| Parameter | Analytics Variable | Report Populated | Description |
| --- | --- | --- | --- |
| aamlh | None | None | Audience Manager Location Hint (used in Experience Cloud Shared Profile integration) |
| aamb | None | None | Audience Manager Blob (used in Experience Cloud Shared Profile integration) |
| aid | None | None | Analytics visitor ID |
| AQB | None | None | Indicates the beginning of an image request. |
| AQE | None | None | Indicates the end of an image request, meaning the request was not truncated. |
| bh | None | Visitor Profile | Technology | Browser Height | Browser window height (in pixels) |
| bw | None | Visitor Profile | Technology | Browser Width | Browser window width (in pixels) |
| c | None | Visitor Profile | Technology | Monitor Color Depths | Color quality (in bits) |
| c.*[key]* | s.contextData | None | Key-values pairs are specified in one of the following formats:  <my.a>red</my.a>  or:  <my><a>red</a></my>  Each of these examples result in a context data value of my.a = red. Multiple key-value pairs can be specified.  In the query string, this context data variable would appear asc.my.a=red |
| c1-c75 | s.prop1-s.prop75 | All Custom Traffic reports | Traffic variables used in custom traffic reporting |
| cc | s.currencyCode | None | The type of currency used on the site |
| cdp | s.cookieDomainPeriods | None | Indicates the number of periods in a domain for cookie tracking; manually set. |
| ce | s.charSet | None | The character encoding of the image request |
| cl | s.cookieLifetime (s\_vi cookie lifetime in seconds) | None | The lifetime of the visitor cookie. |
| ch | s.channel | Site Content | Site Sections | The Site Sections variable used in traffic reporting |
| cp | Hit Type | Hit Type | Indicates whether the behavior is a result of direct interaction foreground or information the device is sending without direct interaction background. |
| ct | None | Visitor Profile | Technology | Connection Types | Connection Type (Modem, LAN, etc; can only populate in IE browsers) |
| D | dynamicVariablePrefix | None | See [Dynamic Variables](https://marketing.adobe.com/resources/help/en_US/sc/implement/dynvars_overview.html#concept_B016789733A94070A9EAB209EEC05262). |
| events or ev | s.events | Site Traffic | Purchases, Shopping Cart, Custom Events | The commerce and custom events that occurred on the page; used in conversion reports |
| g | None | None | The current URL of the page, up to 255 bytes. |
| -g | None | None | URLs longer than 255 bytes are split, with the first 255 bytes appearing in the g parameter, with the remaining bytes appearing later in the query string in the -g= query parameter. |
| h1-h5 | s.hier1-s.hier5 | Site Content | Hierarchy reports | Hierarchy variables; used in traffic reporting |
| hp | None | Visitor Profile | Visitor Home Page | Indicates if current page is browser's home page (Y or N; can only populate in IE browsers) |
| j | None | Visitor Profile | Technology | Javascript Version | Shows the current Javascript version installed (generally 1.x) |
| k | None | Visitor Profile | Technology | Cookies | Are cookies supported in the browser (Y, N or U) |
| l1-l3 | s.list1-s.list3 | Custom Conversion | A delimited list of values that are passed into a variable, then reported as individual line items for reporting. |
| mid | None | None | Experience Cloud Visitor ID |
| ndh | None | None | Indicates whether the image request originated from JS file (1 or 0) |
| ns | s.visitorNameSpace | None | Specifies what domain the cookies are set on |
