

[UA] BigQuery Export schema

This article is about BigQuery Export schema in Universal Analytics. For information about BigQuery Export schema in Google Analytics 4, go to [\[GA4\] BigQuery Export schema](#).

This feature is not governed by a service-level agreement (SLA).

This article explains the format and schema of the data that is imported into BigQuery.

Datasets

For each Analytics view that is enabled for BigQuery integration, a dataset is added using the view ID as the name.

Tables

Within each dataset, a table is imported for each day of export. Daily tables have the format "ga_sessions_YYYYMMDD".

Intraday data is imported at least three times a day. Intraday tables have the format "ga_sessions_intraday_YYYYMMDD". During the same day, each import of intraday data overwrites the previous import in the same table.

When the daily import is complete, the intraday table from the previous day is deleted. For the current day, until the first intraday import, there is no intraday table. If an intraday-table write fails, then the previous day's intraday table is preserved.

Data for the current day is not final until the daily import is complete. You may notice differences between intraday and daily data based on active user sessions that cross the time boundary of last intraday import.

Rows

Each row within a table corresponds to a session in Analytics 360.

Columns

The columns within the export are listed below. In BigQuery, some columns may have nested fields and messages within them.

Field Name	Data Type	Description
<code>clientId</code>	STRING	Unhashed version of the Client ID for a given user associated with any given visit/session.
<code>fullVisitorId</code>	STRING	The unique visitor ID.
<code>visitorId</code>	NULL	This field is deprecated. Use "fullVisitorId" instead.
<code>userId</code>	STRING	Overridden User ID sent to Analytics.
<code>visitNumber</code>	INTEGER	The session number for this user. If this is the first session, then this is set to 1.
<code>visitId</code>	INTEGER	An identifier for this session. This is part of the value usually stored as the <code>_utmb</code> cookie. This is only unique to the user. For a completely unique ID, you should use a combination of <code>fullVisitorId</code> and <code>visitId</code> .
<code>visitStartTime</code>	INTEGER	The timestamp (expressed as POSIX time).
<code>date</code>	STRING	The date of the session in YYYYMMDD format.
<code>totals</code>	RECORD	This section contains aggregate values across the session.
<code>totals.bounces</code>	INTEGER	Total bounces (for convenience). For a bounced session, the value is 1, otherwise it is null.
<code>totals.hits</code>	INTEGER	Total number of hits within the session.
<code>totals.newVisits</code>	INTEGER	Total number of new users in session (for convenience). If this is the first visit, this value is 1, otherwise it is null.
<code>totals.pageviews</code>	INTEGER	Total number of pageviews within the session.
<code>totals.screenviews</code>	INTEGER	Total number of screenviews within the session.
<code>totals.sessionQualityDim</code>	INTEGER	An estimate of how close a particular session was to transacting, ranging from 1 to 100, calculated for each session. A value closer to 1 indicates a low session quality, or far from transacting, while a value closer to 100 indicates a high session quality, or very close to transacting. A value of 0 indicates that Session Quality is not calculated for the selected time range.
<code>totals.timeOnScreen</code>	INTEGER	The total time on screen in seconds.
<code>totals.timeOnSite</code>	INTEGER	Total time of the session expressed in seconds.
<code>totals.totalTransactionRevenue</code>	INTEGER	Total transaction revenue, expressed as the value passed to Analytics multiplied by 10^6 (e.g., 2.40 would be given as 2400000).

<code>totals.transactionRevenue</code>	INTEGER	This field is deprecated. Use "totals.totalTransactionRevenue" instead (see above).
<code>totals.transactions</code>	INTEGER	Total number of ecommerce transactions within the session.
<code>totals.UniqueScreenViews</code>	INTEGER	Total number of unique screenviews within the session.
<code>totals.visits</code>	INTEGER	The number of sessions (for convenience). This value is 1 for sessions with interaction events. The value is null if there are no interaction events in the session.
<code>trafficSource</code>	RECORD	This section contains information about the Traffic Source from which the session originated.
<code>trafficSource.adContent</code>	STRING	The ad content of the traffic source. Can be set by the <code>utm_content</code> URL parameter.
<code>trafficSource.adwordsClickInfo</code>	RECORD	This section contains information about the Google Ads click info if there is any associated with this session. Analytics uses the last non-direct click model.
<code>trafficSource.adwordsClickInfo.adGroupId</code>	INTEGER	The Google ad-group ID.
<code>trafficSource.adwordsClickInfo.adNetworkType</code>	STRING	Network Type. Takes one of the following values: {"Google Search", "Content", "Search partners", "Ad Exchange", "Yahoo Japan Search", "Yahoo Japan AFS", "unknown"}
<code>trafficSource.adwordsClickInfo.campaignId</code>	INTEGER	The Google Ads campaign ID.
<code>trafficSource.adwordsClickInfo.creativeId</code>	INTEGER	The Google ad ID.
<code>trafficSource.adwordsClickInfo.criteriaId</code>	INTEGER	The ID for the targeting criterion.
<code>trafficSource.adwordsClickInfo.criteriaParameters</code>	STRING	Descriptive string for the targeting criterion.
<code>trafficSource.adwordsClickInfo.customerId</code>	INTEGER	The Google Ads Customer ID.
<code>trafficSource.adwordsClickInfo.gclid</code>	STRING	The Google Click ID.
<code>trafficSource.adwordsClickInfo.isVideoAd</code>	BOOLEAN	True if it is a Trueview video ad.

