FIRST-PARTY · 100% OPT-IN · CONNECTED

See the full picture of consumer behavior.

MFour's OmniTraffic® data licensing product is comprised of 7 different data stream bundles that encompass the full consumer journey — from what consumers ask AI, to the apps they use, the websites they visit, and much more.

MFour has the largest first-party mobile-app panel in the U.S., where all behaviors are captured at the device level and every consumer knowingly opts in and is fairly compensated for sharing their data.

4B+
signals captured / month

iOS + Android
cross-platform coverage

11
connected datasets

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A guided tour of the OmniTraffic® connected panel — the story behind the data, the proof of its quality, and a complete reference for every dataset and field available for license.

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THE PROBLEM

Most behavioral data is fragmented. OmniTraffic® isn't.

Search lives in one tool, store visits in another, purchases in a third — each tied to a different cookie or device guess. The result is ten partial shadows of a consumer, and no way to know they're the same person. OmniTraffic® resolves every signal to one real, opted-in individual.

THE USUAL WAY

cookie_8821

idfa_3c9

device_graph?

panel_B

3p_segment

hashed_email

Probabilistic stitching. Gaps between channels. No single source of truth.

→

THE OMNITRAFFIC® WAY

Every signal resolves to one validated, opted-in consumer.

THE CONNECTED DIFFERENCE

One key joins everything: PANELIST_ID

Every dataset carries the same deterministic identifier. A ChatGPT or Gemini prompt, an app session, a store visit, and a receipt all belong to the same real person — no probabilistic device graphs, no stitched guesses. Append first-party demographics to any record on the same key.

INDEPENDENT SIGNALS

PANELIST_ID	Asked ChatGPT "best running shoes for flat feet"
PANELIST_ID	Compared three retailer sites on mobile web
PANELIST_ID	Walked into Foot Locker — 12 min dwell
PANELIST_ID	Bought Nike Pegasus — $134 e-receipt
PANELIST_ID	Surveyed: "why?" = comfort + reviews

1

One validated consumer

Female · 25–34
Austin, TX · HHI $100k+

id 6680048

Deterministic

One ID, not a probabilistic match.

Cross-channel

Search, web, store, and spend in one row.

Enrichable

First-party demographics on every record.

OBSERVE, THEN ASK

Know the *why* behind the *what*.

OmniTraffic® is built on a live consumer panel — so you can spot a behavioral pattern in the data, then survey those exact consumers to learn the motivation behind it. No other behavioral feed closes the loop between observed behavior and stated intent.

1

AI SEARCH
Asks ChatGPT for the best running shoes for flat feet

2

APP & WEB
Compares three retailer sites on mobile

3

STORE VISIT
GPS-verified visit to Foot Locker — 12 min dwell

4

PURCHASE
Buys Nike Pegasus — captured on an e-receipt, $134

↩

SURVEY · CLOSE THE LOOP
Ask the same consumer **why** → "comfort + reviews"

THE PANEL

Where the data comes from

Every OmniTraffic® signal is sourced directly from US consumers using MFour's proprietary app, **Surveys On The Go®**. Panelists are compensated through the Payday program, and share data through transparent, manual opt-in steps that provide clear informed consent — never scraped, inferred, or bought third-hand.

13M+

SINCE 2011

consumers actively sharing behavioral data with MFour.

55%+

of users stay engaged month over month — longitudinal by design.

5+ Years

of longitudinal history

Fair Trade Data®

Panelists are told exactly what they share and paid fairly for it. That transparent, consent-first exchange is the foundation of durable, high-quality data — and the reason OmniTraffic® can sustain the largest first-party, all-mobile behavioral audience in the US, longitudinally.

iOS where rivals are Android-only

The only panel approved to see the iOS consumer — where much of the spend is — not just Android.

Ask why, anytime

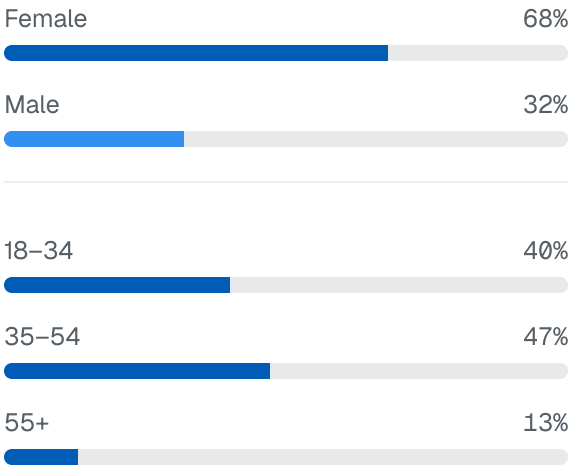
Layer surveys onto consumer behavioral data, so the *why* comes straight from the consumer — not your inference.

PANEL OVERVIEW

A validated, balanced, longitudinal panel

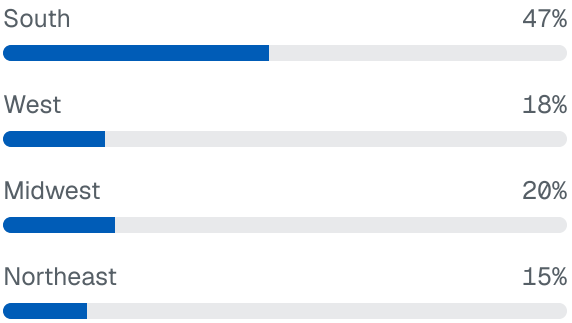
Behavioral signal is only as good as the people behind it. The OmniTraffic® panel is recruited first-party, balanced to the US population, and retained for years — so the same consumers can be followed over time.

DEMOGRAPHIC BALANCE



Representative distribution; panel is balanced and weightable to US Census targets.

REGIONAL SPREAD



50 states

210 Nielsen DMAs

LONGITUDINAL DEPTH & VALIDATION

Recruit & pay
Fair Trade Data® — paid, consenting US panelists.

Informed opt-in
Manual, transparent permission steps on device.

Capture & survey
Passive behavior plus Point of Emotion® surveys.

Strip & QA
PII removed, validated, and delivered within 48h.

TRUST BY DESIGN

Quality, privacy & compliance

OmniTraffic® is engineered to be safe to license and dependable to model on. Personally identifiable information is stripped before delivery, and high-priority fields are populated for the vast majority of records.

PII PROTECTION

- ✓ No name, email, or zip+6 — anything that could re-identify a panelist when combined is omitted.
- ✓ URLs truncated after the "?" on every record, removing any credentials or tokens.
- ✓ NSFW and illicit content excluded by keyword and category.

