

Jasper Usage Report Data Dictionary

Reference Guide for Usage Report Export Logs

Logs

The Usage Report contains the following six exportable logs:

#	Log Name	Description
1	User Log	Current snapshot of all users across your workspaces
2	Group Members Log	Groups and their member assignments
3	Agents Log	Catalog of custom agents created in your workspaces
4	IQ Log	Catalog of Jasper IQ assets (Brand Voice, Audience, Knowledge Base, Product, Style Guide, Visual Guideline)
5	User Activity Log	Daily login activity per user (rolling 1-year window)
6	Generation Log	Aggregated content generation activity (rolling 1-year window)

Timezone

- Most timestamp fields are in **UTC** and are named with an `_at_utc` suffix.
- Two fields are calendar **dates in Central Time (America/Chicago)**: the Generation Log's `content_created_date` and the User Activity Log's `user_login_date`.

1. User Log

A current-state roster of all users provisioned in your Jasper workspaces. One row per user per workspace.

Field	Type	Description
<code>workspace_id</code>	STRING	Unique identifier for the workspace
<code>workspace_name</code>	STRING	Display name of the workspace
<code>user_id</code>	STRING	Unique identifier for the user
<code>user_name</code>	STRING	Display name of the user
<code>user_email</code>	STRING	Email address of the user
<code>user_role</code>	STRING	Role assigned to the user within the workspace
<code>user_department</code>	STRING	Department the user belongs to (if set)
<code>user_active</code>	BOOLEAN	Whether the user currently has active access (true = active, false = revoked)
<code>user_tag_names</code>	STRING	Tags assigned to the user, stored as a JSON-encoded array of tag-name strings (e.g. ["Brand", "Creative Studio"]; a single tag appears as ["Brand"]). Null when the user has no tags.

Field	Type	Description
user_created_at_utc	TIMESTAMP	Timestamp (UTC) when the user was added to the workspace
user_revoked_at_utc	TIMESTAMP	Timestamp (UTC) when access was revoked (null if still active)
first_login_at_utc	TIMESTAMP	Timestamp (UTC) of the user's first login
last_login_at_utc	TIMESTAMP	Timestamp (UTC) of the user's most recent login
first_content_generation_at_utc	TIMESTAMP	Timestamp (UTC) of the user's first content generation
last_content_generation_at_utc	TIMESTAMP	Timestamp (UTC) of the user's most recent content generation
invite_sent_from_email	STRING	Email address of the person who sent the invite (if applicable)
invite_sent_at_utc	TIMESTAMP	Timestamp (UTC) when the invite was sent (if applicable)

user_role values:

Value	Description
admin	Full administrative access to the workspace
manager	Can manage users and workspace settings
member	Standard user access
developer	API/developer-level access

2. Group Members Log

Current-state mapping of groups and their members. One row per member per group.

Field	Type	Description
workspace_id	STRING	Unique identifier for the workspace
workspace_name	STRING	Display name of the workspace
group_id	STRING	Unique identifier for the group
group_name	STRING	Display name of the group
group_visibility	STRING	Access scope of the group
creator_user_id	STRING	User ID of the group creator

Field	Type	Description
creator_user_email	STRING	Email of the group creator
creator_user_name	STRING	Name of the group creator
group_created_at_utc	TIMESTAMP	Timestamp (UTC) when the group was created
member_user_id	STRING	User ID of the group member
member_user_email	STRING	Email of the group member
member_user_name	STRING	Name of the group member
member_added_at_utc	TIMESTAMP	Timestamp (UTC) when the member was added to the group
group_has_knowledge_applied	BOOLEAN	Whether the group has a Knowledge asset applied
group_has_voice_applied	BOOLEAN	Whether the group has a Brand Voice applied
assets_in_group	INTEGER	Number of assets associated with the group
group_has_iq_applied	BOOLEAN	Whether the group has any Jasper IQ feature applied (Knowledge or Voice)

group_visibility values:

Value	Description
Public	Visible to all workspace members
Private	Visible only to group members

3. Agents Log

Catalog of custom agents created in your workspaces. One row per agent.

Field	Type	Description
workspace_id	STRING	Unique identifier for the workspace
agent_id	STRING	Unique identifier for the agent
agent_name	STRING	Display name of the agent
agent_created_at_utc	TIMESTAMP	Timestamp (UTC) when the agent was created
agent_type	STRING	Classification of how the agent was created
agent_active	BOOLEAN	Whether the agent is currently active

Field	Type	Description
studio_agent	BOOLEAN	Whether the agent was built using Jasper Studio (true = Studio-built)
creator_user_id	STRING	User ID of the agent creator
creator_user_name	STRING	Name of the agent creator
creator_user_email	STRING	Email of the agent creator
agent_visibility	STRING	Access scope of the agent

agent_type values:

Value	Description
Custom – User Saved	Agent saved by an individual user
Custom – Studio (Private)	Agent built in Jasper Studio, visible only to the creator
Custom – Studio (Public)	Agent built in Jasper Studio, shared with the workspace
Custom – Services Built	Agent built via the Jasper API/services layer

agent_visibility values:

Value	Description
Public	Available to all workspace members
Private	Available only to the creator

4. IQ Log

A current-state catalog of all Jasper IQ assets across your workspaces — Brand Voice, Audience, Knowledge Base, Product, Style Guide, and Visual Guideline assets. One row per IQ asset.

Field	Type	Description
workspace_id	STRING	Unique identifier for the workspace
workspace_name	STRING	Display name of the workspace
iq_id	STRING	Unique identifier for the IQ asset
iq_name	STRING	Display name of the IQ asset
iq_type	STRING	Type of Jasper IQ asset (see values below)
creator_type	STRING	How the asset was created (see values below)
creator_user_id	STRING	User ID of the asset creator. For assets created via the API, by Jasper's system, or by an IQ setup agent, this shows that source label instead of a user.