<code>trafficSource. adwordsClickInfo.page</code>	INTEGER	Page number in search results where the ad was shown.
<code>trafficSource. adwordsClickInfo.slot</code>	STRING	Position of the Ad. Takes one of the following values: {"RHS", "Top"}
<code>trafficSource. adwordsClickInfo.targetingCriteria</code>	RECORD	Google Ads targeting criteria for a click. There are multiple types of targeting criteria, but should have only one value for each criterion.
<code>trafficSource. adwordsClickInfo.targetingCriteria. boomUserlistId</code>	INTEGER	Remarketing list ID (if any) in Google Ads, derived from <code>matching_criteria</code> in click record.
<code>trafficSource.campaign</code>	STRING	The campaign value. Usually set by the <code>utm_campaign</code> URL parameter.
<code>trafficSource.campaignCode</code>	STRING	Value of the <code>utm_id</code> campaign tracking parameter, used for manual campaign tracking.
<code>trafficSource.isTrueDirect</code>	BOOLEAN	True if the source of the session was Direct (meaning the user typed the name of your website URL into the browser or came to your site via a bookmark), This field will also be true if 2 successive but distinct sessions have exactly the same campaign details. Otherwise NULL.
<code>trafficSource.keyword</code>	STRING	The keyword of the traffic source, usually set when the <code>trafficSource.medium</code> is "organic" or "cpc". Can be set by the <code>utm_term</code> URL parameter.
<code>trafficSource.medium</code>	STRING	The medium of the traffic source. Could be "organic", "cpc", "referral", or the value of the <code>utm_medium</code> URL parameter.
<code>trafficSource.referralPath</code>	STRING	If <code>trafficSource.medium</code> is "referral", then this is set to the path of the referrer. (The host name of the referrer is in <code>trafficSource.source</code> .)
<code>trafficSource.source</code>	STRING	The source of the traffic source. Could be the name of the search engine, the referring hostname, or a value of the <code>utm_source</code> URL parameter.
<code>socialEngagementType</code>	STRING	Engagement type, either "Socially Engaged" or "Not Socially Engaged".
<code>channelGrouping</code>	STRING	The Default Channel Group associated with an end user's session for this View.
<code>device</code>	RECORD	This section contains information about the user devices.
<code>device.browser</code>	STRING	The browser used (e.g., "Chrome" or "Firefox").

<code>device.browserSize</code>	STRING	The viewport size of users' browsers. This captures the initial dimensions of the viewport in pixels and is formatted as width x height, for example, 1920x960.
<code>device.browserVersion</code>	STRING	The version of the browser used.
<code>device.deviceCategory</code>	STRING	The type of device (Mobile, Tablet, Desktop).
<code>device.mobileDeviceInfo</code>	STRING	The branding, model, and marketing name used to identify the mobile device.
<code>device.mobileDeviceMarketingName</code>	STRING	The marketing name used for the mobile device.
<code>device.mobileDeviceModel</code>	STRING	The mobile device model.
<code>device.mobileInputSelector</code>	STRING	Selector (e.g., touchscreen, joystick, clickwheel, stylus) used on the mobile device.
<code>device.operatingSystem</code>	STRING	The operating system of the device (e.g., "Macintosh" or "Windows").
<code>device.operatingSystemVersion</code>	STRING	The version of the operating system.
<code>device.isMobile</code> This field is deprecated. Use <code>device.deviceCategory</code> instead.	BOOLEAN	If the user is on a mobile device, this value is true, otherwise false.
<code>device.mobileDeviceBranding</code>	STRING	The brand or manufacturer of the device.
<code>device.flashVersion</code>	STRING	The version of the Adobe Flash plugin that is installed on the browser.
<code>device.javaEnabled</code>	BOOLEAN	Whether or not Java is enabled in the browser.
<code>device.language</code>	STRING	The language the device is set to use. Expressed as the IETF language code.
<code>device.screenColors</code>	STRING	Number of colors supported by the display, expressed as the bit-depth (e.g., "8-bit", "24-bit", etc.).
<code>device.screenResolution</code>	STRING	The resolution of the device's screen, expressed in pixel width x height (e.g., "800x600").
<code>customDimensions</code>	RECORD	This section contains any user-level or session-level custom dimensions that are set for a session. This is a repeated field and has an entry for each dimension that is set.
<code>customDimensions.index</code>	INTEGER	The index of the custom dimension.
<code>customDimensions.value</code>	STRING	The value of the custom dimension.
<code>geoNetwork</code>	RECORD	This section contains information about the geography of the user.

