

Try the MCP server for Google Analytics. Install from [GitHub](#) (<https://github.com/googleanalytics/google-analytics-mcp>), and see the [announcement](#) ([/analytics/devguides/MCP](https://analytics.devguides/MCP)) for more details.

# API Dimensions & Metrics

## ◆ Page Summary



The dimensions and metrics you can use in Data API [Core Reporting](#) ([/analytics/devguides/reporting/data/v1/basics](https://analytics.devguides/reporting/data/v1/basics)) queries.

## Dimensions

The following dimensions can be requested in reports for any property. Specify the "API Name" in a [Dimension](#) ([/analytics/devguides/reporting/data/v1/rest/v1beta/Dimension](https://analytics.devguides/reporting/data/v1/rest/v1beta/Dimension)) resource's `name` field for a column of the dimension in the report response.

API Name	UI Name	Description
<code>achievementId</code>	Achievement ID	The achievement ID in a game for an event. P event parameter <code>achievement_id</code> .
<code>adFormat</code>	Ad format	Describes the way ads looked and where they Typical formats include <b>Interstitial</b> , <b>Banner</b> , and <b>Native</b> advanced.
<code>adSourceName</code>	Ad source	The source network that served the ad. Typical include <b>AdMob Network</b> , <b>Liftoff</b> , <b>Facebook Network</b> , and <b>Mediated house ads</b> .
<code>adUnitName</code>	Ad unit	The name you chose to describe this Ad unit. containers you place in your apps to show ads.
<code>appVersion</code>	App version	The app's <code>versionName</code> (Android) or short build (iOS).
<code>audienceId</code>	Audience ID	The numeric identifier of an Audience. Users are the audiences to which they belonged during the range. Current user behavior does not affect their audience membership in reports.
<code>audienceName</code>	Audience name	The given name of an Audience. Users are reported to audiences to which they belonged during the

API Name	UI Name	Description
		range. Current user behavior does not affect how audience membership is reported.
<b>audienceResourceName</b>	Audience resource name	The resource name of this audience. Resources both collection & resource identifiers to uniquely identify a resource; to learn more, see <a href="#">Resource names</a> (/google.aip.dev/122).
<b>brandingInterest</b>	Interests	Interests demonstrated by users who are high in the shopping funnel. Users can be counted in multiple categories. For example, <b>Shoppers</b> , <b>Lifestyle</b> , <b>Hobbies/Pet Lovers</b> , or <b>Travel/Travel Buffs/Beachbound Travelers</b> .
<b>browser</b>	Browser	The browsers used to view your website.
<b>campaignId</b>	Campaign ID	The identifier of the marketing campaign. Previews events. Includes Google Ads Campaigns, Marketing & other Campaigns.
<b>campaignName</b>	Campaign	The name of the marketing campaign. Preview events. Includes Google Ads Campaigns, Marketing & other Campaigns.
<b>character</b>	Character	The player character in a game for an event. For event parameter <b>character</b> .
<b>city</b>	City	The city from which the user activity originated.
<b>cityId</b>	City ID	The geographic ID of the city from which the user originated, derived from their IP address.
<b>cm360AccountId</b>	CM360 account ID	The CM360 Account ID that led to the key event CM360 Account.
<b>cm360AccountName</b>	CM360 account name	The CM360 Account Name that led to the key account consists of advertisers, sites, campaign profiles.
<b>cm360AdvertiserId</b>	CM360 advertiser ID	The CM360 Advertiser ID that led to the key event. Advertiser contains a group of campaigns, creative assets, and other settings.
<b>cm360AdvertiserName</b>	CM360 advertiser name	The CM360 Advertiser Name that led to the key event. CM360 Advertiser contains a group of campaign assets, and other settings.
<b>cm360CampaignId</b>	CM360 campaign ID	The CM360 Campaign ID that led to the key event. A campaign can be configured to specify when landing pages are used, and other properties.

