

Raw Export v2 - Metadata Name Reference

What this page is

This page lists every default attribute, event, and event parameter under its public name, so you can build an export request without guessing. Where the API reference explains how the API works, this page tells you exactly what to put in the `attributes`, `event_name`, and `params` fields.

Why names matter in v2

v2 accepts public names only. It never accepts the old internal storage short codes (such as `em` for email or `pid` for product ID), and it never accepts raw `c_` custom codes. If you send one of those, the request is rejected right away with 400 `invalid attribute | invalid event parameter | invalid event name`, and the error repeats the exact selector you sent so you can fix it.

The upside: what you send is what you get back. Output columns use these same public names, so you read the file with the names you requested.

How to use these names

- **Attributes.** Put the public attribute name in the `attributes` array, for example `"attributes": ["email", "age", "custom.loyalty_tier"]`.
- **Events.** Put the public event name in `event_name`, for example, `"event_name": "purchase"`.
- **Event parameters.** Put the public parameter name in the event's `params` array, for example, `"params": ["product_id", "currency"]`.
- **Custom columns.** These are not listed here because they are specific to your account. Address them with the `custom.` prefix, for example `custom.gift_wrap`. Find your registered custom names through the columns metadata API at `/api/metadata/v4/columns`.
- The "Old name" column is for migration only. If you used a short code or internal name in v1, find it in that column to see the public name to use now. You never send the old name to v2.

How to read the tables

Each table shares the same columns. Here is what they mean.

Column	What it tells you
Public name (send this)	The exact name to put in your request. This is also the column name you get back in the output file.
Display name	The label you see in the Insider One's InOne panel. For reference only, do not send this.
Data type	The kind of value: String = text, Number = number, Boolean = true/false, Date/time = timestamp, List of strings / List of numbers = multiple values, URL = link.
Old name (v1 only, not accepted)	The v1 internal code or name. Shown only to help you migrate. v2 rejects it.

Default Attributes

These are the user and device fields you can request in the `attributes` array. Send the public name; the output column comes back under the same name.

Public name (send this)	Display name	Data type	Old name (v1 only, not accepted)
gender	Gender	String	ge
birthday	Birthday	Date/time	bi
name	Name	String	na
surname	Surname	String	su
age	Age	Number	ag
email	Email Address	String	em
email_optin	Email Opt-In	Boolean	eo
phone_number	Phone Number	String	pn
sms_optin	SMS Opt-In	Boolean	so
language	Language	String	la
environment	Environment	String	env
idfa	IDFA	String	
app_push_token	App Push Token	String	mpt
web_push_token	Web Push Token	String	wpt
udid	UDID	String	
device_model	Device Model	String	mo
mobile_carrier	Mobile Carrier	String	ca
app_version	App Version	String	av
os_version	OS Version	String	ov
platform	Platform	String	pl
timezone	Timezone	String	tz
device_language	Device Language	String	dl
sdk_version	SDK Version	String	sv
package_name	Package Name	String	pkg
app_push_optin	App Push Opt-In	Boolean	mpo
web_push_optin	Web Push Opt-In	Boolean	wpo
web_push_language	Web Push Language	String	wpl
installed_apps	Installed Apps	List of strings	ia
city	City	String	ci

country	Country	String	co
list_id	List ID	List of numbers	lid
customer_lifecycle_status	Customer Lifecycle Status	Number	cls
interest_cluster	Interest Cluster	Number	ic
customer_lifetime_value	Customer Lifetime Value	Number	clv
discount_affinity	Discount Affinity	Number	da
predicted_conversion_start_date	Predicted Conversion Start Date	Number	pcsd
predicted_conversion_end_date	Predicted Conversion End Date	Number	pced
predicted_conversion_purchase_date	Predicted Conversion Purchase Date	Number	pcpd
mobile_app_uninstall_prediction	Mobile App Uninstall Prediction	Number	mup
mobile_app_last_uninstall_date	Mobile App Last Uninstall Date	Date/time	mud
mobile_app_login_status	Mobile App Login Status	Boolean	mls
last_app_push_sent	Last App Push Sent	Date/time	lps
mobile_app_last_install_date	Mobile App Last Install Date	Date/time	mid
mobile_app_optimal_time	Mobile App Optimal Time	String	mot
mobile_app_location_optin	Mobile App Location Opt-In	Boolean	mlo
uuid	UUID	String	
last_purchase_amount	Last Purchase Amount	Number	
last_purchased_product_name	Last Purchased Product Name	String	
last_abandoned_cart_amount	Last Abandoned Cart Amount	Number	
search_query	Search Query	List of strings	
items_in_cart	Item(s) in Cart	Boolean	cart_abandoned
last_visited_product_id	Last Visited Product ID	String	
last_visited_product_name	Last Visited Product Name	String	
last_visited_product_image	Last Visited Product Image	String	last_visited_product_img