CONSENT & COMPLIANCE

- ✓ 100% opt-in, sourced first-party from consenting panelists.
- ✓ Manual, transparent opt-in steps provide clear informed consent.
- ✓ CCPA-aligned handling across all OmniTraffic® offerings.

90%+
fill rate on high-priority fields

99%+
of data delivered within 48 hours

≤ 48 hrs
event-to-delivery latency

SCALE & COVERAGE

Built for production scale

4B+

behavioral signals captured every month

750k+

commercial locations for verified visits

DELIVERY & FORMAT

Daily
go-forward + historic

Parquet
column-optimized

S3 · SFTP
standard delivery

Snowflake
BigQuery · API

PLATFORM COVERAGE BY STREAM

App & Web	iOS+Android
Brick + Mortar	iOS+Android
Purchase	iOS+Android
ChatGPT · Gemini	iOS+Android
Media · Audio	Android
Social · Ordering	Android

COVERAGE FOOTPRINT

Nationwide US coverage, mapped to Nielsen DMAs and US regions. Every panelist carries state, county, DMA, and region for geographic analysis.

WHAT YOU CAN DO WITH IT

Connected data, ready for the questions you actually ask.

Because every signal shares one identity, OmniTraffic® answers cross-channel questions other panels can't — out of the box.

Path-to-purchase & journeys

Map the real route from search to store to checkout for a single consumer, across channels.

App·Web · Location · Purchase

Ad & media attribution

Tie social, streaming, and OOH exposure to downstream visits and purchases — with brand lift.

Digital ads · Media · Location

Competitive & category intel

See where consumers actually spend time and money across rival apps, sites, and stores.

App·Web · Purchase · Location

Audience profiling & enrichment

Build behavior-based segments, then enrich them with deterministic first-party demographics.

Demographics · All streams

AI search presence

Measure how often — and how — your brand shows up inside real AI conversations.

ChatGPT · Gemini

Foot-traffic & OOH lift

Quantify store and venue visitation, then survey exposed consumers for the why.

Location · Surveys

THE DATA STREAMS

All the behavioral data, in one connected feed.

License the full connected panel — or any single stream. Every dataset carries first-party demographics and joins to the rest on PANELIST_ID. The pages that follow document each one in full.

App & Web
iOS + Android

Domain-level app sessions and full mobile-web clickstream.

Media & Audio
Android

Streaming inside YouTube, Netflix, Spotify, Pandora, Disney+ & more.

Brick + Mortar: Visits
iOS + Android

GPS-verified store visits with dwell across 750k+ locations.

NEW

Digital Ads
Android + Account-Level

Advertising exposure across major social, video, audio streaming and AI platforms.

Third-party ordering
Android

DoorDash & Uber Eats — platform, basket, spend & frequency.

Purchase
Account-level

Receipt- and line-item-level transactions via e-receipts & Amazon.

NEW • GEMINI

GenAI/LLM
Account-level

Full-history ChatGPT and Gemini conversations — how AI shapes discovery.

Demographics ENRICHMENT
All panelists

A profile layer — age, income, ethnicity & more — appended to any stream on PANELIST_ID.

OMNITRAFFIC® · APP + WEB

App

Every app session, timestamped.

COVERAGE	UPDATE FREQUENCY	BUILT FOR
US national · iOS + Android	Daily · ≤ 48h latency	Competitive & product analytics

App usage at the domain level — which apps a consumer opens, in which category, and for exactly how long. Build share-of-time views, measure engagement, and benchmark against competitor apps.

WHAT THIS DATASET HELPS YOU ANSWER

- Which apps own the most time in my category?
- How does my app's engagement compare to rivals?
- When and how often do consumers open key apps?

Competitive benchmarking · Engagement & retention · Share of time

AVAILABLE CONFIGURATIONS

AGE ELIGIBILITY
18+ standard · 13+ available on request

CONTENT FILTERING
NSFW excluded by default · inclusion where applicable

DELIVERY & FORMAT
Daily refresh · Historical backfill · Sample file on request · S3 / SFTP · Snowflake · BigQuery · API

FILTERS & SCOPE
App allow-list & category scope · Category-level roll-ups · Minimum session-duration threshold

SAMPLE RECORD PREVIEW

PANELIST_ID 8475999

APP_NAME	Snapchat
CATEGORY	Communication
BUNDLE_ID	com.snapchat.android
DURATION_SEC	71
DEVICE_MODEL	samsung SM-S908U
OS_NAME	Android

A curated example of high-value fields — not the full schema. The complete field list appears in the Field Dictionary.

APP

Field dictionary

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FIELDS

Joins to all other OmniTraffic® datasets on PANELIST_ID.

FIELD	DESCRIPTION	TYPE	EXAMPLE
PANELIST_ID	MFour panelist identifier.	NUMERIC	8475999
OS_NAME	Operating system at time of event.	CATEGORICAL	Android
OS_VERSION	OS software version number.	TEXT	13
DEVICE_MANUFACTURER	Manufacturer of the device.	TEXT	samsung
DEVICE_MODEL	Model of the device.	TEXT	SM-S908U
DEVICE_TYPE	Device type the data was tracked on.	TEXT	Smartphone
BUNDLE_ID	Original app bundle identifier.	TEXT	com.snapchat.android
APP_NAME	Name of the app.	TEXT	Snapchat
CATEGORY	App category.	CATEGORICAL	Communication
STARTED_AT_LOCAL	Session start timestamp, local to the user.	DATETIME	09:25:31
ENDED_AT_LOCAL	Session end timestamp, local to the user.	DATETIME	09:25:40
STARTED_AT_UTC	Session start timestamp, UTC.	DATETIME	14:25:31
ENDED_AT_UTC	Session end timestamp, UTC.	DATETIME	14:25:40
DURATION_SEC	Session length in seconds (UTC + offset).	NUMERIC	9
AGE_FILTER	Age coverage configuration.	CATEGORICAL	18+
IS_NSFW	NSFW content flag.	CATEGORICAL	0
PT_DATE	Payload date — when the data was processed.	DATE	2023-02-14

OMNITRAFFIC® · APP + WEB

Web

The full mobile-web clickstream.

COVERAGE	UPDATE FREQUENCY	BUILT FOR
US national · iOS + Android	Daily · ≤ 48h latency	Search & category intelligence

Mobile-web clickstream — the pages, domains, and search terms a consumer moves through, session by session, including the page before and after. Reconstruct browsing journeys and capture intent-rich search behavior.

WHAT THIS DATASET HELPS YOU ANSWER

- What do consumers search before they buy?
- Which sites win consideration in my category?
- How do browsing journeys flow site to site?