<code>geoNetwork.continent</code>	STRING	The continent from which sessions originated, based on IP address.
<code>geoNetwork.subContinent</code>	STRING	The sub-continent from which sessions originated, based on IP address of the visitor.
<code>geoNetwork.country</code>	STRING	The country from which sessions originated, based on IP address.
<code>geoNetwork.region</code>	STRING	The region from which sessions originate, derived from IP addresses. In the U.S., a region is a state, such as New York.
<code>geoNetwork.metro</code>	STRING	The Designated Market Area (DMA) from which sessions originate.
<code>geoNetwork.city</code>	STRING	Users' city, derived from their IP addresses or Geographical IDs.
<code>geoNetwork.cityId</code>	STRING	Users' city ID, derived from their IP addresses or Geographical IDs. The city IDs are the same as the Criteria IDs found at https://developers.google.com/analytics/devguides/collection/protocol/v1/geoid .
<code>geoNetwork.latitude</code>	STRING	The approximate latitude of users' city, derived from their IP addresses or Geographical IDs. Locations north of the equator have positive latitudes and locations south of the equator have negative latitudes.
<code>geoNetwork.longitude</code>	STRING	The approximate longitude of users' city, derived from their IP addresses or Geographical IDs. Locations east of the prime meridian have positive longitudes and locations west of the prime meridian have negative longitudes.
<code>geoNetwork.networkDomain</code>	STRING	[No longer supported] The domain name of user's ISP, derived from the domain name registered to the ISP's IP address.
<code>geoNetwork.networkLocation</code>	STRING	[No longer supported] The names of the service providers used to reach the property. For example, if most users of the website come via the major cable internet service providers, its value will be these service providers' names.
<code>hits</code>	RECORD	This row and nested fields are populated for any and all types of hits.

<code>hits.dataSource</code>	STRING	The data source of a hit. By default, hits sent from analytics.js are reported as "web" and hits sent from the mobile SDKs are reported as "app".
<code>hits.sourcePropertyInfo</code>	RECORD	This section contains information about source property for rollup properties
<code>hits.sourcePropertyInfo.sourcePropertyDisplayName</code>	STRING	Source property display name of Roll-Up Properties. This is valid for only Roll-Up Properties.
<code>hits.sourcePropertyInfo.sourcePropertyTrackingId</code>	STRING	Source property tracking ID of roll-up properties. This is valid for only roll-up properties.
<code>hits.eCommerceAction</code>	RECORD	This section contains all of the ecommerce hits that occurred during the session. This is a repeated field and has an entry for each hit that was collected.
<code>hits.eCommerceAction.action_type</code>	STRING	<p>The action type. Click through of product lists = 1, Product detail views = 2, Add product(s) to cart = 3, Remove product(s) from cart = 4, Check out = 5, Completed purchase = 6, Refund of purchase = 7, Checkout options = 8, Unknown = 0.</p> <p>Usually this action type applies to all the products in a hit, with the following exception: when <code>hits.product.isImpression</code> = TRUE, the corresponding product is a product impression that is seen while the product action is taking place (i.e., a "product in list view").</p> <p>Example query to calculate number of products in list views:</p> <pre>SELECT COUNT(hits.product.v2ProductName) FROM [foo-160803:123456789.ga_sessions_20170101] WHERE hits.product.isImpression == TRUE</pre> <p>Example query to calculate number of products in detailed view:</p> <pre>SELECT COUNT(hits.product.v2ProductName), FROM [foo-160803:123456789.ga_sessions_20170101] WHERE hits.ecommerceaction.action_type = '2' AND (BOOLEAN(hits.product.isImpression) IS NULL OR BOOLEAN(hits.product.isImpression) == FALSE)</pre>