Field	Type	Description
creator_user_email	STRING	Email of the asset creator (or the source label for API/System/Agent-created assets)
creator_user_name	STRING	Name of the asset creator (or the source label for API/System/Agent-created assets)
iq_visibility	STRING	Access scope of the asset
iq_active	BOOLEAN	Whether the asset is currently active (true = active, false = deleted)
iq_created_at_utc	TIMESTAMP	Timestamp (UTC) when the asset was created
iq_deleted_at_utc	TIMESTAMP	Timestamp (UTC) when the asset was deleted (null if still active)

iq_type values:

Value	Description
Brand Voice	Your brand's tone and personality, learned from writing samples.
Audience	Target customer profiles used to tailor content messaging.
Knowledge Base	Company information and files Jasper references for accurate content.
Product	Product and service details Jasper uses for accurate content.
Style Guide	Grammar, punctuation, and terminology rules enforced in your content.
Visual Guideline	Brand visual standards like logos, colors, fonts, and imagery.

creator_type values:

Value	Description
User	Created in the app by a signed-in user
API	Created via the Jasper public API
System	Created by Jasper (e.g., a sample Brand Voice added at signup)
Agent	Created by Jasper's Agentic IQ setup

iq_visibility values:

Value	Description
Public	Available to all workspace members
Private	Available only to the creator

5. User Activity Log

One row per user per day they logged in. Covers a rolling 1-year window (yesterday back through 365 days).

Field	Type	Description
workspace_id	STRING	Unique identifier for the workspace
workspace_name	STRING	Display name of the workspace
user_id	STRING	Unique identifier for the user
user_name	STRING	Display name of the user
user_email	STRING	Email address of the user
user_login_date	DATE	Date (Central Time) the user logged in

6. Generation Log

Aggregated content generation activity. One row per unique combination of user, date, content location, generation type, feature, and agent context. Covers a rolling 1-year window (yesterday back through 365 days).

Field	Type	Description
run_time	STRING	Timestamp (UTC) of when the data export ran
workspace_id	STRING	Unique identifier for the workspace
workspace_name	STRING	Display name of the workspace
user_id	STRING	User who triggered the generation (null for API-originated requests)
user_name	STRING	Name of the user (null for API-originated requests)
user_email	STRING	Email of the user (null for API-originated requests)
content_created_date	DATE	Date (Central Time) when the content was generated
canvas_id	STRING	Identifier of the canvas where content was generated (if applicable)
canvas_name	STRING	Name of the canvas (if applicable)
grid_id	STRING	Identifier of the grid where content was generated (if applicable)
grid_name	STRING	Name of the grid (if applicable)
surface	STRING	Surface where the generation occurred (e.g. Canvas, API, Grid, Extension, MCP, Agent Hub, Chat)
generation_type	STRING	Type of content generated
generation_feature	STRING	Jasper feature used to produce the content

Field	Type	Description
api_endpoint	STRING	API endpoint called, with path parameters anonymized (populated only for API-originated generations)
generation_agent_type	STRING	Classification of the agent used (null if no agent context)
agent_id	STRING	Identifier of the agent used for the generation (if applicable)
generation_agent_name	STRING	Display name of the agent used (if applicable)
generation_used_iq	BOOLEAN	Whether any Jasper IQ feature was used in the generation
content_generations	INTEGER	Count of individual content generation events for this row's grouping

generation_type values:

Value	Description
Text	Text content generation
Image	Image content generation

generation_feature values:

Value	Description
Chat	Generated via Jasper Chat
Agent	Generated via a Jasper Agent
Command	Generated via the inline Command feature in a document
Ask Jasper	Generated via the Ask Jasper feature in a document
API	Generated via the Jasper API
Extension	Generated via the Jasper browser extension
Toolbar	Generated via the Jasper toolbar
Keep Writing	Generated via the Keep Writing feature
Role Based Agents	Generated via a Role Based Agent (Agent Hub)
Other	Other generation sources (legacy features)

generation_agent_type values:

Value	Description
Advanced Agent	Jasper's advanced AI agents (Deep Research, SEO, ABM, etc.)
Public	Jasper-provided public agent
Custom — User Saved	Agent saved by an individual user

Value	Description
Custom – Studio (Private)	Studio-built agent, private to the creator
Custom – Studio (Public)	Studio-built agent, shared with the workspace
Custom – Services Built	Agent built via the API/services layer
Single Use	One-time ephemeral agent, configuration not saved

Joining the Logs

All logs share `workspace_id` as a common key. The following join keys connect the logs:

From Log	To Log	Join Key
User Log	User Activity Log	<code>workspace_id + user_id</code>
User Log	Generation Log	<code>workspace_id + user_id</code>
User Log	Group Members Log	<code>workspace_id + user_id</code> (<code>member_user_id</code> or <code>creator_user_id</code>)
Agents Log	Generation Log	<code>workspace_id + agent_id</code>
IQ Log	All logs	<code>workspace_id</code>

Notes:

- Generation Log rows originating from API calls may have null `user_id`, `user_name`, and `user_email` fields. These records can still be joined to Agents Log via `agent_id`.
- User Activity Log and Generation Log contain a rolling 1-year window of data. User Log, Group Members Log, Agents Log, and IQ Log reflect current state.
- Generation Log data is aggregated — `content_generations` contains the count of individual generation events for each unique grouping. To get total generations for a user or workspace, sum the `content_generations` field.
- The IQ Log is a workspace-level catalog of Jasper IQ assets; it shares `workspace_id` with every log. The Generation Log's `generation_used_iq` flag indicates whether Jasper IQ was used in a given generation.