Search & SEO intelligence · Path-to-purchase · Competitive traffic

AVAILABLE CONFIGURATIONS

AGE ELIGIBILITY
18+ standard · 13+ available on request

CONTENT FILTERING
NSFW excluded by default · inclusion where applicable

DELIVERY & FORMAT
Daily refresh · Historical backfill · Sample file on request · S3 / SFTP · Snowflake · BigQuery · API

FILTERS & SCOPE
Domain / category allow-lists · Search-term capture on/off · Private-session handling

SAMPLE RECORD PREVIEW

PANELIST_ID 5943166

PAGE_DOMAIN	www.youtube.com
BROWSER_VENDOR	Safari
CATEGORY	Entertainment, Streaming
SEARCH_TERM	fitbit not charging
DURATION_SEC	338
OS_NAME	iOS

A curated example of high-value fields — not the full schema. The complete field list appears in the Field Dictionary.

WEB

Field dictionary

25
FIELDS

Joins to all other OmniTraffic® datasets on PANELIST_ID.

FIELD	DESCRIPTION	TYPE	EXAMPLE
PANELIST_ID	MFour panelist identifier.	NUMERIC	5943166
OS_NAME	Operating system at time of event.	CATEGORICAL	iOS
OS_VERSION	OS software version number.	TEXT	17.3.1
DEVICE_MANUFACTURER	Manufacturer of the device.	TEXT	Apple
DEVICE_MODEL	Model of the device.	TEXT	iPhone14,4
DEVICE_TYPE	Device type the data was tracked on.	TEXT	Smartphone
BROWSER_VENDOR	Browser in which the session occurred.	TEXT	Safari
PRIVATE_DOMAIN	Name of domain in private sessions.	TEXT	bereal.com
PAGE_DOMAIN	Domain of the page during the session.	TEXT	www.youtube.com
PAGE_URL	Page visited during the session; domain only on iOS.	TEXT	www.youtube.com:443
PREDECESSOR_URL	URL visited in the prior session; domain only on iOS.	TEXT	auth.bereal.com:443
SUCCESSOR_URL	URL visited in the following session; domain only on iOS.	TEXT	statici.icloud.com:443
PAGE_FULL_URL	Full page URL; domain only on iOS.	TEXT	www.youtube.com:443
PREDECESSOR_FULL_URL	Full prior-session URL; domain only on iOS.	TEXT	auth.bereal.com:443
SUCCESSOR_FULL_URL	Full following-session URL; domain only on iOS.	TEXT	statici.icloud.com:443
SEARCH_TERM	Search terms used during the session.	TEXT	fitbit not charging
CATEGORY	Category of the page URL during the session.	CATEGORICAL	Entertainment
STARTED_AT_LOCAL	Session start timestamp, local to the user.	DATETIME	10:51:47
ENDED_AT_LOCAL	Session end timestamp, local to the user.	DATETIME	10:51:48
STARTED_AT_UTC	Session start timestamp, UTC.	DATETIME	15:51:47
ENDED_AT_UTC	Session end timestamp, UTC.	DATETIME	15:51:48
DURATION_SEC	Duration of the session in seconds.	NUMERIC	338
AGE_FILTER	Age coverage configuration.	CATEGORICAL	18+
IS_NSFW	NSFW content flag.	CATEGORICAL	0
PT_DATE	Payload date — when the data was processed.	DATE	2024-03-21

OMNITRAFFIC® · APP + WEB

Media

What plays, start to finish.

COVERAGE	UPDATE FREQUENCY	BUILT FOR
US national · Android	Daily · ≤ 48h latency	Streaming & content strategy

In-app and mobile-web streaming actions inside YouTube, Netflix, Amazon Prime, Disney+ and more — series, episode, channel, and how long each piece of content was watched.

WHAT THIS DATASET HELPS YOU ANSWER

- What titles and channels hold attention?
- How is viewing split across streaming services?
- Which content drives the most watch time?

Content strategy · Streaming share · Ad-load context

AVAILABLE CONFIGURATIONS

AGE ELIGIBILITY
18+ standard · 13+ available on request

CONTENT FILTERING
NSFW excluded by default · inclusion where applicable

DELIVERY & FORMAT
Daily refresh · Historical backfill · Sample file on request · S3 / SFTP · Snowflake · BigQuery · API

FILTERS & SCOPE
Player / service scope · Advertisement rows on/off · Series & genre roll-ups

SAMPLE RECORD PREVIEW

PANELIST_ID 2094528

MEDIA_PLAYER	YouTube
CHANNEL	EXPLORE WITH US
CATEGORY	Entertainment
STREAM_TYPE	onDemand
DURATION_SEC	145
OS_NAME	Android

A curated example of high-value fields — not the full schema. The complete field list appears in the Field Dictionary.

Field dictionary

Joins to all other OmniTraffic® datasets on PANELIST_ID.

FIELD	DESCRIPTION	TYPE	EXAMPLE
PANELIST_ID	MFour panelist identifier.	NUMERIC	2094528
OS_NAME	Operating system at time of event; Android only.	CATEGORICAL	Android
OS_VERSION	OS software version number.	TEXT	14
DEVICE_MANUFACTURER	Manufacturer of the device.	TEXT	samsung
DEVICE_MODEL	Model of the device.	TEXT	SM-S911U
DEVICE_TYPE	Device type the data was tracked on.	TEXT	Smartphone
MEDIA_PLAYER	Streaming service, e.g. Netflix, Prime, YouTube, Disney+.	TEXT	YouTube
MEDIA_ID	Identifier linking the ad to the media it plays on.	TEXT	s1z5dDQ6cac
IS_ADVERT	Whether the content is an advertisement (YouTube only).	TEXT	0
STREAM_TYPE	Streamed, downloaded, on-demand, or blank.	TEXT	onDemand
SERIES_TITLE	Name of the series.	TEXT	Cops Discover…
SERIES_SEASON	Season of the series.	TEXT	Season 1
EPISODE_TITLE	Name of the episode or video title.	TEXT	The Magician
EPISODE_NUMBER	Episode number.	TEXT	1
DESCRIPTION	Description of the episode watched.	TEXT	In today's…
CATEGORY	Category of the episode; varies per media player.	CATEGORICAL	Entertainment
CHANNEL	Channel on which the episode plays (primarily YouTube).	TEXT	EXPLORE WITH US
MEDIA_DURATION_SEC	Total content length (seconds).	NUMERIC	6155
STARTED_AT_LOCAL	Session start timestamp, local to the user.	DATETIME	12:57:25
ENDED_AT_LOCAL	Session end timestamp, local to the user.	DATETIME	12:59:50
STARTED_AT_UTC	Session start timestamp, UTC.	DATETIME	17:57:25
ENDED_AT_UTC	Session end timestamp, UTC.	DATETIME	17:59:50
DURATION_SEC	Session length for content engagement (seconds).	NUMERIC	145
AGE_FILTER	Age coverage configuration.	CATEGORICAL	18+
IS_NSFW	NSFW content flag.	CATEGORICAL	0
PT_DATE	Payload date — when the data was processed.	DATE	2024-05-12

OMNITRAFFIC® · APP + WEB

Audio

Every track and podcast.

