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| **指标-访问类别** | | | |
| **指标名称** | 唯一身份访问者  活跃用户（APP） | **解**  **释** | 唯一身份访问者人数指指定时间段内网站上的非重复（只计算一次）访问者人数。 |
| Unique Visitors  Active Users | Unique Visitors is the number of unduplicated (counted only once) visitors to your website over the course of a specified time period.For more information, see Unique Visitors calculation in Google Analytics. |

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| **指标名称** | 新访问  新用户（APP名称） | **解**  **释** | 新访问次数指首次访问的次数（即访问者之前从未访问过您的网站）。 |
| New Visits  New Users(in APP) | The number of visitors whose visit to your property was marked as a first-time visit. |

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| **指标名称** | 新访问次数百分比  新会话百分比（APP名称） | **解**  **释** | 首次访问您网站的访问者占访问者总数的百分比：新访问次数/访问次数。 |
| % New Visits  % New Sessions(in APP) | The percentage of visits by people who had never visited your property before. |

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| **指标名称** | 初始受众群体保有百分比 | **解**  **释** | 初始电视受众群体保有百分比。 |
| Initial Audience Retained | Percent of initial TV audience retained. |

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| **指标名称** | 观看了整个广告 | **解**  **释** | 广告从头到尾完全展示的次数预估值。 |
| Viewed Entirl Ad | The estimated number of impressions tuned into the entire ad, from start to finish. |

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| **指标-访问类别** | | | |
| **指标名称** | 电视展示次数 | **解**  **释** | 看过广告的观众人数。系统会每天估算电视指标，并在播放9天后敲定。 |
| TV Impression | The number of viewers who saw your ad. TV metrics are estimated daily and finalized nine days after airing. |

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| **指标名称** | 平均页面停留时间 | **解**  **释** | 平均页面停留时间指访问者查看指定网页或网页集所用的平均时间。 |
| Avg. Time on Page | Avg. Time on Page is the average amount of time visitors spent viewing a specified page or set of pages. |

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| **指标-会话类别** | | | |
| **指标名称** | 访问次数  会话（APP名称） | **解**  **释** | 会话的总数。 |
| Visits  Sessions（in APP） | Counts the total number of sessions. |

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| **指标名称** | 跳出次数 | **解**  **释** | 单页访问次数。 |
| Bounces | The total number of single page (or single engagement hit) sessions for your property. |

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| **指标名称** | 访问持续时间  会话持续时间(APP名称) | **解**  **释** | 访客在网站停留的总时长。 |
| Visit Duration | Session Duration. |

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| **指标-会话类别** | | | |
| **指标名称** | 跳出率 | **解**  **释** | 跳出率指单页访问次数（即访问者从入口页离开网站而未与网页互动的访问次数）所占的百分比=跳出次数/访问次数。 |
| Bounce Rate | The percentage of single-page visits (i.e., visits in which the person left your property from the first page). |

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| **指标名称** | 平均访问持续时间  平均会话持续时间（APP名称） | **解**  **释** | 会话的平均持续时间。 |
| Avg. Visit Duration  Avg. Session Duration（in APP） | The average duration visitor sessions represented in total seconds. |

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| **指标-渠道来源类别** | | | |
| **指标名称** | 自然搜索 | **解**  **释** | 在一次会话中自然搜索的数量。 |
| Organic Searches | The number of organic searches that happened within a session. This metric is search engine agnostic. |

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| **指标-Adword类别** | | | |
| **指标名称** | 展现量 | **解**  **释** | 广告系列展现的总量。 |
| Impressions | Total number of campaign impressions. |

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| **指标-Adword类别** | | | |
| **指标名称** | 点击次数 | **解**  **释** | 用户点击广告到达您网站的次数。 |
| Clicks | The total number of times users have clicked on an ad to reach your property. |

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| **指标名称** | 成本 | **解**  **释** | 指为您的搜索网络广告获得的点击支付的总金额。 |
| Cost | Derived cost for the advertising campaign. The currency for this value is based on the currency that you set in your AdWords account. |

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| **指标名称** | 每千次展现成本 | **解**  **释** | 暗示访问来自社交网络。可能的值为首字母大写的“Yes”或者“No”。 |
| Social Source Referral | Indicates visits that arrived to the property from a social source. The possible values are Yes or No where the first letter is capitalized. |

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| **指标名称** | 每次点击成本 | **解**  **释** | 每次点击广告广告主所花费的成本;  每次点击成本=广告成本/广告点击量。 |
| CPC | Cost to advertiser per click.  CPC=adCost / adClicks |

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| **指标-Adword类别** | | | |
| **指标名称** | 点击率 | **解**  **释** | 广告点击的到达率。用户有多少次点击了您的广告;  点击率=广告点击量/展现量。 |
| CTR | Click-through-rate for your ad. This is equal to the number of clicks divided by the number of impressions for your ad (e.g. how many times users clicked on one of your ads where that ad appeared).   CTR= adClicks / impressions. |