API Name	UI Name	Description
<code>cm360CampaignName</code>	CM360 campaign name	The CM360 Campaign Name that led to the key event. CM360 campaign can be configured to specify which run, what landing pages are used, and other parameters.
<code>cm360CreativeFormat</code>	CM360 creative format	The CM360 Creative Format that led to the key event. Creative formats are also referred to as creative types.
<code>cm360CreativeId</code>	CM360 creative ID	The CM360 Creative ID that led to the key event. CM360 creative.
<code>cm360CreativeName</code>	CM360 creative name	The CM360 Creative Name that led to the key event. Name given to a CM360 creative.
<code>cm360CreativeType</code>	CM360 creative type	The CM360 Creative Type that led to the key event. One of CM360 creatives like 'Display' or 'Tracking'. See <a href="#">manage creatives</a> ( <a href="https://support.google.com/campaignmanager/answer/6570000">https://support.google.com/campaignmanager/answer/6570000</a> )
<code>cm360CreativeTypeId</code>	CM360 creative type ID	The CM360 Creative Type ID that led to the key event. Identifies a CM360 creative type.
<code>cm360CreativeVersion</code>	CM360 creative version	The CM360 Creative Version that led to the key event. Version number helps you keep track of multiple versions of your creative in your reports. If you upload a new version of an existing creative, the version number is increased.
<code>cm360Medium</code>	CM360 medium	The CM360 Medium that led to the key event. CM360 medium is also referred to as the placement context.
<code>cm360PlacementCostStructure</code>	CM360 placement cost structure	The CM360 Placement Cost Structure that led to the key event. Placement cost structures regulate how costs are calculated. For example 'CPM'.
<code>cm360PlacementId</code>	CM360 placement ID	The CM360 Placement ID that led to the key event. CM360 placement. A placement is the part of a website where your ad appears.
<code>cm360PlacementName</code>	CM360 placement name	The CM360 Placement Name that led to the key event. Name given to a CM360 placement. A placement is the part of a website where your ad appears.
<code>cm360RenderingId</code>	CM360 rendering ID	The CM360 Rendering ID that led to the key event. CM360 creative.
<code>cm360SiteId</code>	CM360 site ID	The CM360 Site ID that led to the key event. ID of the CM360 site.
<code>cm360SiteName</code>	CM360 site name	The CM360 Site Name that led to the key event. Name of the CM360 site from which the ad space was purchased.

API Name	UI Name	Description
<code>cm360Source</code>	CM360 source	The CM360 Source that led to the key event. This source is also referred to as the site name.
<code>cm360SourceMedium</code>	CM360 source / medium	The CM360 Source Medium that led to the key combination of the source and medium.
<code>cohort</code>	Cohort	The cohort's name in the request. A cohort is defined as who started using your website or app in any group of days. If a cohort name is not specified, cohorts are named by their zero based index: cohort_0, cohort_1, etc.
<code>cohortNthDay</code>	Daily cohort	Day offset relative to the firstSessionDate for the cohort. For example, if a cohort is selected with start date of 2020-03-01, then for the date 2020-03-02, cohortNthDay will be 0001.
<code>cohortNthMonth</code>	Monthly cohort	Month offset relative to the firstSessionDate for the cohort. Month boundaries align with calendar boundaries. For example, if a cohort is selected with start and end date in March 2020, then for any date in March 2020, cohortNthMonth will be 0001.
<code>cohortNthWeek</code>	Weekly cohort	Week offset relative to the firstSessionDate for the cohort. Weeks start on Sunday and end on Saturday. For example, if a cohort is selected with the start date in the range 2020-11-08 to 2020-11-14, then for the date in the range 2020-11-15 to 2020-11-21, cohortNthWeek will be 0001.
<code>contentGroup</code>	Content group	A category that applies to items of published content. Populated by the event parameter <code>content_group</code> .
<code>contentId</code>	Content ID	The identifier of the selected content. Populated by the event parameter <code>content_id</code> .
<code>contentType</code>	Content type	The category of the selected content. Populated by the event parameter <code>content_type</code> .
<code>continent</code>	Continent	The continent from which the user activity originated, for example, Americas or Asia.
<code>continentId</code>	Continent ID	The geographic ID of the continent from which the activity originated, derived from their IP address.
<code>country</code>	Country	The country from which the user activity originated.
<code>countryId</code>	Country ID	The geographic ID of the country from which the activity originated, derived from their IP address. Formatted according to ISO 3166-1 alpha-2 standard.

