

Basic Parameters

| | |
|----------|---|
| AQB | Analytics Querystring Begin (signifies end of the query params, always first, always = 1) |
| AQE | Analytics Querystring End (signifies end of the query params, always last, always = 1) |
| bh | Browser Height (viewport) |
| bw | Browser Width (viewport) |
| c | Colour depth (in bits) |
| ce | Content Encoding |
| fid | The Fallback ID for this user/device |
| g | url of page (inc url parameters) |
| gn | paGeName (same as pageName but short parameter name version) |
| j | Java version installed |
| k | cooKies enabled? |
| ndh | Is this originating from a javascript request (1 = yes) |
| p | browser Plugins installed |
| pageName | the PAGENAME (same as gn but long parameter name version) |
| s | Screen resolution |
| t | Timestamp of request (inc timezone) |
| v | jaVascript enabled? |

Configuration Params

| | |
|-----|---------------------------------------|
| cdp | Cookie Domain Periods |
| ns | NameSpace |
| vmf | 3rd party domain being Migrated From |
| vmt | 3rd to 1st party cookie migration key |

FREE Adobe Analytics Workshop

If you would like an in depth analysis of your Adobe Analytics installation and reporting the why not [sign up for a FREE Adobe Analytics Workshop with DMPG](#). This will allow us to analyse your installation and reporting and answer any questions you have about Adobe Analytics. It's completely free with no obligation to purchase anything.

Custom Params

| | |
|---------|------------------------------------|
| c1...cN | sProp1 to sPropN - custom metrics |
| channel | the Channel (or section) |
| events | List of events (comma separated) |
| h1...h5 | Hierarchy variables 1 to 5 |
| l1...l5 | List variables 1 to 5 |
| v0 | campaign variable |
| v1...vN | eVar1 to eVarN - custom dimensions |

Custom Links

| | |
|------|---|
| pe | custom link type |
| pev1 | full url of link clicked (e.g http://www.dmpg.co.uk/who) |
| pev2 | custom link name |
| pev3 | (see media below) |

Media Parameters

| | |
|------------|------------------------------|
| c. | 1st media delimiter |
| a. | 2nd media delimiter |
| media. | 3rd media delimiter |
| playerName | Name of media Player |
| length | length of media (seconds) |
| p_e | type of call (see extra box) |
| pev3 | type of media (e.g. video) |

eCommerce

| | |
|--|--------------------------------------|
| products | the Products string (see note below) |
| purchaseID | Purchase ID (transaction ID) |
| state | the STATE of the purchaser |
| zip | the ZIP of the purchaser |
| cc | Currency Code |
| products is a comma delimited list of semi-colon delimited strings! in the format [category];[sku];[qty];[unit price];[incrementor events];[merchandising];[category];[sku2]...etc | |

ClickMap Parameters

| | |
|------|--|
| pid | Page Identifier (ClickMap only) |
| pidt | Page Identifier Type (ClickMap only) |
| oid | Object Identifier (ClickMap only) |
| oidt | Object Identifier Type (ClickMap only) |
| ot | Object Tag name (ClickMap only) |
| oi | source Index (ClickMap only) |

possible pe parameter values

| | |
|-------|----------------|
| m_s | Media Start |
| m_i | Media Instance |
| lnk_o | Other LiNK |
| lnk_e | Exit LiNK |
| lnk_d | Download LiNK |



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