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| **指标名称** | 每次交易成本 | **解**  **释** | 每次交易的成本；  每次交易成本=广告成本/交易次数。 |
| Cost per Transaction | The cost per transaction for your property.  Cost per Transaction= adCost) / transactions) |

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| **指标名称** | 每次目标的转化成本 | **解**  **释** | 每次目标的转化成本;  每次目标的转化成本=广告成本/目标达成次数。 |
| Cost per Goal Conversion | The cost per goal conversion for your property.  Cost per Goal Conversion=adCost/goalCompletionsAll |

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| **指标名称** | 每次点击收入 | **解**  **释** | 每次点击收入是指对您的某个搜索网络广告的每次点击所带来的平均收入（通过电子商务销售和/或目标价值计算得出）;  每次点击收入=（交易收入+总目标价值）/广告点击次数。 |
| RPC | RPC or revenue-per-click is the average revenue (from ecommerce sales and/or goal value) you received for each click on one of your search ads.  RPC=transactionRevenue + goalValueAll) / ga:adClicks |

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| **指标名称** | 投资回报率 | **解**  **释** | 投资回报率 =（电子商务收入 + 总目标价值–费用）/ 费用。 |
| ROI | Returns on Investment is overall transaction profit divided by derived advertising cost. |

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| **指标-Adword类别** | | | |
| **指标名称** | 利润率 | **解**  **释** | 所有交易的利润率；  利润率 =（交易收入 + 总目标价值–广告成本）/（交易收入+总目标价值）。 |
| Margin | The overall transaction profit margin.  Margin=(transactionRevenue + goalValueAll - adCost)/(transactionRevenue + goalValueAll) |

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| **指标-目标转化类别** | | | |
| **指标名称** | 目标1的启动次数 | **解**  **释** | 进入目标渠道的次数。 |
| Goal 1 Starts | The total number of starts for the requested goal number. |

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| **指标名称** | 目标1的启动次数 | **解**  **释** | 进入目标渠道的次数。 |
| Goal 1 Starts | The total number of starts for the requested goal number. |

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| **指标名称** | 目标开始次数 | **解**  **释** | 所有目标的总启动次数。 |
| Goal Starts | The total number of starts for all goals defined for your profile. |

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| **指标-目标转化类别** | | | |
| **指标名称** | 目标1达成次数 | **解**  **释** | 目标转化的次数。 |
| Goal 1 Completions | The total number of completions for the requested goal number. |

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| **指标名称** | 目标达成次数 | **解**  **释** | 所有设定目标的达成次数。 |
| Goal Completions | The total number of completions for all goals defined for your profile. |

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| **指标名称** | 目标1价值 | **解**  **释** | 目标转化的总货币价值。 |
| Goal 1 Value | The total numeric value for the requested goal number. |

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| **指标名称** | 目标价值 | **解**  **释** | 总目标价值指您网站上的目标转化所产生的总价值。 |
| Goal Value | The total numeric value for all goals defined for your profile. |

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| **指标名称** | 每次访问的目标价值  每个会话的目标价值(APP 名称) | **解**  **释** | 一次访问的平均目标价值;  每次访问的目标价值=目标价值/访问次数。 |
| Per Visit Goal Value  Per Session Goal Value（in APP） | The average goal value of a visit to your property.  Per Visit Goal Value=goalValueAll/ visits) |

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| **指标-目标转化类别** | | | |
| **指标名称** | 目标1转化率 | **解**  **释** | 实现目标转化的访问次数所占的百分比；  目标1转化率=目标xx达成次数/访问次数 |
| Goal 1 Conversion Rate | The percentage of visits which resulted in a conversion to the requested goal number.  Goal 1 Conversion Rate=goalXXCompletions/ visits |

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| **指标名称** | 目标转化率 | **解**  **释** | 所有个别目标转化率的总和;  目标转化率=目标达成次数/访问次数。 |
| Goal Conversion Rate | The percentage of visits which resulted in a conversion to at least one of your goals.  Goal Conversion Rate=goalCompletionsAll/ visits |

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| **指标名称** | 目标1的弃用渠道 | **解**  **释** | 访问者进入目标渠道但未完成转化的次数;  目标xx启动次数-目标xx达成次数。 |
| Goal 1 Abandoned Funnels | The number of times visitors started conversion activity on the requested goal number without actually completing it.  Goal 1 Abandoned Funnels=goalXXStarts-goalXXCompletions |

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| **指标名称** | 弃用的渠道 | **解**  **释** | 访问者进入某个目标渠道但未完成转化的次数;  弃用的渠道=目标开始次数-目标达成次数。 |
| Abandoned Funnels | The overall number of times visitors started goals without actually completing them.  Abandoned Funnels=goalStartsAll - goalCompletionsAll |

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| **指标-目标转化类别** | | | |
| **指标名称** | 目标1放弃率 | **解**  **释** | 目标的放弃比率（放弃的渠道数与目标启动次数的比率）;  目标1放弃率=（目标xx启动次数-目标xx达成次数）/目标xx启动次数。 |
| Goal 1 Abandonment Rate | The rate at which the requested goal number was abandoned.    Goal 1 Abandonment Rate=(goalXXStarts - goalXXCompletions)) / goalXXStarts |