| oid | s.objectID | Site Content | Links | ClickMap | Object identifier for last page; used in ClickMap |
| ot | None | Site Content | Links | ClickMap | Object tag name for last page; used in ClickMap |
| p | None | Visitor Profile | Technology | Netscape Plug-Ins | Semicolon delimited browser plug-in names |
| pageName (or gn) | s.pageName | Site Content | Pages | The page's designated name in reporting |
| pageType (or gt) | s.pageType | Site Content | Pages Not Foun | Indicates whether it is a 404 page or not (Either 'error' or blank) |
| pccr | None | None | Only occurs for new visitors; prevents infinite redirects (Always true) |
| pe | s.linkType | Site Content | Links | Exit Links, File Downloads, Custom Links | Determines the type of custom link hit fired |
| pev1 | None | Site Content | Links | Exit Links, File Downloads, Custom Links | URL the custom link hit occurred on |
| pev2 | None | Site Content | Links | Exit Links, File Downloads, Custom Links | Custom link friendly name |
| pev3 | None | All video reports | Used to track milestones in legacy video reporting; deprecated with v15 |
| pf | None | None | For Adobe use only. Do not alter. |
| pid | None | Site Content | Links | ClickMap | Page identifier for last page; used in ClickMap |
| pidt | None | Site Content | Links | ClickMap | Page identifier type for last page; used in ClickMap |
| products (or pl) | s.products | Products | Products | Products variable used in conversion reporting |
| purchaseID (or pi) | s.purchaseID | None | Used to deduplicate purchases, preventing revenue inflation |
| r | s.referrer | All traffic sources reports | Referring URL |
| s | None | Visitor Profile | Technology | Monitor Resolutions | Screen resolution (width x height) |
| server (or sv) | s.server | Site Content | Servers | The page's server; used in traffic reporting |
| state | s.state | Visitor Profile | Visitor State | Specifies the state as defined by the variable. |
| t | (automatic, sent with every hit that does not have a custom timestamp) | None | The t parameter is in the following format:  dd/mm/yyyy hh:mm:ss D OFFSET  Where D is a number in the range 0-6 specifying the day of the week, and OFFSETrepresents:  offset from GMT in hours \* 60 \* - 1  For example:  23/09/2016 14:00:00 1 420 |
| ts | timestamp | None | The custom timestamp calculated and sent in with the hit. Typically used for offline tracking. |
| v | None | Visitor Profile | Technology | Java | Java enabled (Y or N) |
| v0 | s.campaign | Campaigns | Tracking Codes | The campaign variable used in conversion reporting |
| v1-v75 | s.eVar1-s.eVar75 | All Custom Conversion reports | Conversion variables used in custom conversion reporting |
| vid | s.visitorID | None | The visitor's unique ID as set in the [visitorID](https://marketing.adobe.com/resources/help/en_US/sc/implement/visitorID.html#concept_CD273CC915CC4ABD8F52E4209FF9557E) variable. |
| vmk | s.vmk | None | Visitor migration key; used to migrate from third-party to first-party cookies. Deprecated. |
| vvp | s.variableProvider | None | Used in Genesis integrations |
| xact | s.transactionID | None | The transaction ID used to link online data to offline data |
| zip | s.zip | Visitor Profile | Visitor ZIP/Postal Code | Determines the zip code as defined by the variable |
| /5/ (for mobile protocol) or /1/ (for non-mobile protocol) in the image request URL. | None | None | Controls the order in which cookies and other methods are used to identify visitors. |