COVERAGE	UPDATE FREQUENCY	BUILT FOR
US national · Android	Daily · ≤ 48h latency	Audio & podcast measurement

Audio streaming actions inside Spotify, YouTube Music, Pandora, YouTube, Amazon Prime Music, Apple Music, iHeartRadio, SoundCloud, Pocket Casts, Castbox, Google Play Books, and Luminary — the title, artist, album or series, and how long it played, foreground or background.

WHAT THIS DATASET HELPS YOU ANSWER

- What do consumers stream, and for how long?
- How does audio split across services?
- Which artists and shows over-index?

Audio & podcast measurement · Listening share · Talent & sponsorship

AVAILABLE CONFIGURATIONS

AGE ELIGIBILITY
18+ standard · 13+ available on request

CONTENT FILTERING
NSFW excluded by default · inclusion where applicable

DELIVERY & FORMAT
Daily refresh · Historical backfill · Sample file on request · S3 / SFTP · Snowflake · BigQuery · API

FILTERS & SCOPE
Player / service scope · Foreground listening only · Music vs. podcast split

SAMPLE RECORD PREVIEW

PANELIST_ID 9817327

AUDIO_PLAYER	Spotify
AUDIO_TITLE	Mexican Radio
ARTIST_OR_CREATOR	South Park Mexican
ALBUM_OR_SERIES	Never Change
DURATION_SEC	285
OS_NAME	Android

A curated example of high-value fields — not the full schema. The complete field list appears in the Field Dictionary.

AUDIO

Field dictionary

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FIELDS

Joins to all other OmniTraffic® datasets on PANELIST_ID.

FIELD	DESCRIPTION	TYPE	EXAMPLE
PANELIST_ID	MFour panelist identifier.	NUMERIC	9817327
OS_NAME	Operating system at time of event; Android only.	CATEGORICAL	Android
OS_VERSION	OS software version number.	TEXT	14
DEVICE_MANUFACTURER	Device manufacturer (samsung, motorola, google…).	TEXT	samsung
DEVICE_MODEL	Device model; depends on manufacturer.	TEXT	SM-G991U1
DEVICE_TYPE	Device type the data was tracked on.	TEXT	Smartphone
AUDIO_PLAYER	Audio player — Spotify, Pandora, iHeart, YT Music…	TEXT	Spotify
AUDIO_TITLE	Title of the song or podcast episode.	TEXT	Mexican Radio
ARTIST_OR_CREATOR	Artist or podcast creator.	TEXT	South Park Mexican
ALBUM_OR_SERIES	Album or podcast series title.	TEXT	Never Change
IS_FOREGROUND	Foreground (1) or background (0) playback.	TEXT	0
STARTED_AT_LOCAL	Local start time of the content played.	DATETIME	08:10:50
ENDED_AT_LOCAL	Local end time of the content played.	DATETIME	08:15:35
STARTED_AT_UTC	UTC start time of the content played.	DATETIME	13:10:50
ENDED_AT_UTC	UTC end time of the content played.	DATETIME	13:15:35
DURATION_SEC	Duration of play in seconds.	NUMERIC	285
AGE_FILTER	Age coverage configuration.	CATEGORICAL	18+
IS_NSFW	NSFW content flag.	CATEGORICAL	0
PT_DATE	Payload date — when the data was processed.	DATE	2024-03-26

OMNITRAFFIC® · BRICK + MORTAR

Brick + Mortar: Visits

GPS-verified store visits.

COVERAGE	UPDATE FREQUENCY	BUILT FOR
US national · iOS + Android	Daily · ≤ 48h latency	Site selection & retail analytics

Verified physical visits across more than 750,000 commercial locations nationwide — venue, address, coordinates, and category, each with arrival, departure, and dwell time.

WHAT THIS DATASET HELPS YOU ANSWER

- Who visits my stores — and my competitors'?
- How long do shoppers dwell, and how often?
- Which trade areas drive footfall?

Site selection · Competitive visitation · Footfall & OOH lift

AVAILABLE CONFIGURATIONS

AGE ELIGIBILITY
18+ standard · 13+ available on request

CONTENT FILTERING
NSFW excluded by default · inclusion where applicable

DELIVERY & FORMAT
Daily refresh · Historical backfill · Sample file on request · S3 / SFTP · Snowflake · BigQuery · API

FILTERS & SCOPE
Venue / category allow-lists · Geographic radius & DMA scope · Minimum dwell-time threshold

SAMPLE RECORD PREVIEW

PANELIST_ID 10662144

VENUE_NAME	Costco
CATEGORY	Warehouse / Wholesale
CITY / STATE	West Fargo, ND
DURATION_SEC	1,172 (≈20 min)
VENUE_LAT	46.8446
OS_NAME	iOS

A curated example of high-value fields — not the full schema. The complete field list appears in the Field Dictionary.

Field dictionary

20
FIELDS

Joins to all other OmniTraffic® datasets on PANELIST_ID.

FIELD	DESCRIPTION	TYPE	EXAMPLE
PANELIST_ID	MFour panelist identifier.	NUMERIC	10662144
OS_NAME	Operating system at time of event.	CATEGORICAL	iOS
VISIT_ID	Unique visit identifier.	TEXT	680fb69e…f6a9
VENUE_ID	Unique venue identifier.	TEXT	4b5f14dd…29e3
VENUE_NAME	Name of the location.	TEXT	Costco
VENUE_LAT	Latitude coordinate of the location.	NUMERIC	46.8446481
VENUE_LNG	Longitude coordinate of the location.	NUMERIC	-96.9003
CATEGORY	Location category.	CATEGORICAL	Warehouse Store
CITY	Location city.	TEXT	West Fargo
STATE	Location state.	TEXT	ND
POSTAL_CODE	Location ZIP.	TEXT	58078
COUNTRY	Location country.	TEXT	US
STARTED_AT_LOCAL	Visit start time, local to the user.	DATETIME	09:57:00
ENDED_AT_LOCAL	Visit end time, local to the user.	DATETIME	10:16:00
STARTED_AT_UTC	Visit start time, UTC.	DATETIME	14:57:00
ENDED_AT_UTC	Visit end time, UTC.	DATETIME	15:16:00
DURATION_SEC	Dwell duration of the visit, in seconds.	NUMERIC	1172
AGE_FILTER	Age coverage configuration.	CATEGORICAL	18+
IS_NSFW	NSFW content flag.	CATEGORICAL	0
PT_DATE	Payload date — when the data was processed.	DATE	2025-05-19

OMNITRAFFIC® · DIGITAL ADS

Digital Ads

Visibility into walled garden advertising.