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| **指标名称** | 总放弃率 | **解**  **释** | 目标的放弃率。计算方式为：放弃的渠道总数除以目标总启动次数；  总放弃率=（目标开始次数-目标达成次数）/目标开始次数。 |
| Total Abandonment Rate | The rate at which goals were abandoned.  Total Abandonment Rate=(goalStartsAll -goalCompletionsAll)/goalStartsAll |

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| **指标-社交活动类别** | | | |
| **指标名称** | 数据中心活动 | **解**  **释** | 社交提及的总次数。 |
| Data Hub Activities | The count of activities where a content URL was shared / mentioned on a social data hub partner network. |

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| **指标-页面追踪类别** | | | |
| **指标名称** | 页面价值 | **解**  **释** | 当前网页或网页集的平均价值。网页价值的计算方法：（交易收入 + 总目标价值）/ 网页或网页集的唯一身份浏览量。 |
| Page Value | The average value of this page or set of pages. Page Value is (ga:transactionRevenue + ga:goalValueAll) / ga:uniquePageviews (for the page or set of pages) |

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| **指标名称** | 进入次数 | **解**  **释** | 进入次数指访问者通过指定网页或网页集进入您网站的次数。 |
| Entrances | The number of entrances to your property measured as the first pageview in a session. Typically used with landingPagePath |

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| **指标名称** | 浏览量 | **解**  **释** | 网页浏览量指浏览的总页数。系统会计入对单页的重复浏览。 |
| Pageviews | The total number of pageviews for your property. |

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| **指标名称** | 唯一身份浏览量 | **解**  **释** | 唯一身份浏览量指某网页至少获得一次浏览的访问次数。每一个“网页网址 + 网页标题”组合会计为一次唯一身份网页浏览。 |
| Unique Pageviews | The number of different (unique) pages within a session. This takes into both the pagePath and pageTitle to determine uniqueness. |

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| **指标-页面追踪类别** | | | |
| **指标名称** | 访问持续时间 | **解**  **释** | 一个访客在某个页面上的停留时间。 |
| Time on Page | How long a visitor spent on a particular page in seconds. Calculated by subtracting the initial view time for a particular page from the initial view time for a subsequent page. Thus, this metric does not apply to exit pages for your property. |

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| **指标名称** | 退出次数 | **解**  **释** | 退出次数指访问者从某个或某组特定网页退出您的网站的次数。 |
| Exits | The number of exits from your property. |

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| **指标名称** | 进入次数/浏览量 | **解**  **释** | 充当网站入口的网页浏览所占的百分比。 |
| Entrances / Pageviews | The percentage of pageviews in which this page was the entrance. |

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| **指标名称** | 每次访问的浏览页数 | **解**  **释** | 每次访问浏览页数（平均浏览页数）指您的网站上每次访问的平均网页浏览量。系统会计入对单页的重复浏览。 |
| Pages / Visit | The average number of pages viewed during a visit to your property. Repeated views of a single page are counted. |

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| **指标名称** | 平均访问的持续时间 | **解**  **释** | 会话的平均持续时间。 |
| Avg. Time on Page | The average amount of time visitors spent viewing this page or a set of pages. |

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| **指标-页面追踪类别** | | | |
| **指标名称** | 退出百分比 | **解**  **释** | 退出百分比指从某个或某组特定网页退出网站的次数所占的百分比。 |
| % Exit | The percentage of exits from your property that occurred out of the total page views. |

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| **指标-站内搜索类别** | | | |
| **指标名称** | 结果页浏览量 | **解**  **释** | 一次搜索的结果页被浏览的次数。 |
| Results Pageviews | The number of times a search result page was viewed after performing a search. |

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| **指标名称** | 唯一身份搜索次数总计 | **解**  **释** | 唯一身份搜索次数总计指用户在您网站上搜索的次数。单次访问中的重复搜索会被排除。 |
| Total Unique Searches | The total number of unique keywords from internal searches within a session. For example if "shoes" was searched for 3 times in a session, it will be only counted once. |

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| **指标名称** | 搜索访问次数 | **解**  **释** | 搜索访问次数指期间至少发生过一次网站搜索的访问次数。 |
| Visits with Search | The total number of sessions that included an internal search |

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| **指标名称** | 搜索浏览页数 | **解**  **释** | 从搜索后到下次搜索前（或会话结束时），访问者所浏览的网页数量。 |
| Search Depth | The average number of subsequent page views made on your property after a use of your internal search feature. |

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| **指标-站内搜索类别** | | | |
| **指标名称** | 搜索优化次数 | **解**  **释** | 搜索优化次数指吸引用户继续进行其他搜索（即使用其他字词进行新搜索）的搜索次数。 |
| Search Refinements | The total number of times a refinement (transition) occurs between internal search keywords within a session. For example if the sequence of keywords is: "shoes", "shoes", "pants", "pants", this metric will be one because the transition between "shoes" and "pants" is different. |