<code>hits.eCommerceAction.option</code>	STRING	This field is populated when a checkout option is specified. For example, a shipping option such as <code>option = 'Fedex'</code> .
<code>hits.eCommerceAction.step</code>	INTEGER	This field is populated when a checkout step is specified with the hit.
<code>hits.exceptionInfo.exceptions</code>	INTEGER	The number of exceptions sent to Google Analytics.
<code>hits.exceptionInfo.fatalExceptions</code>	INTEGER	The number of exceptions sent to Google Analytics where <code>isFatal</code> is set to true.
<code>hits.experiment</code>	RECORD	This row and the nested fields are populated for each hit that contains data for an experiment.
<code>hits.experiment.experimentId</code>	STRING	The ID of the experiment.
<code>hits.experiment.experimentVariant</code>	STRING	The variation or combination of variations present in a hit for an experiment.
<code>hits.hitNumber</code>	INTEGER	The sequenced hit number. For the first hit of each session, this is set to 1.
<code>hits.hour</code>	INTEGER	The hour in which the hit occurred (0 to 23).
<code>hits.isSecure</code>	BOOLEAN	This field is deprecated.
<code>hits.isEntrance</code>	BOOLEAN	If this hit was the first pageview or screenview hit of a session, this is set to true.
<code>hits.isExit</code>	BOOLEAN	<p>If this hit was the last pageview or screenview hit of a session, this is set to true.</p> <p>There is no comparable field for a Google Analytics 4 property.</p>
<code>hits.isInteraction</code>	BOOLEAN	If this hit was an interaction, this is set to true. If this was a non-interaction hit (i.e., an event with <code>interaction</code> set to false), this is false.
<code>hits.latencyTracking</code>	RECORD	This section contains information about events in the Navigation Timing API.
<code>hits.latencyTracking.domainLookupTime</code>	INTEGER	The total time (in milliseconds) all samples spent in DNS lookup for this page.
<code>hits.latencyTracking.domContentLoadedTime</code>	INTEGER	The time (in milliseconds), including the network time from users' locations to the site's server, the browser takes to parse the document and execute deferred and parser-inserted scripts (DOMContentLoaded).
<code>hits.latencyTracking.domInteractiveTime</code>	INTEGER	The time (in milliseconds), including the network time from users' locations to the site's server, the browser takes to parse the document (DOMInteractive).

<code>hits.latencyTracking.domLatencyMetricsSample</code>	INTEGER	Sample set (or count) of pageviews used to calculate the averages for site speed DOM metrics.
<code>hits.latencyTracking.pageDownloadTime</code>	INTEGER	The total time (in milliseconds) to download this page among all samples.
<code>hits.latencyTracking.pageLoadSample</code>	INTEGER	The sample set (or count) of pageviews used to calculate the average page load time.
<code>hits.latencyTracking.pageLoadTime</code>	INTEGER	Total time (in milliseconds), from pageview initiation (e.g., a click on a page link) to page load completion in the browser, the pages in the sample set take to load.
<code>hits.latencyTracking.redirectionTime</code>	INTEGER	The total time (in milliseconds) all samples spent in redirects before fetching this page. If there are no redirects, this is 0.
<code>hits.latencyTracking.serverConnectionTime</code>	INTEGER	Total time (in milliseconds) all samples spent in establishing a TCP connection to this page.
<code>hits.latencyTracking.serverResponseTime</code>	INTEGER	The total time (in milliseconds) the site's server takes to respond to users' requests among all samples; this includes the network time from users' locations to the server.
<code>hits.latencyTracking.speedMetricsSample</code>	INTEGER	The sample set (or count) of pageviews used to calculate the averages of site speed metrics.
<code>hits.latencyTracking.userTimingCategory</code>	STRING	For easier reporting purposes, this is used to categorize all user timing variables into logical groups.
<code>hits.latencyTracking.userTimingLabel</code>	STRING	The name of the resource's action being tracked.
<code>hits.latencyTracking.userTimingSample</code>	INTEGER	The number of hits sent for a particular userTimingCategory, userTimingLabel, or userTimingVariable.
<code>hits.latencyTracking.userTimingValue</code>	INTEGER	Total number of milliseconds for user timing.
<code>hits.latencyTracking.userTimingVariable</code>	STRING	Variable used to add flexibility to visualize user timings in the reports.
<code>hits.minute</code>	INTEGER	The minute in which the hit occurred (0 to 59).
<code>hits.product.isImpression</code>	BOOLEAN	TRUE if at least one user viewed this product (i.e., at least one impression) when it appeared in the product list.
<code>hits.product.isClick</code>	BOOLEAN	Whether users clicked this product when it appeared in the product list.
<code>hits.product.customDimensions</code>	RECORD	This section is populated for all hits containing product scope Custom Dimensions.