API Name	UI Name	Description
<code>currencyCode</code>	Currency	The local currency code (based on ISO 4217) for an eCommerce event. For example, <b>USD</b> or <b>GBP</b> . This dimension is specified in tagging by the <code>currency</code> parameter. If a transaction can be transacted in more than one currency, specify the currency code when sending eCommerce events, and this dimension shows those currencies. See <a href="#">Currency reference</a> ( <a href="https://support.google.com/analytics/answer/9710026">https://support.google.com/analytics/answer/9710026</a> )
<code>date</code>	Date	The date of the event, formatted as YYYYMMDD.
<code>dateHour</code>	Date + hour	The combined values of date and hour formatted as YYYYMMDDHH.
<code>dateHourMinute</code>	Date hour and minute	The combined values of date, hour, and minute.
<code>day</code>	Day	The day of the month, a two-digit number from 01 to 31.
<code>dayOfWeek</code>	Day of week	The integer day of the week. It returns values 0 through 6 with Sunday as the first day of the week.
<code>dayOfWeekName</code>	Day of week name	The day of the week in English. This dimension includes such as Sunday or Monday.
<code>defaultChannelGroup</code>	Default channel group	The key event's default channel group is based on source and medium. An enumeration which includes <b>Organic Search</b> , <b>Paid Social</b> , <b>Organic Email</b> , <b>Affiliates</b> , <b>Referral</b> , <b>Paid Search</b> , and <b>Display</b> .
<code>deviceCategory</code>	Device category	The type of device: Desktop, Tablet, or Mobile.
<code>deviceModel</code>	Device model	The mobile device model (example: iPhone 11).
<code>dv360AdvertiserId</code>	DV360 advertiser ID	The DV360 Advertiser ID that led to the key event for the DV360 advertiser.
<code>dv360AdvertiserName</code>	DV360 advertiser name	The DV360 Advertiser Name that led to the key event. DV360 advertisers represent real-life businesses that run campaigns.
<code>dv360CampaignId</code>	DV360 campaign ID	The DV360 Campaign ID that led to the key event for the DV360 campaign.
<code>dv360CampaignName</code>	DV360 campaign name	The DV360 Campaign Name that led to the key event. DV360 campaigns group together related insertion points with a common business goal.
<code>dv360CreativeFormat</code>	DV360 creative format	The DV360 Creative Format that led to the key event, referred to as the creative type. For example, it could be a video, image, or rich media.

API Name	UI Name	Description
		video, or native.
<b>dv360CreativeId</b>	DV360 creative ID	The DV360 Creative ID that led to the key event for the DV360 creative.
<b>dv360CreativeName</b>	DV360 creative name	The DV360 Creative Name that led to the key event given to a DV360 creative.
<b>dv360ExchangeId</b>	DV360 exchange ID	The DV360 Exchange ID that led to the key event for the DV360 exchange.
<b>dv360ExchangeName</b>	DV360 exchange name	The DV360 Exchange Name that led to the key event for the DV360 ad exchange involved in the ad click. To learn more, see <a href="https://support.google.com/displayvideo/answer/7000000">managing exchanges</a> .
<b>dv360InsertionOrderId</b>	DV360 insertion order ID	The DV360 Insertion Order ID that led to the key event. Identifies the DV360 insertion order.
<b>dv360InsertionOrderName</b>	DV360 insertion order name	The DV360 Insertion Order Name that led to the key event. DV360 insertion order contains a set of line items related to the same advertising campaign.
<b>dv360LineItemId</b>	DV360 line item ID	The DV360 Line Item ID that led to the key event for the DV360 line item.
<b>dv360LineItemName</b>	DV360 line item name	The DV360 Line Item Name that led to the key event. DV360 line item bids on impressions and serves creative inventory sources.
<b>dv360Medium</b>	DV360 medium	The DV360 Medium that led to the key event. DV360 medium is the outcome of the insertion order. For example, if the insertion order is for TV, the DV360 medium is TV.
<b>dv360PartnerId</b>	DV360 partner ID	The DV360 Partner ID that led to the key event for the DV360 partner.
<b>dv360PartnerName</b>	DV360 partner name	The DV360 Partner Name that led to the key event. DV360 partners represent agencies, trading desks, or advertisers.
<b>dv360Source</b>	DV360 source	The DV360 Source that led to the key event. DV360 source is the name where your ad was displayed.
<b>dv360SourceMedium</b>	DV360 source / medium	The DV360 Source Medium that led to the key event. DV360 source medium is the combination of the source and medium.
<b>eventName</b>	Event name	The name of the event.
<b>fileExtension</b>	File extension	The extension of the downloaded file (for example, <code>.txt</code> ). Automatically populated if Enhanced Measurement is enabled. Populated by the event parameter <code>file_extension</code> .