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| **指标名称** | 搜索后停留时间 | **解**  **释** | 从当前搜索开始到会话结束或到下一次搜索开始，访问者花在您网站上的时间。 |
| Time after Search | The visit duration to your property where a use of your internal search feature occurred. |

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| **指标名称** | 搜索退出次数 | **解**  **释** | 搜索退出次数指进入您的网站后立即退出的搜索的次数。 |
| Search Exits | The number of exits on your site that occurred following a search result from your internal search feature. |

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| **指标名称** | 每次搜索的结果浏览量 | **解**  **释** | 每次搜索的结果页浏览量指访问者在执行搜索后查看搜索结果页的平均次数。 |
| Results Pageviews / Search | The average number of times people viewed a search results page after performing a search. |

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| **指标-站内搜索类别** | | | |
| **指标名称** | 搜索访问次数百分比 | **解**  **释** | 带来搜索的访问/会话所占的百分比。 |
| % Visits with Search | The percentage of visits with search. |

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| **指标名称** | 搜索优化百分比 | **解**  **释** | 搜索优化百分比指吸引用户继续进行其他搜索（即使用其他字词进行新搜索）的搜索所占的百分比；  搜索优化百分比=搜索优化次数/搜索结果访问次数 |
| % Search Refinements | The percentage of number of times a refinement (i.e., transition) occurs between internal search keywords within a session.  % Search Refinements=searchRefinements/searchResultViews |

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| **指标名称** | 搜索后停留时间 | **解**  **释** | 访问者在获得搜索字词的结果后在您网站上停留的平均时间；  搜索后停留时间=搜索持续时间/唯一身份搜索次数 |
| Time after Search | The average amount of time people spent on your property after searching.  Time after Search=searchDuration / searchUniques |

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| **指标名称** | 搜索退出百分比 | **解**  **释** | 搜索退出百分比指进入您的网站后立即退出的搜索所占的百分比；  搜索退出百分比=搜索退出次数/唯一身份搜索次数 |
| % Search Exits | The percentage of searches that resulted in an immediate exit from your property.  % Search Exits=searchExits / searchUniques |

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| **指标-站内搜索类别** | | | |
| **指标名称** | 网站搜索目标1的转化率 | **解**  **释** | 实现目标转化的网站搜索访问次数所占的百分比；  网站搜索目标1的转化率=目标xx达成次数/唯一身份搜索次数。 |
| Site Search Goal 1 Conversion Rate | The percentage of search visits (i.e., visits that included at least one search) which resulted in a conversion to the requested goal number.  Site Search Goal 1 Conversion Rate=goalXXCompletions / searchUniques |

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| **指标名称** | 网站搜索目标的转化率 | **解**  **释** | 对至少一个目标实现转化的搜索访问次数（即进行了至少一次搜索的访问次数）所占的百分比；  网站搜索目标的转化率=目标达成次数/唯一身份搜索次数。 |
| Site Search Goal Conversion Rate | The percentage of search visits (i.e., visits that included at least one search) which resulted in a conversion to at least one of your goals.   Site Search Goal Conversion Rate=goalCompletionsAll / searchUniques |

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| **指标名称** | 每次搜索目标的价值 | **解**  **释** | 您网站上每次搜索的平均价值（以目标价值为依据）；  每次搜索目标的价值=总目标价值/唯一身份搜索次数。 |
| Per Search Goal Value | The average goal value of a search on your property.  Per Search Goal Value=goalValueAll / searchUniques |

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| **指标-网站速度类别** | | | |
| **指标名称** | 网页加载时间 | **解**  **释** | 以毫秒表示的网页加载时间。 |
| Page Load Time (ms) | Total Page Load Time is the amount of time (in milliseconds) it takes for pages from the sample set to load, from initiation of the pageview (e.g. click on a page link) to load completion in the browser. |

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| **指标名称** | 网页加载样本 | **解**  **释** | 用于计算平均网页加载时间的网页浏览样本集（或计数）。 |
| Page Load Sample | The sample set (or count) of pageviews used to calculate the average page load time. |

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| **指标名称** | 域名查找时间 | **解**  **释** | 以毫秒表示的域名查找时间。 |
| Domain Lookup Time (ms) | The total amount of time (in milliseconds) spent in DNS lookup for this page among all samples. |

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| **指标名称** | 网页下载时间 | **解**  **释** | 以毫秒表示的网页下载时间。 |
| Page Download Time (ms) | The total amount of time (in milliseconds) to download this page among all samples. |

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| **指标名称** | 重定向时间 | **解**  **释** | 以毫秒表示的网页下载时间。 |
| Redirection Time (ms) | The total amount of time (in milliseconds) spent in redirects before fetching this page among all samples. If there are no redirects, the value for this metric is expected to be 0. |

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| **指标-网站速度类别** | | | |
| **指标名称** | 服务器连接时间 | **解**  **释** | 以毫秒表示的服务器连接时间。 |
| Server Connection Time (ms) | The total amount of time (in milliseconds) spent in establishing TCP connection for this page among all samples. |

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| **指标名称** | 服务器响应时间 | **解**  **释** | 以毫秒表示的服务器响应时间。 |
| Server Response Time (ms) | The total amount of time (in milliseconds) your server takes to respond to a user request among all samples, including the network time from user's location to your server. |