last_visited_product_url	Last Visited Product URL	String	
last_visited_category_name	Last Visited Category Name	String	last_visited_category
last_visited_category_url	Last Visited Category URL	String	
device_type	Device Type	String	
last_abandoned_product_name	Last Abandoned Product Name	String	
last_abandoned_product_image	Last Abandoned Product Image	String	last_abandoned_product_image
last_abandoned_product_url	Last Abandoned Product URL	String	
cart_items	Cart Items	String	
last_browsed_items	Last Browsed Items	String	c_ucd_last_browsed_items (1)
gdpr_optin	GDPR Opt-In	Boolean	gdpr
email_bounced	Email Bounced	Number	bounce
email_reported_as_spam	Email Reported as Spam	Number	spam
global_unsubscription	Global Unsubscription	Number	global_unsubscribe
invalid_email_addresses	Invalid Email Address	Number	has_invalid_email
unsubscribe_groups	Unsubscribe Groups	List of numbers	
last_email_open_date	Last Email Open Date	Date/time	
insider_id	Profile ID	String	iid
email_blocked	Email Blocked	Number	blocked
last_purchase_date	Last Purchase Date	Date/time	
last_visit_date	Last Visit Date	Date/time	
last_likelihood_to_purchase_update	Last Likelihood to Purchase Update	Date/time	last_updated_ltp
sha256_hashed_email	SHA256 Hashed Email	String	email_sha256
attribute_affinity	Attribute Affinity	String	
user_based_recommendations	User Based Recommendations	String	recommendation_ub
user_based_web_push_recommendations	User Based Web Push Recommendations	List of strings	recommendation_ub_webpush
email_warm_up	Email Warm Up	Number	warmup
device_provider	Device Provider	String	pv

mixpanel_cohorts	Mixpanel Cohorts	List of strings	mml
last_unsubscription_date	Last Unsubscription Date	Date/time	last_unsubs_date
last_email_click_date	Last Email Click Date	Date/time	last_email_clicked_date
whatsapp_optin	WhatsApp Opt-In	Boolean	wbo
sms_optout_user	SMS Opt-Out User	Boolean	sms_opt_out_user
likelihood_to_churn_prediction	Likelihood to Churn Prediction	Number	churn_prediction
rfm_recency	RFM Recency	Number	
rfm_frequency	RFM Frequency	Number	
rfm_monetary	RFM Monetary	Number	
likelihood_to_open_email	Likelihood to Open Email	Number	email_lto
static_segment_id	Static Segment ID	List of numbers	custom_segment_id
active_journeys	Active Journeys	List of numbers	
likelihood_to_purchase_for_app	Likelihood to Purchase for App	Number	ltp
email_at	Email At	Number	
amplitude_cohorts	Amplitude Cohorts	List of strings	acn
facebook_id	Facebook ID	String	fid
twitter_id	Twitter ID	String	tid
screen_width	Screen Width	Number	sw
screen_height	Screen Height	Number	sh
attribute_affinity_segments	Attribute Affinity Segments	List of strings	aas
last_ip	Last IP	String	li
user_identified_date	User Identified Date	Date/time	idat
journey_next_best_channel	Journey Next Best Channel	List of strings	jb_nbc
predicted_churn_date	Predicted Churn Date	Number	pcd
locale	Locale	String	lo
app_push_engage_prediction	App Push Engage Prediction	Number	app_push_engage
sms_double_optin	SMS Double Opt-In	Boolean	
whatsapp_double_optin	WhatsApp Double Opt-In	Boolean	
email_double_optin	Email Double Opt-In	Boolean	