CONFIGURATION VARIABLES

Configuration variables set in the AppMeasurement.js.

Configuration variables control the way data is captured and processed in reporting. The most-common configuration variables that are typically set in the main global JavaScript (AppMeasurement.js). These variables can be set within the Reports & Analytics page-level code and links when appropriate.

Not all of these variables appear in the code by default when you generate code through the Admin Tool > Code Manager. Some of these configuration variables may not be applicable to your site's implementation needs.

Some of the goals of using these configuration variables are:

* Track multiple sites/domains.
* Use any currency on purchases.
* Capture data indifferent languages.
* Link tracking (number of downloaded files, links to external sites.
* Track custom links for unique purposes.

1. S.account

If sending to multiple report suites (multi-suite tagging), s.account may be a comma-separated list of values. The report suite ID is determined by Adobe.

Max Size : 40 Bytes

The report suite is the most fundamental level of segmentation in reporting. You can set as many report suites as your contract allows. Each report suite refers to a dedicated set of tables that are populated in Adobe's collection servers. A report suite is identified by the s\_account(Typed in console) variable in your JavaScript code.

The s\_account variable is normally declared inside the JavaScript file (s\_code.js). You can declare the s\_account variable on the HTML page, which is a common practice when the value of s\_account may change from page to page. Because the s\_account variable has a global scope, it should be declared immediately before including Adobe's JavaScript file. If s\_account does not have a value when the JavaScript file is loaded, no data is sent to Analytics.

Syntax and Possible Values

The report suite ID is an alphanumeric string of ASCII characters, no more than 40 bytes in length. The only non-alphanumeric character allowed is a hyphen. Spaces, periods, commas and other punctuation are not allowed. The *s\_account* variable may contain multiple report suites, all of which receive data from that page.

1. var s\_account="reportsuitecom[,reportsuite2[,reportsuite3]]"

All values of *s\_account* must be provided or approved by Adobe.

Examples

1. var s\_account="mycompanycom"
2. var s\_account="mycompanycom,mycompanysection"

Configuring the Variable in Analytics

The friendly name associated with each report suite ID can be changed by Adobe Customer Care. The friendly name can be seen inAnalytics in the site drop-down box in the top, left section of the screen.

1. s.dynamicAccountSelection

The dynamicAccountSelection variable lets you dynamically select the report suite based on the URL of each page.

dynamicAccountSelection does not work with custom link tracking.

Both dynamicAccountList and dynamicAccountMatch are ignored if the dynamicAccountSelection variable is not declared or set to 'false.'

## Syntax and Possible Values

1. s.dynamicAccountSelection=[true|false]

Only 'true' and 'false' are allowed as values of dynamicAccountSelection.

## Examples

1. s.dynamicAccountSelection=true
2. s.dynamicAccountSelection=false

3. s.dynamicAccountList

AppMeasurement for JavaScript can dynamically select a report suite to which it sends data. The dynamicAccountList variable contains the rules used to determine the destination report suite.

This variable is used in conjunction with the *dynamicAccountSelection* and *dynamicAccountMatch* variables. The rules in *dynamicAccountList*are applied if *dynamicAccountSelection* is set to 'true,' and they apply to the section of the URL specified in *dynamicAccountMatch*.

If none of the rules in *dynamicAccountList* matches the URL of the page, the report suite identified in *s\_account* is used. The rules listed in this variable are applied in a left-to-right order. If the page URL matches more than one rule, the left-most rule is used to determine the report suite. As a result, your more generic rules should be moved to the right of the list.

In the following examples, the page URL is http://www.mycompany.com/path1/?prod\_id=12345, *dynamicAccountSelection* is set to 'true,' and*s\_account* is set to "mysuitecom."

| DynamicAccountList Value | DynamicAccountMatch Value | Report Suite to Receive Data |
| --- | --- | --- |
| mysuite2=www2.mycompany.com;mysuite1=mycompany.com" | window.location.host | mysuite1 |
| "mysuite1=path4,path1;mysuite2=path2" | window.location.pathname | mysuite1, mysuite2 |
| "mysuite1=path5" | window.location.pathname | mysuitecom, mysuite1 |
| "myprodsuite=prod\_id" | window.location.search?window.location.search:"?") | myprodsuite |

The dynamicAccountList variable is a semicolon-separated list of name=value pairs (rules). Each piece of the list should contain the following items:

* one or more report suite ID (separated by commas)
* an equals sign
* one or more URL filters (comma-separated)

1. s.dynamicAccountList=rs1[,rs2]=domain1.com[,domain2.com/path][;...]

Only standard ASCII characters should be used in the string (no spaces).

## Examples

1. s.dynamicAccountList="mysuite2=www2.mycompany.com;mysuite1=mycompany.com"
2. s.dynamicAccountList="ms1,ms2=site1.com;ms1,ms3=site3.com"

# 4. s.dynamicAccountMatch

The dynamicAccountMatch variable uses the DOM object to retrieve the section of the URL to which all rules in dynamicAccountList are applied.