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| **指标名称** | 速度指标示例 | **解**  **释** | 用来计算技术指标平均值的网页浏览样本集（或计数）。 |
| Speed Metrics Sample | The sample set (or count) of pageviews used to calculate the averages for site speed metrics. This metric is used in all site speed average calculations including avgDomainLookupTime, avgPageDownloadTime, avgRedirectionTime, avgServerConnectionTime, and avgServerResponseTime. |

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| **指标-网站速度类别** | | | |
| **指标名称** | 文档互动时间 | **解**  **释** | 浏览器解析文档 (DOMInteractive) 所需的总时间（以毫秒为单位），其中包括从用户所在位置连接到您的服务器所需的网络时间。 |
| Document Interactive Time (ms) | The time the browser takes (in milliseconds) to parse the document (DOMInteractive), including the network time from the user's location to your server. At this time, the user can interact with the Document Object Model even though it is not fully loaded. |

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| **指标名称** | 文档内容加载时间 | **解**  **释** | 浏览器解析文档并执行解析器插入的已延迟脚本 (DOMContentLoaded) 所需的总时间（以毫秒为单位），其中包括从用户所在位置连接到您的服务器所需的网络时间。 |
| Document Content Loaded Time (ms) | The time the browser takes (in milliseconds) to parse the document and execute deferred and parser-inserted scripts (DOMContentLoaded), including the network time from the user's location to your server. Parsing of the document is finished, the Document Object Model is ready, but referenced style sheets, images, and subframes may not be finished loading. This event is often the starting point for javascript framework execution, e.g., JQuery's onready() callback, etc. |

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| **指标-网站速度类别** | | | |
| **指标名称** | 平均网页加载时间 | **解**  **释** | 网页加载时间是指样本集合中的网页在浏览器中从浏览开始（如点击网页链接）到完成加载所需的平均时间（以秒为单位）；  平均网页加载时间=网页加载时间/网页加载样本/1000。 |
| Avg. Page Load Time (sec) | The average amount of time (in seconds) it takes for pages from the sample set to load, from initiation of the pageview (e.g. click on a page link) to load completion in the browser.   Avg. Page Load Time (sec)=pageLoadTime / pageLoadSample / 1000) |

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| **指标名称** | 平均域名查找时间 | **解**  **释** | 查找此网页的 DNS 所花费的平均时间（以秒为单位）；  平均域名查找时间=域名加载加载时间/速度指标样本/1000。 |
| Avg. Domain Lookup Time (sec) | The average amount of time (in seconds) spent in DNS lookup for this page.  Avg. Domain Lookup Time (sec)=domainLookupTime / speedMetricsSample / 1000 |

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| **指标名称** | 平均网页下载时间 | **解**  **释** | 下载此网页所需的平均时间（以秒为单位）；  平均网页下载时间=网页加载时间/速度指标样本/1000。 |
| Avg. Page Download Time (sec) | The average amount of time (in seconds) to download this page.  Avg. Page Download Time (sec)=pageDownloadTime / speedMetricsSample / 1000) |

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| **指标-网站速度类别** | | | |
| **指标名称** | 平均重定向时间 | **解**  **释** | 获取此网页前在重定向上所花费的时间（以秒为单位）。如果不需重定向，该指标值应为0；  平均重定向时间=重定向时间/速度指标样本/1000。 |
| Avg. Redirection Time (sec) | The average amount of time (in seconds) spent in redirects before fetching this page. If there are no redirects, the value for this metric is expected to be 0；  Avg. Redirection Time (sec)=redirectionTime/ speedMetricsSample / 1000 |

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| **指标名称** | 平均服务器连接时间（秒） | **解**  **释** | 为此网页建立 TCP 连接所花费的平均时间（以秒为单位）；  平均服务器连接时间（秒）=服务器连接时间/速度指标样本/1000 |
| Avg. Server Connection Time (sec) | The average amount of time (in seconds) spent in establishing TCP connection for this page.    Avg. Server Connection Time (sec)=serverConnectionTime / speedMetricsSample / 1000 |

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| **指标名称** | 平均服务器响应时间（秒） | **解**  **释** | 您的服务器响应用户请求所需的平均时间（以秒为单位），其中包括从用户所在位置连接到您服务器的网络时间；  平均服务器响应时间（秒）=服务器响应时间/速度指标样本/1000。 |
| Avg. Server Response Time (sec) | The average amount of time (in seconds) your server takes to respond to a user request, including the network time from user's location to your server.  Avg. Server Response Time (sec)=serverResponseTime / ga:speedMetricsSample / 1000 |

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| **指标-网站速度类别** | | | |
| **指标名称** | 平均文档互动时间 | **解**  **释** | 浏览器解析文档 (DOMInteractive) 所需的平均时间（以秒为单位），其中包括从用户所在位置连接到您的服务器所需的网络时间；  平均文档互动时间=DOM互动时间/DOM延迟指标样本/1000。 |
| Avg. Document Interactive Time (sec) | The average time (in seconds) it takes the browser to parse the document and execute deferred and parser-inserted scripts including the network time from the user's location to your server.  Avg. Document Interactive Time (sec)=domInteractiveTime / ga:domLatencyMetricsSample / 1000) |