ios_time_sensitive	iOS Time Sensitive	Boolean	tss
ios_scheduled_summary	iOS Scheduled Summary	Boolean	ssm
idfv	IDFV	String	
contact_source	Contact Source	String	
user_action_time_model	User Action Time Model	String	
whatsapp_optout_user	WhatsApp Opt-Out User	Boolean	wa_opt_out_user
created_date	Created Date	Date/time	crea
updated_date	Updated Date	Date/time	upta
active	Active	Boolean	actv
last_url	Last URL	String	lurl
rfm	RFM	Number	
invalid_sms_phone_number	Invalid SMS Phone Number	Boolean	is_invalid_sms_pn
blacklisted_sms_phone_number	Blacklisted SMS Phone Number	Boolean	is_blacklisted_sms_pn
shopify_id	Shopify ID	String	
magento_id	Magento ID	String	
web_push_action_date	Web Push Action Date	Date/time	wp_action_date
web_push_browser	Web Push Browser	String	wp_browser
web_push_other_data	Web Push Other Data	String	wp_other_data
web_push_subscribe_date	Web Push Subscribe Date	Date/time	wp_sub_date
web_push_token_data	Web Push Token Data	String	wp_token_data
web_push_unsubscribe_date	Web Push Unsubscribe Date	Date/time	wp_unsub_date
web_push_update_date	Web Push Update Date	Date/time	wp_update_date
fps_id	FPS ID	List of numbers	
cg_bucket_number	CG Bucket Number	Number	cgb
state	State	String	st
architect_last_contacted	Architect Last Contacted	Date/time	lct
reason	Reason	String	
total_item_count_in_the_cart	Total Item Count in the Cart	Number	total_cart_item_count
number_of_unique_products_in_the_cart	Number of Unique Products in the Cart	Number	total_cart_item_kind

last_purchased_product_url	Last Purchased Product URL	URL	
mobile_app_access	Mobile App Access	Boolean	maa
mobile_user_id	Mobile User ID	Number	mob_user_id
whatsapp_business_user_id	WhatsApp Business User ID	String	

(1) last_browsed_items was stored as a custom attribute internally (c_uvd_last_browsed_items). In v2, request it using its public name last_browsed_items like any other default attribute. Do not send the c_code.

Default Events

These are the events you can request in event_name. Send the public name. Your output event_name column carries this same public name.

Public name (send this)	Display name	Old name (v1 only, not accepted)
homepage_view	Homepage View	
listing_page_view	Listing Page View	
product_detail_page_view	Product Page View	
cart_page_view	Cart Page View	
purchase	Purchase	confirmation_page_view
other_page_view	Other Page View	
cart_cleared	Cart Clearance	
item_added_to_cart	Add to Cart	
item_removed_from_cart	Remove from Cart	
sign_up_confirmation	Sign-Up	
lead_collected	Lead Collection Form Submit	
inapp_seen	InApp View	
ins_social_proof	Social Proof View	
push_session	App Push Open	
session_start_from_push	InApp View From App Push	
push_delivered	App Push Delivered	
mobile_recommendation_log	Mobile Recommendation Log	
session_start	Mobile App Open	

test_inapp	InApp Test View	
email_delivered	Email Delivered	
email_open	Email Open	
email_click	Email Click	
email_bounce	Email Bounce	
email_spamreport	Email Spam Report	
email_group_unsubscribe	Email Group Unsubscribe	
email_unsubscribe	Email Unsubscribe	
email_processed	Email Process	
email_group_resubscribe	Email Group Resubscribe	
email_dropped	Email Drop	
email_deferred	Email Defer	
journey_enter	Journey Enter	
journey_exited	Journey Exit	
journey_product_action	Journey Product Action	
sms_click	SMS Click	
sms_delivered	SMS Delivered	
sms_unsubscribe	SMS Unsubscribe	
sms_subscribe	SMS Subscribe	
sms_reply	SMS Reply	
sms_undelivered	SMS Undelivered	
whatsapp_click	WhatsApp Click	
whatsapp_delivered	WhatsApp Delivered	
whatsapp_reply	WhatsApp Reply	
whatsapp_reply_first_button	WhatsApp Reply First Button	
whatsapp_reply_second_button	WhatsApp Reply Second Button	
whatsapp_reply_third_button	WhatsApp Reply Third Button	
whatsapp_reply_other_reply	WhatsApp Reply Other Reply	
whatsapp_unsubscribe	WhatsApp Unsubscribe	
whatsapp_read	WhatsApp Read	