COVERAGE	UPDATE FREQUENCY	BUILT FOR
US national · Android + Account-Level	Daily · latency varies by source	Brand & ad measurement

Advertising exposure across major social, video, audio streaming, and AI platforms, including Facebook, Instagram, X, TikTok, YouTube, ChatGPT, Pandora, Spotify, SoundCloud, iHeartRadio, YouTube Music, and Amazon Prime Music — the advertiser, promotion type, creative metadata, and how long each ad was on screen. Tie real ad exposure to downstream behavior.

WHAT THIS DATASET HELPS YOU ANSWER

- Which brands are advertising where I compete?
- How much exposure do campaigns really get?
- What creative is in-market right now?

Brand & ad measurement · Competitive ad tracking · Share of voice

AVAILABLE CONFIGURATIONS

AGE ELIGIBILITY

18+ standard · 13+ available on request

DELIVERY & FORMAT

Daily refresh · Historical backfill · Sample file on request · S3 / SFTP · Snowflake · BigQuery · API

FILTERS & SCOPE

Platform & ad type · Advertiser / vertical allow-lists · Playback duration

SAMPLE RECORD PREVIEW

PANELIST_ID 4422686

PLATFORM	ChatGPT
ADVERTISER_NAME	Panda Express
AD_ACTION	clicked
AD_TITLE	Save on your next order
DEVICE_TYPE	Smartphone
OS_NAME	iOS

A curated example of high-value fields — not the full schema. The complete field list appears in the Field Dictionary.

Field dictionary

Joins to all other OmniTraffic® datasets on PANELIST_ID.

FIELD	DESCRIPTION	TYPE	EXAMPLE
PANELIST_ID	MFour panelist identifier.	NUMERIC	4422686
OS_NAME	Operating system of the device the ad was seen on.	TEXT	iOS
AD_EXPOSURE_SK	Unique identifier for a single ad exposure.	TEXT	a1c9e2f0…7c31
SOURCE_FEED	Ad source: ChatGPT, social, media, or audio.	TEXT	chatgpt_ad
SOURCE_EVENT_ID	Identifier of the exposure within its source feed.	TEXT	evt_88214
LINKED_ENTITY_TYPE	Kind of content the ad appeared in. ChatGPT only.	TEXT	conversation
LINKED_ENTITY_ID	ID of the content the ad appeared in, e.g. the conversation. ChatGPT only.	TEXT	conv_5c2f1a
DEVICE_TYPE	Device form factor. Not available for ChatGPT ads.	TEXT	Smartphone
CHANNEL	Broad ad grouping: AI assistant, social, video, or audio.	TEXT	social
PLATFORM	Platform the ad was shown on.	TEXT	Instagram
SURFACE	Where in the platform the ad appeared, e.g. a feed post. ChatGPT, social.	TEXT	Feed post
CHANNEL_NAME	Channel or network the ad played on. ~5% of video exposures.	TEXT	ESPN
STREAM_TYPE	Live or on-demand stream. Rarely reported.	TEXT	Live
AD_ACTION	Engagement: impression, viewed, clicked, played, or unknown.	TEXT	clicked
SOURCE_AD_ACTION	Engagement as labeled by the source. ChatGPT only.	TEXT	link_click
ADVERTISER_ID	Advertiser identifier. ChatGPT only.	TEXT	adv_10432
ADVERTISER_NAME	Advertiser responsible for the ad.	TEXT	Panda Express
BRAND_ID	Advertised brand identifier. ChatGPT only.	TEXT	brand_2210
BRAND	Brand advertised. ChatGPT only.	TEXT	Panda Express
CREATIVE_ID	Identifier of the specific creative. Rarely populated.	TEXT	cr_88123
AD_TITLE	Headline text of the ad.	TEXT	Save on your next order
AD_DESCRIPTION	Body text of the ad.	TEXT	Limited-time offer
CREATIVE_IMAGE_URL	Image shown in the ad. ChatGPT only.	TEXT	cdn…/ad.jpg
DESTINATION_URL	Page the ad directs to. ChatGPT only.	TEXT	pandaexpress.com/offer
DOMAIN	Domain of the destination page. ChatGPT only.	TEXT	pandaexpress.com
UTM_SOURCE	Campaign source on the destination link.	TEXT	chatgpt
UTM_MEDIUM	Campaign medium on the destination link.	TEXT	cpc
UTM_CAMPAIGN	Campaign name on the destination link.	TEXT	summer_promo
UTM_CONTENT	Campaign content variant on the destination link.	TEXT	banner_v2
UTM_TERM	Campaign search term on the destination link.	TEXT	fast food
AD_DURATION	Full ad length, in seconds. Indicative, not reliable.	NUMERIC	30
AD_PLAY_DURATION	Seconds of the ad the panelist actually played.	NUMERIC	18
AD_EVENT_DATE_UTC	Date the ad was shown, in UTC.	DATE	2025-07-08
AD_EVENT_AT_UTC	Time the ad was shown, in UTC.	DATETIME	18:37:59
AD_EVENT_AT_LOCAL	Time the ad was shown, panelist's local time.	DATETIME	13:37:59
COLLECTED_DATE_UTC	Date the exposure was collected from the device, in UTC.	DATE	2025-07-09
SRC_FILE_DATE	Payload date — when the data was processed.	DATE	2025-07-08

Third-Party Ordering

DoorDash & Uber Eats baskets.

COVERAGE	UPDATE FREQUENCY	BUILT FOR
US national · Android	Daily · ≤ 48h latency	QSR & delivery strategy

Delivery ordering activity across DoorDash and Uber Eats — restaurants viewed, checkouts, pricing line items, promotions, membership status, and delivery distance. Measure share of basket and order frequency.

WHAT THIS DATASET HELPS YOU ANSWER

- Who orders delivery, and from whom?
- How big are baskets and how often do they reorder?
- How do DoorDash and Uber Eats compare?

