

REST Connector Specification

Application name: Google Analytics

Application type: Misc

API documentation URL: <https://developers.google.com/analytics/devguides/reporting/core/v3/coreDevguide>

Authentication method: OAuth2

Response method: GET

Response language: JSON

Paging required: Yes

Multicompany: Yes/No

Rate limiting: 50,000 requests / day

10 requests / second

Prepared by:

Date:

Reviewed by:

Date:

Entities

|  |  |  |
| --- | --- | --- |
| Name | Group | Details |
| Adwords | Advertising |  |
| Adsense | Advertising |  |
| Sources | Traffic |  |
| Search engines | Traffic |  |
| Keywords | Traffic |  |
| Users | Users |  |
| Browsers | Users |  |
| Mobile devices | Users |  |
| Sessions | Users |  |
| Locations | Users |  |
| Pages | Content |  |
| Internal searches | Content |  |

Adwords

A list of adwords statistics

Fields

|  |  |  |
| --- | --- | --- |
| Field name | Description | Default |
| Search query - |  | Yes |
| Impressions - |  | Yes |
| Clicks - |  | Yes |
| Cost - |  | Yes |
| Format - | Enum: Text, Image, Flash, Video |  |
| Display URL - |  |  |
| Destination URL - |  |  |
| Match type - |  |  |
| Network - |  |  |

Calculations

|  |  |  |
| --- | --- | --- |
| Field name | Calculation | Default |
| Cost per thousand impressions | Cost / (Impressions \* 1000) |  |
| Cost per click | Cost / Clicks |  |
| Click through rate | Clicks / Impressions |  |

Adsense

Description

Fields

|  |  |  |
| --- | --- | --- |
| Field name | Description | Default |
|  |  |  |
|  |  |  |

Calculations

|  |  |  |
| --- | --- | --- |
| Field name | Calculation | Default |
|  |  |  |
|  |  |  |

Default favorites

|  |  |  |
| --- | --- | --- |
| Name | Fields | Restrictions |
|  |  |  |
|  |  |  |

Sources

Description

Fields

|  |  |  |
| --- | --- | --- |
| Field name | Description | Default |
|  |  |  |
|  |  |  |

Calculations

|  |  |  |
| --- | --- | --- |
| Field name | Calculation | Default |
|  |  |  |
|  |  |  |

Default favorites

|  |  |  |
| --- | --- | --- |
| Name | Fields | Restrictions |
|  |  |  |
|  |  |  |

Search engines

Description

Fields

|  |  |  |
| --- | --- | --- |
| Field name | Description | Default |
|  |  |  |
|  |  |  |

Calculations

|  |  |  |
| --- | --- | --- |
| Field name | Calculation | Default |
|  |  |  |
|  |  |  |

Default favorites

|  |  |  |
| --- | --- | --- |
| Name | Fields | Restrictions |
|  |  |  |
|  |  |  |

Keywords

Description

Fields

|  |  |  |
| --- | --- | --- |
| Field name | Description | Default |
| Keyword |  | Yes |
| Number of searches |  | Yes |
| Date |  |  |
| Year |  |  |
| Month |  |  |
| Week |  |  |
| Day of month |  |  |
| Hour |  |  |
| Day of week |  |  |

Users

Description

Fields

|  |  |  |
| --- | --- | --- |
| Field name | Description | Default |
| Date - |  | Yes |
| User type - | Enum: New, Returning |  |
| Number of users - |  | Yes |
| Number of new users - |  |  |
| Page views - |  | Yes |
| Number of sessions - |  |  |
| Year - |  |  |
| Month - |  |  |
| Week - |  |  |
| Day of month - |  |  |
| Hour - |  |  |
| Day of week - |  |  |
| Gender - |  |  |
| Age bracket - |  |  |

Calculations

|  |  |  |
| --- | --- | --- |
| Field name | Calculation | Default |
| Percentage of new users - | Percentage, Number of new users / Number of users \* 100 |  |
| Page views per user - | Decimal, Page views / number of users |  |
| Number of returning users - | Number of users – Number of new users |  |

Default favorites

|  |  |  |
| --- | --- | --- |
| Name | Fields | Restrictions |
| New vs returning users | Date, Number of new users, Number of returning users, Number of users, Percentage of new users |  |
| Today's users | Number of users, Number of sessions, Page views | Date = Today |
| This week's users | Day of week, Number of users, Number of sessions, Page views | Date >= Start of week  Date <= End of week |
| This month's users | Day of month, Number of users, Number of sessions, Page views | Date >= Start of month  Date <= End of month |