API Name	UI Name	Description
<b>fileName</b>	File name	The page path of the downloaded file (for example, /menus/dinner-menu.pdf). Automatically Enhanced Measurement is enabled. Populate parameter <code>file_name</code> .
<b>firstSessionDate</b>	First session date	The date the user's first session occurred, for example, YYYYMMDD.
<b>firstUserCampaignId</b>	First user campaign ID	Identifier of the marketing campaign that first user. Includes Google Ads Campaigns, Manual and other Campaigns.
<b>firstUserCampaignName</b>	First user campaign	Name of the marketing campaign that first activated. Includes Google Ads Campaigns, Manual and other Campaigns.
<b>firstUserCm360AccountId</b>	First user CM360 account ID	The CM360 Account ID that originally acquired the user. Identifies the CM360 account.
<b>firstUserCm360AccountName</b>	First user CM360 account name	The CM360 Account Name that originally acquired the user. CM360 account consists of advertisers, sites and user profiles.
<b>firstUserCm360AdvertiserId</b>	First user CM360 advertiser ID	The CM360 Advertiser ID that originally acquired the user. Identifies the CM360 advertiser.
<b>firstUserCm360AdvertiserName</b>	First user CM360 advertiser name	The CM360 Advertiser Name that originally acquired the user. A CM360 Advertiser contains a group of campaigns, assets, and other settings.
<b>firstUserCm360CampaignId</b>	First user CM360 campaign ID	The CM360 Campaign ID that originally acquired the user. Identifies the CM360 campaign.
<b>firstUserCm360CampaignName</b>	First user CM360 campaign name	The CM360 Campaign Name that originally acquired the user. A CM360 campaign can be configured to specify ads run, what landing pages are used, and other settings.
<b>firstUserCm360CreativeFormat</b>	First user CM360 creative format	The CM360 Creative Format that originally acquired the user. CM360 creative formats are also referred to as "ad formats".
<b>firstUserCm360CreativeId</b>	First user CM360 creative ID	The CM360 Creative ID that originally acquired the user. Identifies a CM360 creative.
<b>firstUserCm360CreativeName</b>	First user CM360 creative name	The CM360 Creative Name that originally acquired the user. The name given to a CM360 creative.

