| **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" \l "concept_CD273CC915CC4ABD8F52E4209FF9557E" \o "Visitors can be identified by the visitorID variable or by IP address/User Agent.) 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.

**Note:** *dynamicAccountSelection* does not work with custom link tracking.

**Note:** 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