

Context Variables

Overview

Context Variables are values describing the user's current environment. They are resolved before the creative is rendered and are available for binding directly in components.

Context variables are divided into two categories:

- **Context Variables** – Values obtained directly from backend services (Geo, Weather, Network, Bot, Time).
- **Advanced Context Variables** – Values computed from one or more raw context variables.

Variable Categories

Category	Source	Description
Geo	Backend	User location
Weather	Backend	Current weather conditions
Network	Backend	ISP, protocol, RTT
Bot	Backend	Bot detection
Time	Backend	Local time information
Device	Browser	Device characteristics
Viewport	Browser	Viewport dimensions
Derived	Backend	Computed contextual values

Context Variables

Geo

Variable	Type	Description
<code>geo.country</code>	String	ISO country code
<code>geo.city</code>	String	City name
<code>geo.region</code>	String	State or region
<code>geo.lat</code>	Number	Latitude

geo.lng	Number	Longitude
geo.timezone	String	IANA timezone

Weather

Variable	Type	Description
weather.temp	Number	Temperature (°C)
weather.feels_like	Number	Feels-like temperature
weather.humidity	Number	Humidity (%)
weather.condition	String	Weather condition
weather.icon	String	Icon URL
weather.text	String	Description
weather.is_day	Boolean	Day/Night
weather.precip	Number	Precipitation
weather.wind_speed	Number	Wind speed
weather.uv_index	Number	UV Index
weather.visibility	Number	Visibility
weather.sunrise	String	Sunrise
weather.sunset	String	Sunset

Time

Variable	Type	Description
time.timestamp	Number	Unix timestamp
time.hour	Number	Hour (0-23)
time.day_of_week	Number	Day index
time.timezone	String	IANA timezone

Network

Variable	Type	Description
network.isp	String	ISP name
network.asn	Number	ASN
network.protocol	String	HTTP protocol

network.rtt	Number	Round-trip time
-------------	--------	-----------------

Bot

Variable	Type	Description
bot.score	Number Null	Bot score
bot.is_bot	Boolean	Bot detection
bot.is_corporate_proxy	Boolean	Corporate proxy

Advanced Context Variables

Overview

Advanced Context Variables provide higher-level contextual information that creatives can consume directly without implementing business logic.

Weather

Variable	Parameters	Type	Possible Values	Description
weather.temperature_b and	temp	String	hot , warm , cold	Categorizes the current temperature.
weather.condition_t yp e	condition	String	sunny , cloudy , rainy , stormy , snowy , foggy	Normalizes weather conditions into common categories.
weather.uv_level	uv_index	String	low , moderate , high , extreme	Classifies UV intensity.

<code>weather.comfort_level</code>	<code>temp</code> , <code>humidity</code>	String	<code>comfortable</code> , <code>humid</code> , <code>hot_humid</code> , <code>cold</code>	Indicates perceived outdoor comfort.
<code>weather.wind_level</code>	<code>wind_speed</code>	String	<code>calm</code> , <code>moderate</code> , <code>windy</code> , <code>stormy</code>	Categorizes wind intensity.
<code>weather.is_daylight</code>	<code>is_day</code>	Boolean	<code>true</code> , <code>false</code>	Indicates whether it is currently daytime.
<code>weather.precipitation_level</code>	<code>precip</code>	String	<code>none</code> , <code>light</code> , <code>moderate</code> , <code>heavy</code>	Classifies precipitation intensity.
<code>weather.visibility_level</code>	<code>visibility</code>	String	<code>clear</code> , <code>moderate</code> , <code>poor</code>	Categorizes current visibility.
<code>weather.activity_suitability</code>	<code>temp</code> , <code>precip</code> , <code>uv_index</code> , <code>wind_speed</code>	String	<code>excellent</code> , <code>good</code> , <code>poor</code>	Indicates suitability for outdoor activities.

Time

Variable	Parameters	Type	Possible Values	Description
<code>time.daypart</code>	<code>hour</code>	String	<code>early_morning</code> , <code>morning</code> , <code>afternoon</code> , <code>evening</code> , <code>night</code>	Current part of the day.
<code>time.is_weekend</code>	<code>day_of_week</code>	Boolean	<code>true</code> , <code>false</code>	Indicates whether today is Saturday or Sunday.