Browsers (Platform or device

Description

Fields

|  |  |  |
| --- | --- | --- |
| Field name | Description | Default |
| Browser |  | Yes |
| Browser version |  |  |
| Operating system |  | Yes |
| Operating system version |  |  |
| Device category | Enum: Desktop, Tablet, Mobile | Yes |
| Number of users |  | Yes |
| Page views |  |  |
| Number of sessions |  |  |
| Date |  |  |
| Year |  |  |
| Month |  |  |
| Week |  |  |
| Day of month |  |  |
| Hour |  |  |
| Day of week |  |  |
| Language |  |  |
| Flash version |  |  |
| Java enabled |  |  |
| Screen colors |  |  |
| Screen resolution |  |  |

Mobile devices

Statistics on users visiting with mobile devices

Fields

|  |  |  |
| --- | --- | --- |
| Field name | Description | Default |
| Brand |  | Yes |
| Model |  | Yes |
| Name |  | Yes |
| Number of users |  | Yes |
| Number of sessions |  |  |
| Page views |  |  |
| Date |  |  |
| Year |  |  |
| Month |  |  |
| Week |  |  |
| Day of month |  |  |
| Hour |  |  |
| Day of week |  |  |

Sessions

Description

Fields

|  |  |  |
| --- | --- | --- |
| Field name | Description | Default |
| Duration - |  |  |
| Number of sessions - |  | Yes |
| Bounces - |  |  |
| Hits - |  |  |
| Date - |  | Yes |
| Year - |  |  |
| Month - |  |  |
| Week - |  |  |
| Day of month - |  |  |
| Hour - |  |  |
| Day of week - |  |  |

Calculations

|  |  |  |
| --- | --- | --- |
| Field name | Calculation | Default |
| Bounce rate - | Bounces / Number of sessions |  |
| Average session duration - | Duration / Number of sessions | Yes |

Default favorites

|  |  |  |
| --- | --- | --- |
| Name | Fields | Restrictions |
| This week's sessions | Day of week, Number of sessions, Average session duration |  |
| This month's sessions | Day of month, Number of sessions, Average session duration |  |

Locations

Description

Fields

|  |  |  |
| --- | --- | --- |
| Field name | Description | Default |
| Country |  | Yes |
| Continent |  |  |
| Sub continent |  |  |
| Region |  | Yes |
| Metro |  |  |
| City |  | Yes |
| Latitude |  |  |
| Longitude |  |  |
| Number of users |  | Yes |
| Number of sessions |  |  |
| Page views |  |  |
| Date |  |  |
| Year |  |  |
| Month |  |  |
| Week |  |  |
| Day of month |  |  |
| Hour |  |  |
| Day of week |  |  |

Pages

Description

Fields

|  |  |  |
| --- | --- | --- |
| Field name | Description | Default |
| Host name |  |  |
| Path |  | Yes |
| Title |  | Yes |
| Depth |  |  |
| Number of entrances |  |  |
| Page views |  | Yes |
| Unique page views |  | Yes |
| Time on page |  | Yes |
| Number of exits |  |  |
| Date |  |  |
| Year |  |  |
| Month |  |  |
| Week |  |  |
| Day of month |  |  |
| Hour |  |  |
| Day of week |  |  |

Calculations

|  |  |  |
| --- | --- | --- |
| Field name | Calculation | Default |
| Entrance rate | Percentage, Number of entrances / Number of page views \* 100 |  |
| Exit rate | Percentage, Number of exits / Number of page views \* 100 |  |
| Average time on page | Time on page / Number of page views |  |

Default favorites

|  |  |  |
| --- | --- | --- |
| Name | Fields | Restrictions |
| Landing pages | Path, Title, Page views, Number of entrances, Entrance rate | Number of entrances > 0 |
| Exit pages | Path, Title, Page views, Number of exits, Exit rate | Number of exits > 0 |

Internal searches

Description

Fields

|  |  |  |
| --- | --- | --- |
| Field name | Description | Default |
| Keyword |  | Yes |
| Refinements |  |  |
| Category |  |  |
| Start page |  |  |
| Destination page |  |  |
| Number of searches |  | Yes |
| Number of unique searches |  |  |
| Date |  |  |
| Year |  |  |
| Month |  |  |
| Week |  |  |
| Day of month |  |  |
| Hour |  |  |
| Day of week |  |  |
| Percentage of sessions with search |  |  |
| Time after search |  |  |
| Search exit rate |  |  |
| Number of refinements |  |  |

Calculations

|  |  |  |
| --- | --- | --- |
| Field name | Calculation | Default |
|  |  |  |
|  |  |  |

Default favorites

|  |  |  |
| --- | --- | --- |
| Name | Fields | Restrictions |
|  |  |  |
|  |  |  |