API Name	UI Name	Description
<b>firstUserCm360CreativeType</b>	First user CM360 creative type	The CM360 Creative Type that originally acquired the category of CM360 creatives like 'Display' or 'Image'. Learn more, see <a href="#">manage creatives</a> ( <a href="https://support.google.com/campaignmanager/answer/6070000?hl=en">//support.google.com/campaignmanager/a/6070000</a> )
<b>firstUserCm360CreativeTypeId</b>	First user CM360 creative type ID	The CM360 Creative Type ID that originally acquired the creative. Identifies a CM360 creative type.
<b>firstUserCm360CreativeVersion</b>	First user CM360 creative version	The CM360 Creative Version that originally acquired the creative. The version number helps you keep track of new versions of your creative in your reports. If you upload an existing creative, the version number is increased.
<b>firstUserCm360Medium</b>	First user CM360 medium	The CM360 Medium that originally acquired the creative. CM360 medium is also referred to as the placement structure.
<b>firstUserCm360PlacementCostStructure</b>	First user CM360 placement cost structure	The CM360 Placement Cost Structure that originally acquired the user. Placement cost structures regulate how much will be calculated. For example 'CPM'.
<b>firstUserCm360PlacementId</b>	First user CM360 placement ID	The CM360 Placement ID that originally acquired the placement. Identifies a CM360 placement. A placement is the website where your ad appears.
<b>firstUserCm360PlacementName</b>	First user CM360 placement name	The CM360 Placement Name that originally acquired the placement. The given name for a CM360 placement. A placement name part of a website where your ad appears.
<b>firstUserCm360RenderingId</b>	First user CM360 rendering ID	The CM360 Rendering ID that originally acquired the creative. Identifies a CM360 creative.
<b>firstUserCm360SiteId</b>	First user CM360 site ID	The CM360 Site ID that originally acquired the site. A CM360 site.
<b>firstUserCm360SiteName</b>	First user CM360 site name	The CM360 Site Name that originally acquired the site. CM360 Site name from which the ad space was served.
<b>firstUserCm360Source</b>	First user CM360 source	The CM360 Source that originally acquired the source. CM360 source is also referred to as the site name.
<b>firstUserCm360SourceMedium</b>	First user CM360 source / medium	The CM360 Source Medium that originally acquired the source / medium. A combination of the source and medium.
<b>firstUserDefaultChannelGroup</b>	First user default channel group	The default channel group that first acquired the channel group. The channel group is based primarily on source and target.

API Name	UI Name	Description
		enumeration which includes Direct, Organic, Paid Social, Organic Social, Email, Adwords, Referral, Paid Search, Video, and Display.
<code>firstUserDv360AdvertiserId</code>	First user DV360 Advertiser ID	The DV360 Advertiser ID that originally acquired the user. Identifies the DV360 advertiser.
<code>firstUserDv360AdvertiserName</code>	First user DV360 Advertiser Name	The DV360 Advertiser Name that originally acquired the user. DV360 advertisers represent real-life businesses or advertising campaigns.
<code>firstUserDv360CampaignId</code>	First user DV360 Campaign ID	The DV360 Campaign ID that originally acquired the user. Identifies the DV360 campaign.
<code>firstUserDv360CampaignName</code>	First user DV360 Campaign Name	The DV360 Campaign Name that originally acquired the user. DV360 campaigns group together related instances under a common business goal.
<code>firstUserDv360CreativeFormat</code>	First user DV360 Creative Format	The DV360 Creative Format that originally acquired the user. Also referred to as the creative type. For example, video, or native.
<code>firstUserDv360CreativeId</code>	First user DV360 Creative ID	The DV360 Creative ID that originally acquired the user. Identifies the DV360 creative.
<code>firstUserDv360CreativeName</code>	First user DV360 Creative Name	The DV360 Creative Name that originally acquired the user. The name given to a DV360 creative.
<code>firstUserDv360ExchangeId</code>	First user DV360 Exchange ID	The DV360 Exchange ID that originally acquired the user. Identifies the DV360 exchange.
<code>firstUserDv360ExchangeName</code>	First user DV360 Exchange Name	The DV360 Exchange Name that originally acquired the user. The DV360 ad exchange involved in the ad client's bid. For more, see <a href="#">managing exchanges</a> ( <a href="https://support.google.com/displayvideo/answer/7000000">//support.google.com/displayvideo/answer/7000000</a> )
<code>firstUserDv360InsertionOrderId</code>	First user DV360 Insertion Order ID	The DV360 Insertion Order ID that originally acquired the user. Identifies the DV360 insertion order.
<code>firstUserDv360InsertionOrderName</code>	First user DV360 Insertion Order Name	The DV360 Insertion Order Name that originally acquired the user. A DV360 insertion order contains a set of line items that are related to the same advertising campaign.
<code>firstUserDv360LineItemId</code>	First user DV360 Line Item ID	The DV360 Line Item ID that originally acquired the user. Identifies the DV360 line item.
<code>firstUserDv360LineItemName</code>	First user DV360 Line Item Name	The DV360 Line Item Name that originally acquired the user. DV360 line item bids on impressions and serves inventory sources.