QSR & delivery strategy · Basket & frequency · Promo effectiveness

AVAILABLE CONFIGURATIONS

AGE ELIGIBILITY
18+ standard · 13+ available on request

CONTENT FILTERING
NSFW excluded by default · inclusion where applicable

DELIVERY & FORMAT
Daily refresh · Historical backfill · Sample file on request · S3 / SFTP · Snowflake · BigQuery · API

FILTERS & SCOPE
Platform scope (DoorDash · Uber Eats) · Restaurant / cuisine allow-lists · Event-type scope (view, checkout)

SAMPLE RECORD PREVIEW

PANELIST_ID 11545397

SERVICE	DoorDash
EVENT_TYPE	Checkout
RESTAURANT_NAME	McDonald's
MEMBERSHIP_STATUS	DashPass
DELIVERY_DISTANCE	1.4 mi
ZIP_CODE	WA 98337

A curated example of high-value fields — not the full schema. The complete field list appears in the Field Dictionary.

Field dictionary

Joins to all other OmniTraffic® datasets on PANELIST_ID.

FIELD	DESCRIPTION	TYPE	EXAMPLE
PANELIST_ID	Unique user identifier.	NUMERIC	11545397
OS_NAME	Operating system name.	TEXT	Android
OS_VERSION	Operating system version.	TEXT	14
DEVICE_MANUFACTURER	Mobile device manufacturer.	TEXT	motorola
DEVICE_MODEL	Mobile device model.	TEXT	moto g stylus 5G
DEVICE_TYPE	Mobile device type.	TEXT	Smartphone
SERVICE	Service used — UberEats, DoorDash.	TEXT	DoorDash
EVENT_TYPE	Event — Checkout, Purchase, Restaurant View…	TEXT	Checkout
RESTAURANT_NAME	Name of the restaurant / venue.	TEXT	McDonald's
ZIP_CODE	State abbreviation + 5-digit postal code.	TEXT	WA 98337
MEMBERSHIP_STATUS	Membership — DashPass, Uber One, etc.	TEXT	DashPass
DELIVERY_DISTANCE	Distance required for delivery.	NUMERIC	1.4
DISTANCE_UNIT	Unit of measurement, e.g. mi, ft.	TEXT	mi
PRICE_TYPE	Pricing line item — Subtotal, Total, Fees…	TEXT	Total Price
PRICE	Value displayed with the pricing line item.	NUMERIC	24.18
STRIKETHROUGH_PRICE	Displayed strikethrough price for the line item.	NUMERIC	29.00
PROMOS_SHOWN	Promotional text shown, if any.	TEXT	20% off
CURRENCY	Currency symbol for the transaction price.	TEXT	$
UUID	Unique event identifier; relates to multiple rows.	TEXT	434ee9d9…d575
STARTED_AT_UTC	Timestamp of the event, UTC.	DATETIME	06:44:10
STARTED_AT_LOCAL	Timestamp of the event, local.	DATETIME	01:44:10
EVENT_DATE	Event date, local time.	DATE	2025-11-02
EVENT_HOUR	Event hour of day, local time.	NUMERIC	13
EVENT_DAY	Event day of month, local time.	NUMERIC	2
EVENT_WEEK	Event week of year, local time.	NUMERIC	44
EVENT_TIMESTAMP	Event timestamp in unixtime / epoch.	TEXT	1762091050
YEAR	Payload year.	NUMERIC	2025
MONTH	Payload month.	NUMERIC	11
DAY	Payload day.	NUMERIC	2
PT_DATE	Payload date.	DATE	2025-11-02
SOURCE_ID	Payload unique identifier.	TEXT	b9fa5c69…0964

OMNITRAFFIC® · PURCHASE

Purchase: Receipt

Transaction-level spend.

COVERAGE	UPDATE FREQUENCY	BUILT FOR
US national · account-level	Daily · ≤ 48h latency	CPG & retail revenue teams

Receipt-level consumer purchases captured via e-receipts and Amazon accounts — store, timestamp, totals, tax, fees, discounts, and payment channel. The transaction backbone of the purchase journey.

WHAT THIS DATASET HELPS YOU ANSWER

- What do consumers actually spend, and where?
- How do baskets split across retailers?
- Which channels drive revenue?

Revenue & share of wallet · Retailer benchmarking · Channel mix

AVAILABLE CONFIGURATIONS

AGE ELIGIBILITY
18+ standard

CONTENT FILTERING
Not applicable — transactional data

DELIVERY & FORMAT
Daily refresh · Historical backfill · Sample file on request · S3 / SFTP · Snowflake · BigQuery · API

FILTERS & SCOPE
Merchant / retailer allow-lists · Online vs. in-store channel · Category-level roll-ups

SAMPLE RECORD PREVIEW

TRANSACTION_SK 0000731342…

MERCHANT_NAME	Amazon
MEMBERSHIP_INFO	Prime
TOTAL	$28.22
TAX	$2.24
PAYMENT_CHANNEL	ONLINE
CURRENCY	USD

A curated example of high-value fields — not the full schema. The complete field list appears in the Field Dictionary.

Field dictionary

20
FIELDS

Joins to all other OmniTraffic® datasets on PANELIST_ID.

FIELD	DESCRIPTION	TYPE	EXAMPLE
transaction_sk	Unique ID linking a purchase order to its items.	TEXT	0ea39084…8bf2
panelist_id	Unique user identifier.	NUMERIC	10229469
merchant_name	Data collection source.	TEXT	Amazon
receipt_id	Unique receipt identifier.	TEXT	111-6376864-9870668
store_name	Store name, e.g. "American Eagle".	TEXT	Amazon
membership_info	Merchant loyalty program status, e.g. Prime.	TEXT	Prime
fees	Sum of all fees for the order.	NUMERIC	1.00
tip	Tip value applied to the order.	NUMERIC	2.00
tax	Sum of taxes applied to the order.	NUMERIC	2.24
total_without_tax	Subtotal for the order, before taxes.	NUMERIC	25.98
total	Total amount for the order.	NUMERIC	28.22
delivery_fee	Delivery / shipping charge for the order.	NUMERIC	7.12
discount	Sum of discounts applied to the order.	NUMERIC	3.45
gift_card	Sum of gift card value applied to the order.	NUMERIC	0.00
currency	Currency used for the order, e.g. USD.	TEXT	USD
payment_channel	Whether the order was online, in-store, etc.	TEXT	ONLINE
purchased_at_local	Local time of the order.	DATETIME	2024-02-17 00:00
purchased_at_utc	UTC time of the order.	DATETIME	2024-02-17 06:00
src_file_date	Source file timestamp.	DATE	2025-11-15
updated_at	Record update timestamp.	DATETIME	2025-11-18 22:34

OMNITRAFFIC® · PURCHASE

Purchase: Line-Item

Every item in the basket.

COVERAGE	UPDATE FREQUENCY	BUILT FOR
US national · account-level	Daily · ≤ 48h latency	Category & basket analytics

Item-level detail within each transaction — product, ASIN/UPC, brand, category, quantity, and unit price — linked back to the receipt on TRANSACTION_SK. Analyze basket composition and product-level demand.