This variable is only valid when dynamicAccountSelection is set to 'True.' Since the default value is window.location.host, this variable is not required for Dynamic Account Selection to work.

The rules found in dynamicAccountList are applied to the value of dynamicAccountMatch. If dynamicAccountMatch only containswindow.location.host (default), the rules in dynamicAccountList apply only to the domain of the page.

## Syntax and Possible Values

The dynamicAccountMatch variable is usually populated by the Adobe consultant who provides the AppMeasurement for JavaScript file. However, the values listed below may be applied at any time.

1. s.dynamicAccountMatch=[DOM object]

| Description | Value |
| --- | --- |
| Domain (default) | window.location.host |
| Path | window.location.pathname |
| Query String | (window.location.search?window.location.search:"?") |
| Domain and Path | window.location.host+window.location.pathname |
| Path and Query String | window.location.pathname+(window.location.search?window.location.search:"?") |
| Full URL | window.location.href |

## Examples

1. s.dynamicAccountMatch=window.location.pathname
2. s.dynamicAccountMatch=window.location.host+window.location.pathname

# 5. s.dynamicVariablePrefix

The dynamicVariablePrefix variable allows deployment to flag variables, which should be populated dynamically.

Cookies, request headers, and image query string parameters are available to be populated dynamically.

Syntax and Possible Values

1. s.prop1="D=User-Agent”

OR USE CUSTOM FLAG FOR DYNAMIC VARIABLES

1. s.dynamicVariablePrefix=".."

Examples

1. s.prop1="D=User-Agent”

OR USE CUSTOM FLAG FOR DYNAMIC VARIABLES

1. s.dynamicVariablePrefix=".."
2. s.prop1="..User-Agent"

# 6. s.charSet

The charSet variable translates the character set of the Web page into UTF-8.

If the charSet variable contains an incorrect value, the data in all other variables are translated incorrectly. If JavaScript variables on your pages (e.g. pageName, prop1, or channel) contain only ASCII characters, charSet does not need to be defined. However, if the variables on your pages contain non-ASCII characters, the charSet variable must be populated.

The charSet variable is used to identify the character set of the page. For more information on character sets, see the [Multi-byte Character Sets](https://marketing.adobe.com/resources/help/en_US/whitepapers/multibyte/) white paper before using the charSet variable.

## Syntax and Possible Values

The charSet variable may only contain one of a predefined set of values, as listed in [Multi-byte Character Sets](https://marketing.adobe.com/resources/help/en_US/whitepapers/multibyte/).

1. s.charSet="character\_set"

## Examples

1. s.charSet="ISO-8859-1"
2. s.charSet="SJIS"

* Prop
  + Expire on hit (a hit is a row in a data feed). Cannot persist further than the hit. This means that if you want to attribute an event to a prop you need to do it in the same analytics server call
  + Only has linear allocation. So all metrics (events in data feed) that you apply to a prop reports will use linear allocation
  + Pathing can be enable on any props. This means that you can see the sequential order of the values that have been sent. For best result, the prop needs to be specified in all analytics server calls. If a server call is missing the value then it will count as an exit from the path.
  + You can also use a prop as a list prop to send multiple values but I prefer to use list variables as you can assign different allocations
* Evar
  + The expiration can be set to what you want: hit, visit, never, after x days, when a specific event is sent etc....
  + The allocation can be set to:
    - Most recent (last touch): the most recent values sent to this eVar will persist (see expiration), until expiration end or new value is set. When an eVar is set (via server call) it will be in its corresponding evar column in data feed. And the persisting value will be set in post\_evar. If using processing rules then only post\_evar will be set. To see instances of the evar chec post\_event\_list and check for corresponding numeric id of the evar.
    - First touch: the first value send via sever call will persist until expiration. Even if you send new value it will not overwrite first value sent. Reset at expiration
    - Linear: all values send via server calls will get credit for the event when sent.