

Regular Expressions Cheat Sheet for Google Analytics

Syntax	Meaning	Example	Matches	Does not match
Anchors				
^	Starts with	<code>^demo</code>	demos, demonstration	my demo
\$	Ends with	<code>demo\$</code>	my demo	demonstration
Quantifiers				
?	Zero or one of the previous item	<code>demos?123</code>	demo123, demos123	demoA123
*	Zero or more of the previous item	<code>goo*gle</code>	gogle, google, gooogle	goggle
+	One or more of the previous item	<code>goo+gle</code>	google, gooogle	gogle, goggle
{n}	Exactly n times	<code>w{3}</code>	www	w, ww
{n,m}	From n to m times	<code>a{4,7}</code>	aaaa, aaaaa, aaaaaa, aaaaaaa	aaaaaaaa, aaa, a
{n,}	At least n times	<code>go{2,}gle</code>	google, gooogle, goooooole	ggle, gogle
Wildcards				
.	Any single character	<code>go.gle</code>	google, goggle	gogle
.*	Everything	<code>my.*</code>	my demo, mydemo, my google	demo, google
Grouping and ranges				
 	Or	<code>demo example</code>	demo, demos, example	analyze
[abc]	Any of these characters	<code>analy[zs]e</code>	analyse, analyze	analyxe
[a-z]	Any character in this range	<code>demo[2-4]</code>	demo2, demo3	demo1, demo5
[^abc]	None of these characters	<code>analy[^zs]e</code>	analyxe	analyse, analyze
[^a-z]	None of the characters in this range	<code>demo[^2-4]</code>	demo1, demo5	demo2, demo3
()	Group	<code>^(demo example)[0-9]+</code>	demo1, example4	demoexample2
Characters				
\	Escape a special character	<code>USD\\$10</code>	USD\$10, USD\$100	USD10, 10

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Syntax	Meaning
Other characters	
<code>\s</code>	White space
<code>\S</code>	Non-white space
<code>\d</code>	Digit character
<code>\D</code>	Non-digit character
<code>\w</code>	Word character
<code>\W</code>	Non-word character (e.g. punctuation, spaces)
Advanced	
<code>(?:)</code>	Non-capturing group (useful for filters)
<code>??</code>	Zero or one times "lazy" (useful for filters)
<code>*?</code>	Zero or more times "lazy" (useful for filters)
<code>+?</code>	One or more times "lazy" (useful for filters)

Wrap Up

You can use regular expressions in Google Analytics to speed up the way you use and customize your reports. From custom segments to filtering your reports, regular expressions provide great flexibility. All of the places you can use them are covered in my blog post at <https://lovesdata.co/ncdep>

And when you're ready to learn more about Google Analytics, Google Tag Manager and other important tools, join me in my courses. You can find details at <https://lovesdata.co/3ISlg>

– Benjamin