API Name	UI Name	Description
<b>firstUserDv360Medium</b>	First user DV360 Medium	The DV360 Medium that originally acquired the billable outcome of the insertion order. For example, if you inserted an ad into a TV show, the TV show would be the DV360 Medium.
<b>firstUserDv360PartnerId</b>	First user DV360 Partner ID	The DV360 Partner ID that originally acquired the partner ID. Identifies the DV360 partner.
<b>firstUserDv360PartnerName</b>	First user DV360 Partner name	The DV360 Partner Name that originally acquired the partner name. DV360 partners represent agencies, trading desks, and individual advertisers.
<b>firstUserDv360Source</b>	First user DV360 Source	The DV360 Source that originally acquired the source. DV360 site name where your ad was displayed.
<b>firstUserDv360SourceMedium</b>	First user DV360 Source Medium	The DV360 Source Medium that originally acquired the source / medium combination of the source and medium.
<b>firstUserGoogleAdsAccountName</b>	First user Google Ads account name	The Account name from Google Ads that first acquired the user.
<b>firstUserGoogleAdsAdGroupId</b>	First user Google Ads ad group ID	The Ad Group Id in Google Ads that first acquired the user.
<b>firstUserGoogleAdsAdGroupName</b>	First user Google Ads ad group name	The Ad Group Name in Google Ads that first acquired the user.
<b>firstUserGoogleAdsAdNetworkType</b>	First user Google Ads ad network type	The advertising network that first acquired the user. Enumeration which includes Google search partners, Google Display Network, YouTube Videos, Cross-network, Social (universal campaign).
<b>firstUserGoogleAdsCampaignId</b>	First user Google Ads campaign ID	Identifier of the Google Ads marketing campaign that first acquired the user.
<b>firstUserGoogleAdsCampaignName</b>	First user Google Ads campaign name	Name of the Google Ads marketing campaign that first acquired the user.
<b>firstUserGoogleAdsCampaignType</b>	First user Google Ads campaign type	The campaign type of the Google Ads campaign that first acquired the user. Campaign types determine how customers see your ads and the settings available to you in Google Ads. Campaign type enumeration that includes: Search, Display, Shopping, Demand Gen, App, Smart, Hotel, Local, and Product. To learn more, see <a href="https://support.google.com/google-ads/answer/2637100">Choose the right campaign type</a> .
<b>firstUserGoogleAdsCreativeId</b>	First user Google Ads creative ID	The ID of the Google Ads creative that first acquired the user. Creative IDs identify individual ads.

API Name	UI Name	Description
<b>firstUserGoogleAdsCustomerId</b>	First user Google Ads customer ID	The Customer ID from Google Ads that first acquired the user. Google Ads customer IDs in Google Ads uniquely identify accounts.
<b>firstUserGoogleAdsKeyword</b>	First user Google Ads keyword	First user Google Ads keyword text
<b>firstUserGoogleAdsQuery</b>	First user Google Ads query	The search query that first acquired the user. Google Ads query
<b>firstUserManualAdContent</b>	First user manual ad content	The ad content that first acquired the user. Populated by <code>utm_content</code> parameter.
<b>firstUserManualCampaignId</b>	First user manual campaign ID	The manual Campaign ID that originally acquired the user. Identifies the manual campaign. Populated by <code>utm_campaign</code> parameter.
<b>firstUserManualCampaignName</b>	First user manual campaign name	The manual Campaign Name that originally acquired the user. The name of the manual campaign. Populated by <code>utm_campaign</code> URL parameter. To learn more about manual campaigns with custom URLs, see <a href="https://support.google.com/analytics/answer/1008087">manual campaign data with custom URLs</a> ( <a href="https://support.google.com/analytics/answer/1008087">//support.google.com/analytics/answer/1008087</a> )
<b>firstUserManualCreativeFormat</b>	First user manual creative format	The manual Creative Format that originally acquired the user. Identifies the creative format used in the ad. Populated by <code>utm_creative_format</code> URL parameter.
<b>firstUserManualMarketingTactic</b>	First user manual marketing tactic	The manual Marketing Tactic that originally acquired the user. The targeting criteria applied to a campaign. Identifies the manual marketing tactic (e.g., remarketing or prospecting). Populated by <code>utm_marketing_tactic</code> URL parameter.
<b>firstUserManualMedium</b>	First user manual medium	The manual Medium that originally acquired the user. The marketing medium used in the referral. For example, <code>utm_medium</code> URL parameter.
<b>firstUserManualSource</b>	First user manual source	The manual Source that originally acquired the user. The referrer. Populated by <code>utm_source</code> URL parameter.
<b>firstUserManualSourceMedium</b>	First user manual source / medium	The manual Source Medium that originally acquired the user. A combination of the source and medium.
<b>firstUserManualSourcePlatform</b>	First user manual source platform	The manual Source Platform that originally acquired the user. The platform responsible for directing traffic to the Google Analytics property. Populated by <code>utm_source</code> URL parameter.

