

Values for predefined URM categories

Predefined URM category	Description	Tracking via Pixel / Server to Server	Upload via Excel / Data Feed (CSV)
URM - Age	Specifies the current age of a visitor in 5-year increments. Calculated using the recorded date of birth.	Format: wt.birthday = "19900215" or wt.birthdayJ = "1990"; // [JJJJ] wt.birthdayM = "02"; // [MM] wt.birthdayD = "15"; // [DD]	Format: YYYY-MM-DD
URM - Gender		Values: wt.gender = "1"; 1 = Man 2 = Woman 3 = unknown	Values: Man, Woman, unknown
URM – E-Mail Optin		Values: wt.emailOptout = "3"; 1 = Yes 2 = No 3 = unknown	Values: Yes, No, unknown.