Cheatography

Google Analytics UTM Parameters (v2) Cheat Sheet
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Hit / Campaign Parameters

utmac	Account ID *(e.g. UA-123456-1)*
utmcc	Analytics Cookie string
utmcn	New campaign visit?
utmcr	Repeat campaign visit?
utmdt	Page title
utmhn	Hostname
utmp	Page path
utmr	Full referral URL

utmcc contains the combined strings of the __utma and __utmz Google Analytics cookies. This string is URL encoded.

The **utmcn** and **utmcr** parameters never appear in the same request and both only appear with a value of '1'.

Environment Parameters

utmcs	Character set *(e.g. ISO-8859-1)*
utmfl	Flash version
utmip	IP address
utmje	Java enabled? *(1 = yes, 0 = no)*
utmsc	Screen colour depth *(e.g. 24-bit)*
utmsr	Screen resolution
utmul	Language code *(e.g. en-us)*
utmvp	Viewport resolution

The **utmip** property can be anonymized by removing the last octet.

Event / Custom Variable Parameters

utme	Extensible parameter
utmni	Non-interaction event

utme can contain data for Event, Custom Variable and Page Load Time tracking requests.

e-Commerce Parameters (Transactions)

utmtci	Billing City
utmtco	Billing Country
utmtrg	Billing Region
utmtid	Order ID
utmtst	Affiliation / Store name
utmtsp	Shipping cost
utmtto	Order Total *(inc. tax and shipping)*
utmttx	Tax cost

The **utmtid** order ID must be unique for each order, otherwise Google Analytics will group multiple transactions under a single entry. All monetary fields should be filled in without a currency symbol, e.g.: **12.50**

e-Commerce Parameters (Items)

utmtid	Order ID
utmipc	Product code / SKU
utmipn	Product name
utmipr	Product price
utmiqt	Quantity
utmiva	Product category / variation

The **utmtid** order ID parameter must match the one used in the _addTrans() call this item belongs to, otherwise it will not be associated with the order correctly.

Social Parameters

utmsa	Social action (e.g. 'share', 'tweet')
utmsid	Social destination (optional)
utmsn	Social network name

These values are sent by _trackSocial requests only.

Internal Parameters

utmhid	Hit ID, random number
utmn	Random ID to prevent gif caching
utms	Requests made this session (max. 500)
utmt	Request type (e.g. 'event', 'tran' etc...)
utmu	Client usage / Error data (encoded)
utmvid	Visitor ID
utmwv	Tracking code version
guid	Send Globally Unique Identifier

utms increments with each successive request made for the current session. After 500, hits will be ignored.

The guid parameter is used as part of creating the Visitor ID and the **guid=on** parameter is typically sent by the mobile version of the Google Analytics tracking code.

Cookie string values

utmcsr	Campaign source
utmccn	Campaign name
utmcmd	Campaign medium
utmctr	Campaign term / key phrase
utmcct	Campaign content

These values are not sent as parameters, but are encoded into the **utmcc** cookie string that is sent as a parameter in utm.gif requests. These values are contained in the __utmz campaign cookie and will not be sent if this cookie is not present.

utmcc also contains data from the visitor cookie, __utma.