

Signal Search — Data Dictionary

Unified reference of every field available to the SmartReach AI signal-search planner. Each field listed once; entity scope (Company / Person) shown in the Scope column.

Company

Identity & Timestamps

Field	Type	Notes
company_id	integer	Internal company identifier. Sortable.
updated_at	datetime	Last record update. Sortable.
indexed_at	datetime	Last index refresh. Sortable.
metadata.growth_calculation_date	datetime	When growth metrics were last computed.

Basic Info

Field	Type	Notes
basic_info.name	string	Legal / display company name. Sortable.
basic_info.primary_domain	string	Canonical website domain. Sortable.
basic_info.website	string	Full website URL.
basic_info.professional_network_url	string	LinkedIn-style URL.
basic_info.professional_network_id	string	Network handle.
basic_info.company_type	string	'Privately Held' 'Public Company' Nonprofit Government.
basic_info.year_founded	integer	Sortable.
basic_info.employee_count_range	string	e.g. '201-500'. Sortable.
basic_info.markets	string[]	Operating markets.
basic_info.industries	string[]	Industry tags.
specialties	string[]	Self-declared specialties.
products_and_services	string	Product overview.
metadata.expired_domain	bool	Domain no longer resolves.
metadata.unique_domain	bool	Domain unique to this company.

Field	Type	Notes
metadata.unique_website	bool	Website unique to this company.

Revenue & Funding

Field	Type	Notes
revenue.estimated.lower_bound_usd	integer	Sortable.
revenue.estimated.upper_bound_usd	integer	Sortable.
revenue.acquisition_status	string	e.g. 'acquired'.
revenue.public_markets.ipo_date	date	Sortable.
revenue.public_markets.fiscal_year_end	string	
revenue.public_markets.stock_symbols	string[]	
funding.total_investment_usd	number	Sortable.
funding.last_round_amount_usd	number	Sortable.
funding.last_fundraise_date	date	YYYY-MM-DD. Sortable.
funding.last_round_type	string	'seed' 'series_a' 'series_b' ...
funding.investors	object[]	Investor records.
acquisitions	object[]	Companies this company has acquired.
acquired_by	object	Acquirer, if applicable.

Headcount & Roles

Field	Type	Notes
headcount.total	integer	Current headcount. Sortable.
headcount.largest_headcount_country	string	ISO-3. Sortable.
headcount.growth_percent.{1m,3m,6m,12m}	number	Headcount % change. Filter only.
headcount.growth_absolute.{1m,3m,6m,12m}	integer	Headcount net change. Filter only.
workforce_trends.department_distribution	object	Per-department headcount.
workforce_trends.seniority_distribution	object	Per-seniority headcount.
workforce_trends.location_distribution	object	Per-country headcount.
roles.distribution.<function>	integer	Functions: accounting, administrative, arts_and_design, business_development, community_and_social_services, consulting, customer_success_and_support, education, engineering, entrepreneurship, finance, healthcare_services, human_resources, information_technology, legal, marketing, media_and_communication, military_and_protective_services, operations, product_management, program_and_project_management, purchasing, quality_assurance, real_estate, research, sales, support.

Locations

Field	Type	Notes
locations.country	string	ISO-3 e.g. 'USA','GBR'. Sortable.
locations.headquarters	string	Full HQ address.
locations.street_address	string	
locations.region	string	State / region.
locations.city	string	

Company Followers & Social Reach

Field	Type	Notes
<code>followers.count</code>	integer	Total professional-network follower count. Sortable.
<code>followers.mom_percent</code>	number	Month-over-month % change.
<code>followers.qoq_percent</code>	number	Quarter-over-quarter % change.
<code>followers.six_months_growth_percent</code>	number	6-month % change.
<code>followers.yoy_percent</code>	number	Year-over-year % change.
<code>followers_count_twitter</code>	integer	Twitter / X follower count.
<code>followers.list[].person_id</code>	integer	Person identifier of an account following the company.
<code>followers.list[].full_name</code>	string	Follower's display name.
<code>followers.list[].headline</code>	string	Follower's current headline / role.
<code>followers.list[].linkedin_url</code>	string	Follower's LinkedIn profile URL.
<code>followers.list[].current_company_id</code>	integer	Follower's current employer ID.
<code>followers.list[].current_company_name</code>	string	Follower's current employer name.
<code>followers.list[].followed_at</code>	datetime	When the person started following the company.
<code>social_profiles.twitter_url</code>	string	
<code>social_profiles.crunchbase.url</code>	string	
<code>social_profiles.crunchbase.uuid</code>	string	
<code>social_profiles.facebook_url</code>	string	
<code>social_profiles.instagram_url</code>	string	
<code>social_profiles.youtube_url</code>	string	

Competitors

Field	Type	Notes
<code>competitors.company_ids</code>	integer[]	Filter only — restrict to a known competitor set.
<code>competitors.websites</code>	string[]	Filter only — restrict by competitor domain.
<code>competitors.list[].company_id</code>	integer	Competitor company identifier.
<code>competitors.list[].company_name</code>	string	Competitor display name.
<code>competitors.list[].website</code>	string	Competitor primary domain.
<code>competitors.list[].linkedin_url</code>	string	Competitor LinkedIn URL.
<code>competitors.list[].industry</code>	string	Competitor primary industry.
<code>competitors.list[].headcount</code>	integer	Current employee count.
<code>competitors.list[].similarity_score</code>	number	0–1 closeness to the subject company.

Field	Type	Notes
competitors.list[].source	string	How the competitor was identified (e.g. 'similar_pages', 'manual').