<code>hits.product.customDimensions.index</code>	INTEGER	The product scope Custom Dimensions index.
<code>hits.product.customDimensions.value</code>	STRING	The product scope Custom Dimensions value.
<code>hits.product.customMetrics</code>	RECORD	This section is populated for all hits containing product scope Custom Metrics.
<code>hits.product.customMetrics.index</code>	INTEGER	The product scope Custom Metrics index.
<code>hits.product.customMetrics.value</code>	INTEGER	The product scope Custom Metrics value.
<code>hits.product.productListName</code>	STRING	Name of the list in which the product is shown, or in which a click occurred. For example, "Home Page Promotion", "Also Viewed", "Recommended For You", "Search Results List", etc.
<code>hits.product.productListPosition</code>	INTEGER	Position of the product in the list in which it is shown.
<code>hits.publisher. adsenseBackfillDfpClicks</code>	INTEGER	The number of clicks on AdSense ads that served as Google Ad Manager backfill.
<code>hits.publisher. adsenseBackfillDfpImpressions</code>	INTEGER	The number of AdSense ad impressions that were served as Google Ad Manager backfill.
<code>hits.publisher. adsenseBackfillDfpMatchedQueries</code>	INTEGER	The number of ad requests where AdSense was trafficked as backfill and returned an ad creative to the page.
<code>hits.publisher. adsenseBackfillDfpMeasurableImpressions</code>	INTEGER	The number of ad impressions filled by AdSense that viewability measurements were able to take into account (includes both in-view and not-in-view ads).
<code>hits.publisheradsenseBackfillDfpPagesViewed</code>	INTEGER	The number of Google Analytics pageviews where Google Ad Manager recorded AdSense revenue.
<code>hits.publisher.adsenseBackfillDfpQueries</code>	INTEGER	The number of ad requests made to AdSense by Google Ad Manager.
<code>hits.publisher. adsenseBackfillDfpRevenueCpc</code>	INTEGER	The CPC revenue associated with the resultant AdSense ad clicks.
<code>hits.publisher. adsenseBackfillDfpRevenueCpm</code>	INTEGER	The CPM revenue associated with the served AdSense ad impressions.
<code>hits.publisher. adsenseBackfillDfpViewableImpressions</code>	INTEGER	The number of AdSense impressions that met Google Ad Manager's viewability standard.
<code>hits.publisher.adxBackfillDfpClicks</code>	INTEGER	The number of clicks on Google Ad Manager ads served as Google Ad Manager backfill.
<code>hits.publisher. adxBackfillDfpImpressions</code>	INTEGER	The number of Google Ad Manager ad impressions that were served as Google Ad Manager backfill.
<code>hits.publisher. adxBackfillDfpMatchedQueries</code>	INTEGER	The number of ad requests where Google Ad Manager was trafficked as backfill and returned an ad creative to the page.

<code>hits.publisher.adxBackfillDfpMeasurableImpressions</code>	INTEGER	The number of ad impressions filled by Google Ad Manager that viewability measurements are able to take into account (includes both in-view and not-in-view ads).
<code>hits.publisher.adxBackfillDfpPagesViewed</code>	INTEGER	The number of Google Analytics pageviews where Google Ad Manager recorded revenue.
<code>hits.publisher.adxBackfillDfpQueries</code>	INTEGER	The number of ad requests made to Google Ad Manager by Google Ad Manager.
<code>hits.publisher.adxBackfillDfpRevenueCpc</code>	INTEGER	The CPC revenue associated with the resultant Google Ad Manager ad clicks.
<code>hits.publisher.adxBackfillDfpRevenueCpm</code>	INTEGER	The CPM revenue associated with the served Google Ad Manager ad impressions.
<code>hits.publisher.adxBackfillDfpViewableImpressions</code>	INTEGER	The number of Google Ad Manager impressions that met Google Ad Manager's viewability standard.
<code>hits.publisher.dfpAdGroup</code>	STRING	The Google Ad Manager Line Item ID of the ad that served.
<code>hits.publisher.dfpAdUnits</code>	STRING	The IDs of the Google Ad Manager Ad Units present in the ad request.
<code>hits.publisher.dfpClicks</code>	INTEGER	The number of times Google Ad Manager ads were clicked.
<code>hits.publisher.dfpImpressions</code>	INTEGER	A Google Ad Manager ad impression is reported whenever an individual ad is displayed. For example, when a page with two ad units is viewed once, we display two impressions.
<code>hits.publisher.dfpMatchedQueries</code>	INTEGER	The number of ad requests where a creative was returned to the page.
<code>hits.publisher.dfpMeasurableImpressions</code>	INTEGER	The number of ad impressions that viewability measurements are able to take into account (includes both in-view and not-in-view ads).
<code>hits.publisher.dfpNetworkId</code>	STRING	The Google Ad Manager network ID that the ad request was sent to.
<code>hits.publisher.dfpPagesViewed</code>	INTEGER	The number of Google Analytics pageviews where Google Ad Manager recorded revenue.
<code>hits.publisher.dfpQueries</code>	INTEGER	The number of ad requests made to Google Ad Manager.
<code>hits.publisher.dfpRevenueCpc</code>	INTEGER	The CPC revenue associated with the resultant ad clicks, based on the rate-field value for each clicked ad in Google Ad Manager.