WHAT THIS DATASET HELPS YOU ANSWER

- Which products and brands win the basket?
- How do price and promotion move units?
- What sells alongside my category?

Category & basket analytics · Brand share · Pricing & promo

AVAILABLE CONFIGURATIONS

AGE ELIGIBILITY
18+ standard

CONTENT FILTERING
Not applicable — transactional data

DELIVERY & FORMAT
Daily refresh · Historical backfill · Sample file on request · S3 / SFTP · Snowflake · BigQuery · API

FILTERS & SCOPE
Brand / category allow-lists · ASIN / UPC-level scope · Marketplace vs. first-party

SAMPLE RECORD PREVIEW

RECEIPT_ITEM_SK 4d1d5719…

ITEM_NAME	QR Code Dog Tag (NFC)
BRAND_NAME	WhoseID
CATEGORY	Pet Supplies > Dogs
QUANTITY	1
TOTAL_PRICE	$7.59
STORE_NAME	Amazon

A curated example of high-value fields — not the full schema. The complete field list appears in the Field Dictionary.

Field dictionary

Joins to all other OmniTraffic® datasets on PANELIST_ID.

FIELD	DESCRIPTION	TYPE	EXAMPLE
receipt_item_sk	Unique item identifier.	TEXT	4d1d5719…90c8
transaction_sk	Unique ID linking the item to its order.	TEXT	efcc6af2…3052
panelist_id	Unique user identifier.	NUMERIC	3743094
merchant_name	Data collection source.	TEXT	Amazon
receipt_id	Unique receipt identifier.	TEXT	114-0806163-5617021
store_name	Store name, e.g. "American Eagle".	TEXT	Amazon
membership_info	Merchant loyalty program status.	TEXT	Prime
item_index	Index of the item within the receipt; sortable.	NUMERIC	0
item_id	Merchant-specific item identifier.	TEXT	—
asin	Amazon Standard Identification Number.	TEXT	B0C9MF48LK
item_upc	Item Universal Product Code.	TEXT	—
item_name	Item name.	TEXT	QR Code Dog Tag, NFC
product_url	Item store-page URL.	TEXT	amazon.com/dp/B0C9MF48LK
manufacturer	Item manufacturer.	TEXT	WhoseID
brand_name	Item brand name.	TEXT	WhoseID
category	Item category.	TEXT	Pet Supplies > Dogs
seller	Item seller.	TEXT	WhoseID
weight	Item weight.	TEXT	—
condition	Item condition.	TEXT	New
color	Item color.	TEXT	—
size	Item size.	TEXT	—
quantity	Number of units purchased.	NUMERIC	1
receipt_total	Total order amount.	NUMERIC	8.31
original_unit_price	Original unit price of the item.	NUMERIC	8.31
unit_price	Final unit price of the item.	NUMERIC	7.59
total_price	Total amount for the item.	NUMERIC	7.59
currency	Currency used for the order, e.g. USD.	TEXT	USD
payment_channel	Whether the order was online, in-store, etc.	TEXT	ONLINE
purchased_at_local	Local time of the order.	DATETIME	2023-10-04 00:00
purchased_at_utc	UTC time of the order.	DATETIME	2023-10-04 08:00
src_file_date	Source file timestamp.	DATE	2025-11-15

OMNITRAFFIC® · GENAI/LLM

GenAI/LLM

How AI shapes the purchase.

COVERAGE	UPDATE FREQUENCY	BUILT FOR
US national · account-level	Daily · ≤ 48h latency	Brand & AI-search (AEO) teams

Full-history ChatGPT and Gemini conversations — the prompts consumers write, the responses they get, the models they use, and the brands AI names — joined to first-party demographics on PANELIST_ID. See exactly how AI shapes brand discovery.

WHAT THIS DATASET HELPS YOU ANSWER

- Does AI recommend my brand — or a competitor?
- What are consumers asking AI in my category?
- How does AI shape discovery and purchase?

AI-search (AEO) presence · Category prompt mining · Brand mention tracking

AVAILABLE CONFIGURATIONS

AGE ELIGIBILITY
Account-level · 18+ standard

CONTENT FILTERING
Sensitive content filtered

DELIVERY & FORMAT
Daily refresh · Historical backfill · Sample file on request · S3 / SFTP · Snowflake · BigQuery · API

FILTERS & SCOPE
Model & plan-tier scope · Topic / keyword allow-lists · Message-role selection

SAMPLE RECORD PREVIEW

PANELIST_ID 4296871

CONVERSATION_TITLE	Lump Sum Contract...
MESSAGE_ROLE	assistant
MODEL	gpt-4o
MEMBERSHIP_INFO	Plus
MESSAGE_COUNT	14
SERVICE_NAME	ChatGPT

A curated example of high-value fields — not the full schema. The complete field list appears in the Field Dictionary.

Field dictionary

Joins to all other OmniTraffic® datasets on PANELIST_ID.

DICTIONARY FIELD	DESCRIPTION	TYPE	CHATGPT	GEMINI
PANELIST_ID	Unique ID for the MFour panelist. Links this data to the panelist's demographics and other MFour data, when licensed.	NUMERIC	✓	✓
SERVICE_NAME	The AI platform the data came from (e.g., ChatGPT, Gemini).	TEXT	✓	✓
COLLECTED_AT_UTC	When MFour collected the data (UTC).	DATETIME	✓	✓
MEMBERSHIP_INFO	The panelist's plan on the AI platform (e.g., personal | free, personal | plus).	TEXT	✓	–
CONVERSATION_ID	Unique ID for a conversation. All messages in the conversation share this ID.	TEXT	✓	✓
CONVERSATION_CREATED_AT_UTC	When the panelist started the conversation (UTC).	DATETIME	✓	✓
CONVERSATION_UPDATED_AT_UTC	When the conversation was last active (UTC).	DATETIME	✓	✓
CONVERSATION_TITLE	Title of the conversation, set by the panelist or by the AI platform.	TEXT	✓	✓
MESSAGE_ROLE	Who wrote the message: user (the panelist), assistant (the AI), system (platform instructions), or tool (a built-in platform tool, e.g., image generation).	TEXT	✓	✓
MODEL	The AI model that wrote the response (e.g., gpt-4o). Blank for panelist messages.	TEXT	✓	✓
MESSAGE_ID	Unique ID for a message.	TEXT	✓	✓
CONVERSATION_SESSION_ID	ID for a session within a conversation. A new session starts after 30 minutes of inactivity.	TEXT	✓	✓
CONVERSATION_SESSION_SORT	Order of the session within the conversation. Sort by this field, then MESSAGE_SORT_ORDER, to read the conversation in order.	NUMERIC	✓	✓
MESSAGE_CONTENT_TYPE	Type of message content (e.g., text, multimodal_text).	TEXT	✓	–
MESSAGE_TEXT	Full text of the message: the panelist's prompt or the AI's full response. PII is redacted from both.	TEXT	✓	✓
CONVERSATION_MESSAGE_SEARCH_RESULT	Search results the AI showed with the message, including summaries and links.	TEXT	✓	–
CONVERSATION_MESSAGE_CONTENT_REFERENCE	Content the message points to, such as citations or embedded cards.	TEXT	✓	✓
CONVERSATION_MESSAGE_IMAGE_ID	ID for an image uploaded or generated in the message.	TEXT	✓	–
CONVERSATION_MESSAGE_IMAGE_DIMENSION_PX	Image size in pixels (e.g., 1024x1024).	TEXT	✓	–
MESSAGE_COUNT	Number of messages in the session up to and including this one.	NUMERIC	✓	✓
MESSAGE_SORT_ORDER	Order of the message within the session.	NUMERIC	✓	✓
CHAT_USER_CREATED_AT_UTC	When the panelist created their account on the AI platform (UTC).	DATETIME	✓	–
STARTED_AT_UTC	When the message started (UTC).	DATETIME	✓	✓
UPDATED_AT_UTC	When the message was last updated, usually when the response finished (UTC).	DATETIME	✓	✓
SRC_FILE_DATE	Date of the source file.	DATE	✓	✓
UPDATED_AT	When this row was last updated (UTC).	DATETIME	✓	✓