API Name	UI Name	Description
<b>firstUserManualTerm</b>	First user manual term	The term that first acquired the user. Populates the utm_term parameter.
<b>firstUserMedium</b>	First user medium	The medium that first acquired the user to your app.
<b>firstUserPrimaryChannelGroup</b>	First user primary channel group	The primary channel group that originally acquired the user. Primary channel groups are the channel groups used in standard reports in Google Analytics and serve as a record of your property's data in alignment with grouping over time. To learn more, see <a href="#">Custom channel groups</a> ( <a href="https://support.google.com/analytics/answer/3437719">//support.google.com/analytics/answer/3437719</a> ).
<b>firstUserSa360AdGroupId</b>	First user SA360 Ad Group ID	The SA360 Ad Group ID that originally acquired the user. Identifies the SA360 ad group.
<b>firstUserSa360AdGroupName</b>	First user SA360 Ad Group Name	The SA360 Ad Group Name that originally acquired the user. SA360 Ad groups contain ads and keywords that relate to each other.
<b>firstUserSa360CampaignId</b>	First user SA360 Campaign ID	The SA360 Campaign ID that originally acquired the user. Identifies the SA360 campaign.
<b>firstUserSa360CampaignName</b>	First user SA360 Campaign Name	The SA360 Campaign Name that originally acquired the user. A SA360 campaign lets you organize your ads toward a specific goal for your advertising.
<b>firstUserSa360CreativeFormat</b>	First user SA360 Creative Format	The SA360 Creative Format that originally acquired the user. The creative format is the specific layout or design of an advertisement used in a campaign.
<b>firstUserSa360EngineAccountId</b>	First user SA360 Engine Account ID	The SA360 Engine Account ID that originally acquired the user. Identifies the SA360 engine account.
<b>firstUserSa360EngineAccountName</b>	First user SA360 Engine Account Name	The SA360 Engine Account Name that originally acquired the user. A SA360 engine account contains campaigns and other items from an advertising account.
<b>firstUserSa360EngineAccountType</b>	First user SA360 Engine Account Type	The SA360 Engine Account Type that originally acquired the user. The type of engine used by the search engine.
<b>firstUserSa360KeywordText</b>	First user SA360 Keyword Text	The SA360 Keyword Text that originally acquired the user. Keywords that matched the search query.
<b>firstUserSa360ManagerAccountId</b>	First user SA360 Manager Account ID	The SA360 Manager Account ID that originally acquired the user. Identifies the SA360 manager account.