Enrichment Signals

Field	Type	Notes
technologies	string[]	Detected tech stack.
website_traffic.visits	integer	Estimated monthly visits.
website_traffic.trend	string	Traffic trend direction.
employee_reviews.score	number	Glassdoor-style rating.
employee_reviews.score_changes	object	Rating changes over time.
salaries	object[]	Compensation ranges by role/location.
company_updates	object[]	Recent posts from the company page.
news	object[]	Third-party news mentions.
phone	string	Public phone.
email	string	Public email.

LinkedIn Posts (Company)

Field	Type	Notes
posts[].backend_urn	string	Stable LinkedIn URN for the post.
posts[].post_id	string	Internal post identifier.
posts[].post_url	string	Public LinkedIn URL of the post.
posts[].post_type	string	'text' 'image' 'video' 'article' 'document' 'poll' 'repost'.
posts[].text	string	Post body text.
posts[].language	string	Detected language code.
posts[].posted_at	datetime	Original post timestamp. Sortable.
posts[].hashtags	string[]	Hashtags used in the post.
posts[].mentions	object[]	Mentioned people / companies (name, urn, url).
posts[].author.name	string	Posting company name.
posts[].author.url	string	Company LinkedIn URL.
posts[].author.logo_url	string	
posts[].author.company_id	integer	Internal company ID of the author.
posts[].total_reactions	integer	Sum of all reactions. Sortable.
posts[].reactions.like	integer	

Field	Type	Notes
posts[].reactions.praise	integer	'Celebrate' reaction.
posts[].reactions.empathy	integer	'Support' reaction.
posts[].reactions.interest	integer	'Insightful' reaction.
posts[].reactions.appreciation	integer	'Love' reaction.
posts[].reactions.entertainment	integer	'Funny' reaction.
posts[].reactions.maybe	integer	'Curious' reaction.
posts[].comments_count	integer	Sortable.
posts[].reposts_count	integer	Sortable.
posts[].engagement_rate	number	Total engagements / follower count at post time.
posts[].media.image_urls	string[]	Image attachments.
posts[].media.video_url	string	
posts[].media.video_thumbnail_url	string	
posts[].media.video_duration_ms	integer	
posts[].media.document_url	string	Attached PDF / document.
posts[].media.document_title	string	
posts[].article.url	string	Shared article URL.
posts[].article.title	string	
posts[].article.image_url	string	
posts[].article.source	string	Publisher domain.
posts[].poll.question	string	
posts[].poll.options	object[]	Each option with text and vote count.
posts[].poll.total_votes	integer	
posts[].repost_of.post_url	string	Original post URL if this is a repost.
posts[].repost_of.author_name	string	
posts[].repost_of.text	string	

Person
Identity

Field	Type	Notes
person_id	integer	Internal person identifier.
full_name	string	
first_name	string	
last_name	string	
linkedin_url	string	
linkedin_id	string	
headline	string	Current professional headline.
summary	string	About / bio.
location_country	string	
location_region	string	
location_city	string	
industry	string	
languages	string[]	
last_updated_at	datetime	

Current Employment (personChecks)

Field	Type	Notes
experience.employment_details.current.title	string	Ops: =, contains, (.)
experience.employment_details.current.function_category	string	'Sales' 'Engineering' 'Finance' 'Marketing' ... Ops: =, in
experience.employment_details.current.seniority_level	string	'C-Level' 'VP' 'Director' 'Manager' 'IC'. Ops: =, in
experience.employment_details.current.start_date	date	YYYY-MM-DD. Ops: <, =<, >, =>
experience.employment_details.current.company_id	integer	DO NOT include — auto-added per candidate company.

Person Followers & Network Reach

Field	Type	Notes
connections_count	integer	1st-degree connections (capped at 500+).
followers_count	integer	Total followers — uncapped, better signal of reach.
recommendations_count	integer	
followers.list[].person_id	integer	Person identifier of an account following this person.
followers.list[].full_name	string	Follower's display name.
followers.list[].headline	string	Follower's current headline / role.
followers.list[].linkedin_url	string	Follower's LinkedIn profile URL.
followers.list[].current_company_id	integer	Follower's current employer ID.
followers.list[].current_company_name	string	Follower's current employer name.
followers.list[].followed_at	datetime	When the relationship was established.

Full Experience History

Field	Type	Notes
experience[].company_name	string	
experience[].company_id	integer	
experience[].company_linkedin_url	string	
experience[].title	string	
experience[].department	string	Inferred function.
experience[].seniority	string	Inferred seniority.
experience[].date_from	date	
experience[].date_to	date	null = current role.
experience[].location	string	
experience[].description	string	

Education, Skills & Activity

Field	Type	Notes
education[].school	string	
education[].degree	string	
education[].field_of_study	string	
education[].date_from	date	
education[].date_to	date	
skills	string[]	

Field	Type	Notes
certifications	object[]	
courses	object[]	
awards	object[]	
publications	object[]	
patents	object[]	
activities	object[]	Recent posts, likes, comments.
interests	string[]	
volunteering	object[]	

Operators & Recipes

Operators: =, !=, <, =<, >, =>, in, not_in, contains, not_contains, is_null, is_not_null, (.) fuzzy, [.] exact token. Use =< / => (NOT <= / >=). Prefer in/not_in for string[] fields.

Has a CFO → title contains 'Chief Financial Officer', minCount 1.

Has a VP of Engineering → title contains 'VP of Engineering', minCount 1.

Hired >10 in Sales (last 30 days) → AND(function_category = 'Sales', start_date => today-30), minCount 11.

Recently-joined CEO (last 6 months) → AND(title contains 'CEO', start_date => today-180), minCount 1.

Note: Recent hiring deltas by department are computed via Person personChecks against each candidate company — not from company-level fields.