OMNITRAFFIC® · ENRICHMENT LAYER

Demographics

Know who, not just what.

COVERAGE	UPDATE FREQUENCY	BUILT FOR
US national · all panelists	Refreshed from screeners	Segmentation & audience teams

ENRICHMENT Demographics is not an event-level feed. It is an enrichment layer: a single profile row per panelist that joins to App, Web, Media, Audio, Visits, Social, Ordering, Purchase, and ChatGPT on PANELIST_ID — turning anonymous behavior into a named, profiled audience.

WHAT THIS DATASET HELPS YOU ANSWER

- Who are the consumers behind a behavior?
- How do segments differ by age, income, or ethnicity?
- Which audiences over-index for my brand?

Audience profiling · Segment enrichment · Weighting & projection

SAMPLE ENRICHMENT RECORD
PANELIST_ID 6679936

AGE / GENDER	21 · Female
ETHNICITY	Caucasian
INCOME	Less than $25,000
STATE / DMA	OH · Toledo
RENT_OR_OWN	Rent
REGION_NAME	Midwest

One profile row per panelist, appended to any behavioral dataset on PANELIST_ID.
Full attribute list in the Field Dictionary opposite.

Field dictionary

Joins to all other OmniTraffic® datasets on PANELIST_ID.

FIELD	DESCRIPTION	TYPE	EXAMPLE
PANELIST_ID	MFour panelist identifier — the join key across every dataset.	NUMERIC	6679936
PLATFORM	Device operating system at time of event.	TEXT	iOS
BIRTHDATE	Date of birth provided in screener survey.	DATE	1990-05-22
AGE	Exact age of the panelist.	NUMERIC	21
GENDER	Panelist-identified gender.	TEXT	Female
ETHNICITY	Panelist-identified ethnicity.	TEXT	Caucasian
HISPANIC	Indicates whether the panelist is Hispanic.	TEXT	No
EDUCATION	Highest level of education completed.	TEXT	Finished High School
EMPLOYMENT_STATUS	Panelist-identified employment status.	TEXT	Unemployed
INCOME	Panelist-identified household income band.	TEXT	$100,000 or more
RELATIONSHIP_STATUS	Panelist relationship status.	TEXT	In a relationship
PET_COUNT	Count of pets owned by the panelist.	TEXT	One to two
PET_TYPE	Types of pets owned by the panelist.	TEXT	Dog, Cat
HAS_CHILDREN	Indicates if the panelist has children.	TEXT	No
INDUSTRY	Industry in which the panelist works.	TEXT	Retail
MILITARY_STATUS	Panelist-identified military status.	TEXT	Never served
OCCUPANT_COUNT	Number of occupants in the residence.	TEXT	4
RENT_OR_OWN	Home ownership status.	TEXT	Rent
LEASE_OR_PURCHASE	Vehicle ownership status.	TEXT	Purchased
SMALL_BUSINESS_OWNER	Indicates whether the panelist owns a small business.	TEXT	Yes
SPANISH_TV	Indicates whether the panelist watches Spanish-language TV.	TEXT	No
CHILDREN_UNDER_18	Has children under 18 in the household.	TEXT	No
STATE	State where the panelist resides.	TEXT	OH
COUNTY	County where the panelist resides.	TEXT	Williams
DMA_CODE	Nielsen DMA code associated with the panelist.	TEXT	547
DMA_NAME	Nielsen DMA name associated with the panelist.	TEXT	Toledo
REGION_NAME	US region where the panelist resides.	TEXT	Midwest
AGE_FILTER	Age coverage configuration, e.g. 13+, 18+.	CATEGORICAL	18+
PT_DATE	Payload date — when the data was processed.	DATE	2024-01-15

REFERENCE

Delivery & common questions

How is the data delivered, and how fresh is it?

Clients can receive data as often as daily, representing consumer actions for the prior 24 hours. There may be up to 48 hours of latency on a small share of records; over 99% of data lands within 48 hours. Standard delivery is via S3 or SFTP, with Snowflake, BigQuery, and API options available.

Why are the streams delivered as separate files?

Each file represents a different method of technical processing. Combining everything into one file would multiply column counts and leave most rows blank, slowing deliveries. Separate files keep processing fast and storage lean — and every file joins on PANELIST_ID.

What does iOS vs. Android coverage mean for my analysis?

Android permits in-app collection, so for prioritized apps we can see actions inside the app. iOS restricts in-app visibility, so iOS records show which app was used, when, and for how long. Several streams (Media, Audio, Social, Ordering) are therefore Android-only, while App, Web, Brick + Mortar, and Purchase span both.

What age coverage is available?

OmniTraffic® defaults to 18+ coverage. A 13+ configuration is available where a specific use case requires it, controlled by the AGE_FILTER field on every record.

mfour
DATA RESEARCH

Put the connected panel to work.

License OmniTraffic® for your own stack, or analyze it inside Studio with DANI. Either way — first-party, opt-in, and connected to one consumer.

See MFour's panel data in action — visit **mfour.com/contact-us**

Powering real-time consumer and shopper insights for the world's leading brands, advertisers, and market research firms.

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