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| **指标名称** | DOM 延迟时间指标示例 | **解**  **释** | 在指定时间范围内，系统所获得的文档对象模型 (DOMContentLoaded/DOMInteractive) 时间的样本集（或计数）。 |
| DOM Latency Metrics Sample | The sample set (or count) of Document Object Model times (DOMContentLoaded/DOMInteractive) received over the given time range. |

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| **指标名称** | 重定向样本量 | **解**  **释** | 在指定时间范围内收到的重定向时间值的数量。 |
| Redirection Sample | The number of redirection times received over the given time range. |

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| **指标-网站速度类别** | | | |
| **指标名称** | 域名查询样本 | **解**  **释** | 在指定时间范围内收到的域 (DNS) 查找时间值的数量。 |
| Domain Lookup Sample | The number of domain (DNS) lookup times received over the given time range. |

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| **指标名称** | 页面停留时间 | **解**  **释** | 页面停留时间指在某个特定网页或某组特定网页上所花费的平均时间。 |
| Time On Page | Time On Page |

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| **指标名称** | 页面下载样本量 | **解**  **释** | 在指定时间范围内收到的网页下载时间值的数量。 |
| Page Download Sample | The number of page download times received over the given time range. |

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| **指标名称** | 服务器连接样本 | **解**  **释** | 在指定时间范围内收到的服务器连接时间值的数量。 |
| Server Connection Sample | The number of server connection times received over the given time range. |

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| **指标名称** | 搜索后停留的时间 | **解**  **释** | 从当前搜索开始到会话结束或到下一次搜索开始，访问者花在您网站上的时间。 |
| Time after Search | The time spent on your site from the start of the current search until session ended or another search started. |

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| **指标-网站速度类别** | | | |
| **指标名称** | 服务器响应样本量 | **解**  **释** | 在指定时间范围内收到的服务器响应时间值的数量。 |
| Server Response Sample | The number of server-response times received over the given time range. |

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| **指标名称** | 平均文档内容加载时间 | **解**  **释** | 浏览器解析文档并执行解析器插入的已延迟脚本 (DOMContentLoaded) 所需的平均时间（以秒为单位），其中包括从用户所在位置连接到您的服务器所需的网络时间。 |
| Avg. Document Content Loaded Time (sec) | The average time (in seconds) it takes the browser to parse the document. |

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| **指标-APP追踪类别** | | | |
| **指标名称** | 屏幕浏览量 | **解**  **释** | 总共浏览的屏幕数量。系统会计入对单个屏幕的重复浏览。 |
| Screen Views | The total number of screenviews. |

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| **指标名称** | 唯一身份屏幕浏览量 | **解**  **释** | 期间至少浏览了指定屏幕一次的会话数量。系统会将对单个屏幕的多次浏览计为一次“唯一身份屏幕浏览”。 |
| Unique Screen Views | The number of different (unique) screenviews within a session. |

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| **指标名称** | 屏幕停留时间 | **解**  **释** | 访问者浏览某个网页或某组网页所用的平均时间。 |
| Time on Screen | The time spent viewing the current screen. |

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| **指标-APP追踪类别** | | | |
| **指标名称** | 平均屏幕停留时间 | **解**  **释** | 用户在单个屏幕上停留的平均时间。 |
| Avg. Time on Screen | The average amount of time users spent on a screen in seconds.The average amount of time users spent on a screen in seconds. |

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| **指标名称** | 每个会话的屏幕浏览量 | **解**  **释** | 每个会话中浏览的平均屏幕数量。单个屏幕的每次浏览均单独计算，包括对同一屏幕的重复浏览。 |
| Screens / Session | The average number of screenviews per session. |

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| **指标-事件追踪类别** | | | |
| **指标名称** | 事件总数 | **解**  **释** | 事件总数指事件发生的次数。 |
| Total Events | The total number of events for the profile, across all categories. |

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| **指标名称** | 唯一身份事件数 | **解**  **释** | 唯一身份事件数指期间发生过一个或多个事件的访问次数。 |
| Unique Events | The total number of unique events for the profile, across all categories. |

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| **指标名称** | 事件价值 | **解**  **释** | 事件价值指一个事件或一组事件的总价值。总价值由每个事件的价值乘以事件发生次数计算得出。 |
| Event Value | The total value of events for the profile. |

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| **指标-事件追踪类别** | | | |
| **指标名称** | 带来事件的访问次数  带来事件的会话个数（APP名称） | **解**  **释** | 至少触发了一个事件的会话/访问总数。 |
| Visits with Event  Sessions with Event（in APP） | The total number of visits with events. |

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| **指标名称** | 平均价值 | **解**  **释** | 每一事件的平均价值;  平均价值=事件价值/事件总数。 |
| Avg. Value | The average value of an event.   Avg. Value=eventValue/totalEvents |

