": "iPhone 5",
  "name": "Add To Cart",
  "nth": 35,
  "os_ver": "7.1",
  "platform": "iPhone",
  "report_attrs": {
    "SKU": "XYZ123",
    "Unit Price":
    "32.25", "Qty": "3"
  },
  "region": "Midwest",
  "session_uuid": "8cfc5d6388f55ec858dd4c19f3aa8eccc762746d",
  "type": "e",
  "uuid": "eecda51462269488d77b1708848f91c851dd2fbc"
}

```