whatsapp_reply_auto_reply	WhatsApp Reply Auto Reply	
coupon_received	Coupon Received	
sms_resubscribe	SMS Resubscribe	
sms_drop	SMS Drop	
sms_campaigns	SMS Campaigns	
purchase_cancelled	Cancelled Purchase	
txn_email_delivered	Transactional Email Delivered	
txn_email_open	Transactional Email Open	
txn_email_click	Transactional Email Click	
txn_email_blocked	Transactional Email Blocked	
txn_email_spam	Transactional Email Spam	
txn_email_bounce	Transactional Email Bounce	
web_push_click	Web Push Click	
web_push_view	Web Push View	
whatsapp_dropped	WhatsApp Dropped	
whatsapp_undelivered	WhatsApp Undelivered	
email_resubscribe	Email Resubscribe	
survey_result	Survey Result	
item_added_to_wishlist	Item Added to Wishlist	
item_removed_from_wishlist	Item Removed from Wishlist	
wishlist_page_view	Wishlist Page View	
whatsapp_campaigns	WhatsApp Campaigns	
whatsapp_opt_out	WhatsApp Opt-Out	
mfreq	Mobile Frequency	
email_unsent	Email Channel Frequency Capping Drop	
wishlist_cleared	Wishlist Cleared	
inapp_click_log	InApp Click Log	
whatsapp_reply_other_button	WhatsApp Reply Other Button	
stop_whatsapp_offers	Stop WhatsApp Offers	
whatsapp_sent	WhatsApp Sent	
onsite_click	Onsite Click	

onsite_impression	Onsite Impression	
push_undelivered	App Push Undelivered	
push_dropped	App Push Dropped	
txn_sms_delivered	Transactional SMS Delivered	
txn_sms_click	Transactional SMS Click	
txn_sms_undelivered	Transactional SMS Undelivered	
txn_sms_drop	Transactional SMS Drop	
vrf_sms_delivered	Verify SMS Delivered	
vrf_sms_click	Verify SMS Click	
vrf_sms_undelivered	Verify SMS Undelivered	
vrf_sms_drop	Verify SMS Drop	
rcs_delivered	RCS Delivered	
rcs_undelivered	RCS Undelivered	
rcs_drop	RCS Drop	
rcs_open	RCS Open	
rcs_click	RCS Click	
rcs_cta_click	RCS CTA Click	
live_activity_delivered	Live Activity Delivered	
live_activity_undelivered	Live Activity Undelivered	
live_activity_dropped	Live Activity Dropped	
email_blocked	Email Blocked	
geofence_trigger	Geofence Trigger	
sms_sent	SMS Sent	
txn_email_dropped	Transactional Email Dropped	
txn_email_processed	Transactional Email Processed	
web_push_sent	Web Push Sent	

Default Event Parameters

These are the parameters you can request inside an event's `params` array. Send the public name and v2 maps it to the right storage column for each event automatically. A few parameters live under different columns depending on the event (see the Notes column), but you always send the same public name.

Public parameter (send this)	Old name (v1 only, not accepted)	Notes
action	c_action	
action_code		
activity_id		
activity_type		
app_name		
app_push_message	message	
app_push_title	title	
campaign_id		Stored as email_campaign_id on email_* events and camp_id on push_* and survey_result; always send campaign_id
campaign_name		
campaign_tags		
campaign_type	camp_type	
campaign_view		
cert_type_observed		
color	co	
coupon_code		
currency	cu	
deep_links		
device_type		
dismiss_type		
displayed_currency	nc_cu	
displayed_unit_price	nc_up	
displayed_unit_sales_price	nc_usp	
drop_cause		
event_group_id	e_guid	
event_source	src	
geofence_name	name	Only on the geofence_trigger event
image_url		
inapp_id		
initiator		

ip_address		
journey_campaign_name	name	Only on journey_enter and journey_exited events
journey_id		
journey_name		
journey_session_id		
journey_tags		
locale		
mobile_recommendation_id	c_recommendation_id	
name		
platform		
product_id	pid	
product_image_url	piu	
product_name	na	
promotion_discount	pd	
promotion_name	pn	
quantity	qu	
reason		
reason_type		
referrer		
rule		
session_id	sid	
shipping_cost	sc	
size	si	
source_url	source	
stock	st	
taxonomy	ta	
trigger_event		
type		
unit_price	up	
unit_sales_price	usp	
url		
url_offset_index		

user_agent		
variant_id		Stored as variation_id on email_* and txn_email_* events; always send variant_id
voucher_discount	vd	
voucher_name	vn	

Finding your custom names

This page covers Insider One's default names only. Your account may also have custom attributes and parameters that your team defined. To see all public names registered for your account, defaults and customs together, call the columns metadata API at `/api/metadata/v4/columns`, then address any custom name as `custom.<name>` in your request. Do not guess custom names, and never send a raw `c_` code.