<code>time.is_work_hours</code>	<code>hour</code> , <code>is_weekend</code>	Boolean	<code>true</code> , <code>false</code>	Indicates whether current time falls within typical work hours.
<code>time.is_commuting_hours</code>	<code>hour</code>	Boolean	<code>true</code> , <code>false</code>	Indicates typical commuting periods.
<code>time.meal_period</code>	<code>hour</code>	String	<code>breakfast</code> , <code>lunch</code> , <code>snack</code> , <code>dinner</code> , <code>late_night</code>	Current meal period.
<code>time.productivity_state</code>	<code>hour</code> , <code>is_work_hours</code>	String	<code>productive</code> , <code>relaxed</code> , <code>sleeping</code>	General activity state based on time.

Network

Variable	Parameters	Type	Possible Values	Description
<code>network.speed_tier</code>	<code>rtt</code> , <code>protocol</code>	String	<code>fast</code> , <code>moderate</code> , <code>slow</code>	Overall network performance classification.
<code>network.supports_rich_media</code>	<code>speed_tier</code> , <code>protocol</code>	Boolean	<code>true</code> , <code>false</code>	Indicates whether the connection is suitable for rich media.
<code>network.video_quality_tier</code>	<code>speed_tier</code>	String	<code>low</code> , <code>medium</code> , <code>high</code>	Recommended video quality tier.

Traffic

Variable	Parameters	Type	Possible Values	Description
<code>traffic.quality_tier</code>	<code>bot_score</code> , <code>is_bot</code> , <code>is_corporate_proxy</code>	String	<code>high</code> , <code>medium</code> , <code>low</code>	Overall traffic quality assessment.

<code>traffic.is_suspicious</code>	<code>bot_score</code> , <code>is_bot</code> , <code>is_corporate_proxy</code>	Boolean	<code>true</code> , <code>false</code>	Indicates potentially suspicious traffic.
<code>traffic.trust_score</code>	<code>bot_score</code> , <code>is_bot</code> , <code>is_corporate_proxy</code>	Number	<code>0-100</code>	Numeric trust score for the request.

Audience

Variable	Parameters	Type	Possible Values	Description
<code>audience.outdoor_score</code>	<code>temp</code> , <code>precip</code> , <code>uv_index</code> , <code>wind_speed</code> , <code>is_daylight</code>	Number	<code>0-100</code>	Indicates how suitable current conditions are for outdoor activity.
<code>audience.outdoor_likelihood</code>	<code>outdoor_score</code>	String	<code>high</code> , <code>medium</code> , <code>low</code>	Likelihood that the user is outdoors.
<code>audience.commerce_intent</code>	<code>hour</code> , <code>is_weekend</code> , <code>is_work_hours</code> , <code>daypart</code> , <code>temp</code> , <code>precip</code> , <code>condition_type</code>	String	<code>high</code> , <code>medium</code> , <code>low</code>	Estimated shopping intent.
<code>audience.engagement_likelihood</code>	<code>quality_tier</code> , <code>speed_tier</code> , <code>daypart</code> , <code>is_work_hours</code>	String	<code>high</code> , <code>medium</code> , <code>low</code>	Estimated likelihood of interacting with the creative.

audience.mobility_state	hour , is_weekend , is_work_hours , daypart , activity_suitability	String	sleeping , commuting , working , leisure , stationary	Estimated current mobility state.
audience.session_mood	daypart , is_work_hours , is_weekend , mobility_state , condition_type	String	productive , relaxed , entertainment , rushed	Estimated user mindset.
audience.purchase_context	daypart , is_work_hours , is_weekend , mobility_state , condition_type	String	impulse , relaxed , functional	Estimated purchasing context.

Device

Variable	Parameters	Type	Possible Values	Description
device.rich_media_ready	speed_tier , trust_score	Boolean	true , false	Indicates whether the device and connection are suitable for rich media experiences.
device.experience_tier	speed_tier , trust_score , quality_tier , rich_media_ready	String	premium , standard , lite	Recommended creative experience tier.

Media

Variable	Parameters	Type	Possible Values	Description
----------	------------	------	-----------------	-------------

<code>media.video_quality</code>	<code>speed_tier</code> , <code>video_quality_tier</code>	String	<code>240p</code> , <code>480p</code> , <code>720p</code> , <code>1080p</code>	Recommended maximum video resolution for the current connection.
----------------------------------	---	--------	--	--

Revision #4
Created 30 June 2026 13:40:57 by Arun
Updated 30 June 2026 14:19:07 by Arun