<code>hits.publisher.dfpRevenueCpm</code>	INTEGER	The CPM revenue associated with the served ad impressions, based on the rate-field value for each served ad in Google Ad Manager.
<code>hits.publisher.dfpViewableImpressions</code>	INTEGER	The number of impressions that met Google Ad Manager's viewability standard.
<code>hits.time</code>	INTEGER	The number of milliseconds after the visitStartTime when this hit was registered. The first hit has a hits.time of 0
<code>hits.transaction.transactionCoupon</code>	STRING	The coupon code associated with the transaction.
<code>hits.referrer</code>	STRING	The referring page, if the session has a goal completion or transaction. If this page is from the same domain, this is blank.
<code>hits.refund</code>	RECORD	This row and nested fields are populated for each hit that contains Enhanced Ecommerce REFUND information.
<code>hits.refund.localRefundAmount</code>	INTEGER	Refund amount in local currency, expressed as the value passed to Analytics multiplied by 10^6 (e.g., 2.40 would be given as 2400000).
<code>hits.refund.refundAmount</code>	INTEGER	Refund amount, expressed as the value passed to Analytics multiplied by 10^6 (e.g., 2.40 would be given as 2400000).
<code>hits.social</code>	RECORD	This section is populated for each hit with type = "SOCIAL".
<code>hits.social.hasSocialSourceReferral</code>	STRING	A string, either Yes or No, that indicates whether sessions to the property are from a social source.
<code>hits.social.socialInteractionAction</code>	STRING	The social action passed with the social tracking code (Share, Tweet, etc.).
<code>hits.social.socialInteractionNetwork</code>	STRING	The the network passed with the social tracking code, e.g., Twitter.
<code>hits.social.socialInteractionNetworkAction</code>	STRING	For social interactions, this represents the social network being tracked.
<code>hits.social.socialInteractions</code>	INTEGER	The total number of social interactions.
<code>hits.social.socialInteractionTarget</code>	STRING	For social interactions, this is the URL (or resource) which receives the social network action.
<code>hits.social.socialNetwork</code>	STRING	The social network name. This is related to the referring social network for traffic sources; e.g., Blogger.
<code>hits.social.uniqueSocialInteractions</code>	INTEGER	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.
hits.type	STRING	<p>The type of hit. One of: "PAGE", "TRANSACTION", "ITEM", "EVENT", "SOCIAL", "APPVIEW", "EXCEPTION".</p> <p>Timing hits are considered an event type in the Analytics backend. When you query time-related fields (e.g., hits.latencyTracking.pageLoadTime), choose hits.type as Event if you want to use hit.type in your queries.</p>
hits.page	RECORD	This section is populated for each hit with type = "PAGE".
hits.page.pagePath	STRING	The URL path of the page.
hits.page.pagePathLevel1	STRING	This dimension rolls up all the page paths in the 1st hierarchical level in pagePath.
hits.page.pagePathLevel2	STRING	This dimension rolls up all the page paths in the 2nd hierarchical level in pagePath.
hits.page.pagePathLevel3	STRING	This dimension rolls up all the page paths in the 3d hierarchical level in pagePath.
hits.page.pagePathLevel4	STRING	This dimension rolls up all the page paths into hierarchical levels. Up to 4 pagePath levels may be specified. All additional levels in the pagePath hierarchy are also rolled up in this dimension.
hits.page.hostname	STRING	The hostname of the URL.
hits.page.pageTitle	STRING	The page title.
hits.page.searchKeyword	STRING	If this was a search results page, this is the keyword entered.
hits.product	RECORD	This row and nested fields will be populated for each hit that contains Enhanced Ecommerce PRODUCT data.
hits.product.localProductPrice	INTEGER	The price of the product in local currency, expressed as the value passed to Analytics multiplied by 10^6 (e.g., 2.40 would be given as 2400000).
hits.product.localProductRefundAmount	INTEGER	The amount processed as part of a refund for a product in local currency, expressed as the value passed to Analytics multiplied by 10^6 (e.g., 2.40 would be given as 2400000).