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| **指标名称** | 每次访问的事件数  每个会话的事件数(APP名称) | **解**  **释** | 每次会话/访问中所发生事件的总数;  每次访问的事件数=事件总数/带来事件的访问次数。 |
| Events / Visit  Events / Session（in APP） | The average number of events per visit with event.  Events / Visit=totalEvents / visitsWithEvent |

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| **指标-电子商务类别** | | | |
| **指标名称** | 产品收入 | **解**  **释** | 各笔产品销售产生的收入。 |
| Transactions | The total number of transactions. |

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| **指标-电子商务类别** | | | |
| **指标名称** | 收入  应用内收入(APP名称) | **解**  **释** | 电子商务交易所产生的总收入。可能包括税款和运费，具体取决于您的实施情况。 |
| Revenue  In-App Revenue | The total sale revenue provided in the transaction excluding shipping and tax. |

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| **指标名称** | 运费 | **解**  **释** | 运费指电子商务交易的总运费。 |
| Shipping | The total cost of shipping. |

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| **指标名称** | 税款 | **解**  **释** | 税款指电子商务交易的总税款。 |
| Tax | The total amount of tax. |

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| **指标名称** | 购买的产品数量 | **解**  **释** | 购买的产品电子商务数量指在电子商务交易中销售的产品数量。 |
| Quantity | The total number of items purchased. For example, if users purchase 2 frisbees and 5 tennis balls, 7 items have been purchased. |

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| **指标名称** | 唯一身份购买次数 | **解**  **释** | 唯一身份购买次数指交易中包含指定产品（或产品集）的总交易次数。 |
| Unique Purchases | The number of product sets purchased. For example, if users purchase 2 frisbees and 5 tennis balls from your site, 2 unique products have been purchased. |

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| **指标-电子商务类别** | | | |
| **指标名称** | 产品收入 | **解**  **释** | 各笔产品销售产生的收入。 |
| Product Revenue | The total revenue from purchased product items on your property. |

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| **指标名称** | 本地收入 | **解**  **释** | 以交易货币代码（可能与视图货币代码不同）显示的初始交易收入值。 |
| Local Revenue | Transaction revenue in local currency. |

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| **指标名称** | 本地运费 | **解**  **释** | 以交易货币代码（可能与视图货币代码不同）显示的初始交易值。 |
| Local Shipping | Transaction shipping cost in local currency. |

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| **指标名称** | 本地税费 | **解**  **释** | 以交易货币代码（可能与视图货币代码不同）显示的初始交易税费价值。 |
| Local Tax | Transaction tax in local currency. |

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| **指标名称** | 本地产品收入 | **解**  **释** | 以交易货币代码（可能与视图货币代码不同）显示的初始商品价值。 |
| Local Product Revenue | Product revenue in local currency. |

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| **指标名称** | 电子商务转化率 | **解**  **释** | 电子商务转化率指促成了电子商务交易的访问所占的百分比。 |
| Ecommerce Conversion Rate | The average number of transactions for a visit to your property. |

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| **指标-电子商务类别** | | | |
| **指标名称** | 平均订单价值 | **解**  **释** | 交易的平均价值。 |
| Average Order Value | The average revenue for an e-commerce transaction.  Average Order Value =transactionRevenue/transactions |

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| **指标名称** | 每次访问的价值  每个会话的价值（APP名称） | **解**  **释** | 每次访问价值指您的网站所获得的每次访问的平均价值（以电子商务收入为依据）。该平均价值由收入除以访问次数而得出。 |
| Per Visit Value  Per Session Value（in APP） | Average transaction revenue for a visit to your property.  Per Visit Value  =transactionRevenue/visits |

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| **指标名称** | 总价值 | **解**  **释** | 所有转化的总货币价值。 |
| Total Value | Total value for your property (including total revenue and total goal value).  Total Value =(transactionRevenue + goalValueAll) |

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| **指标名称** | 平均价格 | **解**  **释** | 平均价格指在电子商务交易中各项产品的平均收入。 |
| Average Price | The average revenue per item.  Average Price =itemRevenue / itemQuantity |

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| **指标-电子商务类别** | | | |
| **指标名称** | 平均数量 | **解**  **释** | 每次交易平均产品销售数量。 |
| Average QTY | The average quantity of this item (or group of items) sold per purchase.  Average QTY =itemQuantity/uniquePurchases |

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| **指标名称** | 每次交易费用 | **解**  **释** | 网站的每次交易费用。 |
| Cost Per Transaction | The cost per transaction for your site. |

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| **指标名称** | 每次转化费用 | **解**  **释** | 网站的每次转化费用（包括电子商务和目标转化）。 |
| Cost Per Conversion | The cost per conversion (including ecommerce and goal conversions) for your site. |

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| **指标名称** | 每次目标转化费用 | **解**  **释** | 网站的每次目标转化费用。 |
| Cost Per Goal Conversion | The cost per goal conversion for your site. |

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| **指标-社交互动类别** | | | |
| **指标名称** | 社交操作数 | **解**  **释** | 发生的社交操作的数量。 |
| Social Actions | The total number of social interactions on your property. |

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| **指标-社交互动类别** | | | |
| **指标名称** | 唯一身份社交操作数 | **解**  **释** | 期间至少发生过一次指定社交操作的访问次数。 |
| Unique Social Actions | The number of sessions during which the specified social action(s) occurred at least once. This is based on the the unique combination of socialInteractionNetwork, socialInteractionAction, and socialInteractionTarget. |

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| **指标名称** | 每次社交访问的操作数 | **解**  **释** | 社交操作总数除以唯一身份社交操作数。 |
| Actions Per Social Visit | The number of social interactions per visit to your property. |

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| **指标-用户计时类别** | | | |
| **指标名称** | 用户计时 | **解**  **释** | 以毫秒表示的总用户计时。 |
| User Timing (ms) | The total number of milliseconds for a user timing. |

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| **指标名称** | 用户计时样本 | **解**  **释** | 用户定时测量体积。 |
| User Timing Sample | The number of hits that were sent for a particular userTimingCategory, userTimingLabel, and userTimingVariable. |

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| **指标-用户计时类别** | | | |
| **指标名称** | 平均用户计时 | **解**  **释** | 以秒为单位的平均用户计时。 |
| Avg. User Timing (sec) | The average amount of elapsed time. |

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| **指标名称** | 用户计时样本 | **解**  **释** | 用户定时测量体积。 |
| User Timing Sample | The number of hits that were sent for a particular userTimingCategory, userTimingLabel, and userTimingVariable. |

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| **指标-异常说明类别** | | | |
| **指标名称** | 异常次数 | **解**  **释** | 技术性例外或错误（包括崩溃）的总数。 |
| Exceptions | The number of exceptions that were sent to Google Analytics. |

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| **指标名称** | 崩溃次数 | **解**  **释** | 导致崩溃的技术性例外或错误的数量。 |
| Crashes | The number of exceptions where isFatal is set to true. |

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| **指标名称** | 异常次数/屏幕浏览量 | **解**  **释** | 页面异常次数/屏幕浏览量。 |
| Exceptions / Screen | The number of exceptions thrown divided by the number of screenviews. |

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| **指标-异常说明类别** | | | |
| **指标名称** | 崩溃次数/屏幕浏览量 | **解**  **释** | 页面崩溃次数/屏幕浏览量。 |
| Crashes / Screen | The number of fatal exceptions thrown divided by the number of screenviews. |

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| **指标-自定义变量或列类别** | | | |
| **指标名称** | 自定义指标  自定义指标（APP名称） | **解**  **释** | 自定义指标的名称，一般可以自定义1-20个，高级版可以自定义1-200个指标。 |
| SCustom Metric Value | The name of the requested custom metric, where XX refers the number/index of the custom metric.Index Range1-20.Premium Index Range1-200 |

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| **指标-广告联盟类别** | | | |
| **指标名称** | AdSense 收入 | **解**  **释** | AdSense 收入指来自 AdSense 广告的收入。 |
| AdSense Revenue | The total revenue from AdSense ads. |

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| **指标名称** | AdSense 广告单元查看次数 | **解**  **释** | AdSense 单元展示次数指访问者在您的网站看到的 AdSense 广告总数。 |
| AdSense Ad Units Viewed | The number of AdSense ad units viewed. An Ad unit is a set of ads displayed as a result of one piece of the AdSense ad code. |

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| **指标-广告联盟类别** | | | |
| **指标名称** | 查看的AdSense广告 | **解**  **释** | 浏览的 AdSense 广告数。 |
| AdSense Ads Viewed | The number of AdSense ads viewed. Multiple ads can be displayed within an Ad Unit. |

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| **指标名称** | 点击的AdSense广告 | **解**  **释** | 点击的广告数指您网站上的 AdSense 广告所获得的点击次数。 |
| AdSense Ads Clicked | The number of times AdSense ads on your site were clicked. |

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| **指标名称** | AdSense页面展示次数 | **解**  **释** | AdSense 网页展示次数是指期间展示了广告的网页浏览次数。 |
| AdSense Page Impressions | The number of pageviews during which an AdSense ad was displayed. A page impression can have multiple Ad Units. |

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| **指标名称** | AdSense 退出次数 | **解**  **释** | 由于用户点击 AdSense 广告而结束的会话数。要显示此指标，您的 AdSense 帐户必须关联到您的 Google Analytics（分析）帐户。 |
| AdSense Exits | The number of sessions that ended due to a user clicking on an AdSense ad. |

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| **指标名称** | AdSense点击率 | **解**  **释** | AdSense 点击率指带来广告点击的网页展示次数所占的百分比。 |
| AdSense CTR | The percentage of page impressions that resulted in a click on an AdSense ad. |

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| **指标-广告联盟类别** | | | |
| **指标名称** | AdSense有效每千次展示费用 | **解**  **释** | 每千次展示费用指您为展示广告网络广告的每千次展示支付的平均费用。 |
| AdSense eCPM | The estimated cost per thousand page impressions. It is your AdSense Revenue per 1000 page impressions. |