<code>hits.product.localProductRevenue</code>	INTEGER	The revenue of the product in local currency, expressed as the value passed to Analytics multiplied by 10^6 (e.g., 2.40 would be given as 2400000).
<code>hits.product.productBrand</code>	STRING	The brand associated with the product.
<code>hits.product.productPrice</code>	INTEGER	The price of the product, expressed as the value passed to Analytics multiplied by 10^6 (e.g., 2.40 would be given as 2400000).
<code>hits.product.productQuantity</code>	INTEGER	The quantity of the product purchased.
<code>hits.product.productRefundAmount</code>	INTEGER	The amount processed as part of a refund for a product, expressed as the value passed to Analytics multiplied by 10^6 (e.g., 2.40 would be given as 2400000).
<code>hits.product.productRevenue</code>	INTEGER	The revenue of the product, expressed as the value passed to Analytics multiplied by 10^6 (e.g., 2.40 would be given as 2400000).
<code>hits.product.productSKU</code>	STRING	Product SKU.
<code>hits.product.productVariant</code>	STRING	Product Variant.
<code>hits.product.v2ProductCategory</code>	STRING	Product Category.
<code>hits.product.v2ProductName</code>	STRING	Product Name.
<code>hits.promotion</code>	RECORD	This row and nested fields are populated for each hit that contains Enhanced Ecommerce PROMOTION information.
<code>hits.promotion.promoCreative</code>	STRING	The text or creative variation associated with the promotion.
<code>hits.promotion.promoId</code>	STRING	Promotion ID.
<code>hits.promotion.promoName</code>	STRING	Promotion Name.
<code>hits.promotion.promoPosition</code>	STRING	Promotion position on site.
<code>hits.promotionActionInfo</code>	RECORD	This row and nested fields are populated for each hit that contains Enhanced Ecommerce PROMOTION action information.
<code>hits.promotionActionInfo.promoIsView</code>	BOOLEAN	True if the Enhanced Ecommerce action is a promo view.
<code>hits.promotionActionInfo.promoIsClick</code>	BOOLEAN	True if the Enhanced Ecommerce action is a promo click.
<code>hits.page.searchCategory</code>	STRING	If this was a search-results page, this is the category selected.
<code>hits.transaction</code>	RECORD	This section is populated for each hit with type = "TRANSACTION".

<code>hits.transaction.transactionId</code>	STRING	The transaction ID of the ecommerce transaction.
<code>hits.transaction.transactionRevenue</code>	INTEGER	Total transaction revenue, expressed as the value passed to Analytics multiplied by 10^6. (e.g., 2.40 would be given as 2400000).
<code>hits.transaction.transactionTax</code>	INTEGER	Total transaction tax, expressed as the value passed to Analytics multiplied by 10^6. (e.g., 2.40 would be given as 2400000).
<code>hits.transaction.transactionShipping</code>	INTEGER	Total transaction shipping cost, expressed as the value passed to Analytics multiplied by 10^6. (e.g., 2.40 would be given as 2400000).
<code>hits.transaction.affiliation</code>	STRING	The affiliate information passed to the ecommerce tracking code.
<code>hits.transaction.currencyCode</code>	STRING	The local currency code for the transaction.
<code>hits.transaction.localTransactionRevenue</code>	INTEGER	Total transaction revenue in local currency, expressed as the value passed to Analytics multiplied by 10^6 (e.g., 2.40 would be given as 2400000).
<code>hits.transaction.localTransactionTax</code>	INTEGER	Total transaction tax in local currency, expressed as the value passed to Analytics multiplied by 10^6 (e.g., 2.40 would be given as 2400000).
<code>hits.transaction.localTransactionShipping</code>	INTEGER	Total transaction shipping cost in local currency, expressed as the value passed to Analytics multiplied by 10^6 (e.g., 2.40 would be given as 2400000).
<code>hits.item</code>	RECORD	This section will be populated for each hit with type = "ITEM".
<code>hits.item.transactionId</code>	STRING	The transaction ID of the ecommerce transaction.
<code>hits.item.productName</code>	STRING	The name of the product.
<code>hits.item.productCategory</code>	STRING	The category of the product.
<code>hits.item.productSku</code>	STRING	The SKU or product ID.
<code>hits.item.itemQuantity</code>	INTEGER	The quantity of the product sold.
<code>hits.item.itemRevenue</code>	INTEGER	Total revenue from the item, expressed as the value passed to Analytics multiplied by 10^6 (e.g., 2.40 would be given as 2400000).
<code>hits.item.currencyCode</code>	STRING	The local currency code for the transaction.
<code>hits.item.localItemRevenue</code>	INTEGER	Total revenue from this item in local currency, expressed as the value passed to Analytics multiplied by 10^6 (e.g., 2.40 would be given as 2400000).
<code>hits.contentGroup</code>	RECORD	This section contains information about content grouping. Learn more

<code>hits.contentGroup.contentGroupX</code>	STRING	The content group on a property. A content group is a collection of content that provides a logical structure that can be determined by tracking-code or page-title/URL regex match, or predefined rules. (Index X can range from 1 to 5.)
<code>hits.contentGroup.previousContentGroupX</code>	STRING	Content group that was visited before another content group. (Index X can range from 1 to 5.)
<code>hits.contentGroup.contentGroupUniqueViewsX</code>	STRING	The number of unique content group views. Content group views in different sessions are counted as unique content group views. Both the <code>pagePath</code> and <code>pageTitle</code> are used to determine content group view uniqueness. (Index X can range from 1 to 5.)
<code>hits.contentInfo</code>	RECORD	This section will be populated for each hit with type = "APPVIEW".
<code>hits.contentInfo.contentDescription</code>	STRING	The description of the content being viewed as passed to the SDK.
<code>hits.appInfo</code>	RECORD	This section will be populated for each hit with type = "APPVIEW" or "EXCEPTION".
<code>hits.appInfo.appInstallerId</code>	STRING	ID of the installer (e.g., Google Play Store) from which the app was downloaded.
<code>hits.appInfo.appName</code>	STRING	The name of the application.
<code>hits.appInfo.appVersion</code>	STRING	The version of the application.
<code>hits.appInfo.appId</code>	STRING	The ID of the application.
<code>hits.appInfo.screenName</code>	STRING	The name of the screen.
<code>hits.appInfo.landingScreenName</code>	STRING	The landing screen of the session.
<code>hits.appInfo.exitScreenName</code>	STRING	The exit screen of the session.
<code>hits.appInfo.screenDepth</code>	STRING	The number of screenviews per session reported as a string. Can be useful for histograms.
<code>hits.exceptionInfo</code>	RECORD	This section is populated for each hit with type = "EXCEPTION".
<code>hits.exceptionInfo.description</code>	STRING	The exception description.
<code>hits.exceptionInfo.isFatal</code>	BOOLEAN	If the exception was fatal, this is set to true.
<code>hits.eventInfo</code>	RECORD	This section is populated for each hit with type = "EVENT".
<code>hits.eventInfo.eventCategory</code>	STRING	The event category.
<code>hits.eventInfo.eventAction</code>	STRING	The event action.
<code>hits.eventInfo.eventLabel</code>	STRING	The event label.

<code>hits.eventInfo.eventValue</code>	INTEGER	The event value.
<code>hits.customVariables</code>	RECORD	This section contains any hit-level custom variables. This is a repeated field and has an entry for each variable that is set.
<code>hits.customVariables.index</code>	INTEGER	The index of the custom variable.
<code>hits.customVariables.customVarName</code>	STRING	The custom variable name.
<code>hits.customVariables.customVarValue</code>	STRING	The custom variable value.
<code>hits.customDimensions</code>	RECORD	This section contains any hit-level custom dimensions. This is a repeated field and has an entry for each dimension that is set.
<code>hits.customDimensions.index</code>	INTEGER	The index of the custom dimension.
<code>hits.customDimensions.value</code>	STRING	The value of the custom dimension.
<code>hits.customMetrics</code>	RECORD	This section contains any hit-level custom metrics. This is a repeated field and has an entry for each metric that is set.
<code>hits.customMetrics.index</code>	INTEGER	The index of the custom metric.
<code>hits.customMetrics.value</code>	INTEGER	The value of the custom metric.
<code>privacy_info.ads_storage</code>	STRING	Whether ad targeting is enabled for a user. Possible values: TRUE, FALSE, UNKNOWN
<code>privacy_info.analytics_storage</code>	STRING	Whether Analytics storage is enabled for the user. Possible values: TRUE, FALSE, UNKNOWN
<code>privacy_info.uses_transient_token</code>	STRING	Whether a web user has denied Analytics storage and the developer has enabled measurement without cookies based on transient tokens in server data. Possible values: TRUE, FALSE, UNKNOWN

Related resources

When you compare Analytics data to Google Ads data, keep in mind that these products measure data differently. For more information about these differences, see the following:

The section *Discrepancies between Google Ads and Analytics data* in [Analytics data in Google Ads reports](#).

The section *Last non-direct click model* in [About the default attribution models](#).