API Name	UI Name	Description
<code>firstUserSa360ManagerAccountName</code>	First user SA360 Manager Account Name	The SA360 Manager Account Name that originally managed the user. The top level of the Search Ads 360 hierarchy and is used for administration and reporting.
<code>firstUserSa360Medium</code>	First user SA360 Medium	The SA360 Medium that originally acquired the payment mode used in ad buying. For example, if a user buys an ad on a search query, the medium would be "Search".
<code>firstUserSa360Query</code>	First user SA360 Query	The SA360 Query that originally acquired the query typed by the user.
<code>firstUserSa360Source</code>	First user SA360 Source	The SA360 Source that originally acquired the search query happened on this site.
<code>firstUserSa360SourceMedium</code>	First user SA360 Source Medium	The SA360 Source Medium that originally acquired the source / medium combination of the source and medium.
<code>firstUserSource</code>	First user source	The source that first acquired the user to your property.
<code>firstUserSourceMedium</code>	First user source medium	The combined values of the dimensions <code>firstUserSource</code> and <code>firstUserMedium</code> .
<code>firstUserSourcePlatform</code>	First user source platform	The source platform that first acquired the user on this field returning <code>Manual</code> for traffic that this field will update from returning <code>Manual</code> to <code>Retargeted</code> (set) for an upcoming feature launch.
<code>fullPageUrl</code>	Full page URL	The hostname, page path, and query string for the page visited; for example, the <code>fullPageUrl</code> portion of <code>https://www.example.com/store/contact-us?query_string=true</code> is <code>www.example.com/store/contact-us?query_string=true</code> .
<code>googleAdsAccountName</code>	Google Ads account name	The Account name from Google Ads for the customer to the key event. Corresponds to <code>customer.descriptive_name</code> in the Google Ads API.
<code>googleAdsAdGroupId</code>	Google Ads ad group ID	The Google Ads ad group ID attributed to the key event.
<code>googleAdsAdGroupName</code>	Google Ads ad group name	The ad group name attributed to the key event.
<code>googleAdsAdNetworkType</code>	Google Ads ad network type	The advertising network type of the key event which includes <code>Google search</code> , <code>Search partners</code> , <code>Google Display Network</code> , <code>Youtube Search</code> , <code>Videos</code> , <code>Cross-network</code> , <code>Social</code> , and (unattributed campaign).

API Name	UI Name	Description
<code>googleAdsCampaignId</code>	Google Ads campaign ID	The campaign ID for the Google Ads campaign to the key event.
<code>googleAdsCampaignName</code>	Google Ads campaign	The campaign name for the Google Ads campaign to the key event.
<code>googleAdsCampaignType</code>	Google Ads campaign type	The campaign type for the Google Ads campaign to the key event. Campaign types determine where you see your ads and the settings and options available in Google Ads. Campaign type is an enumeration of Search, Display, Shopping, Video, Demand Generation, Hotel, Local, and Performance Max. To learn more about campaign types, see <a href="https://support.google.com/google-ads/answer/2637000">Choose the right campaign type</a> ( <a href="https://support.google.com/google-ads/answer/2637000">//support.google.com/google-ads/answer/2637000</a> )
<code>googleAdsCreativeId</code>	Google Ads creative ID	The ID of the Google Ads creative attributed to the key event. Creative IDs identify individual ads.
<code>googleAdsCustomerId</code>	Google Ads customer ID	The Customer ID from Google Ads for the customer to key event. Customer IDs in Google Ads uniquely identify Google Ads accounts.
<code>googleAdsKeyword</code>	Google Ads keyword text	The matched keyword that led to the key event. Words or phrases describing your product or service that choose to get your ad in front of the right customer. For more about Keywords, see <a href="https://support.google.com/google-ads/answer/6312000">Keywords: Definitions</a> ( <a href="https://support.google.com/google-ads/answer/6312000">//support.google.com/google-ads/answer/6312000</a> )
<code>googleAdsQuery</code>	Google Ads query	The search query that led to the key event.
<code>groupId</code>	Group ID	The player group ID in a game for an event. Pass the event parameter <code>group_id</code> .
<code>hostName</code>	Hostname	Includes the subdomain and domain names contained in the URL. For example, the Host Name of <code>www.example.com</code> is <code>www.example.com</code> .
<code>hour</code>	Hour	The two-digit hour of the day that the event was recorded. The dimension ranges from 0-23 and is reported in the user's timezone.
<code>isKeyEvent</code>	Is key event	The string <code>true</code> if the event is a key event. Marking an event as a key event affects reports from time of creation and changes historic data. You can mark any event as a key event in Google Analytics, and some events (such as <code>first_purchase</code> ) are marked as key events by default.

API Name	UI Name	Description
<code>isoWeek</code>	ISO week of the year	ISO week number, where each week starts on details, see <a href="http://en.wikipedia.org/wiki/ISO_Week_date">http://en.wikipedia.org/wiki/ISO_Week_date</a> . Example values include 01, 02, & 53.
<code>isoYear</code>	ISO year	The ISO year of the event. For details, see <a href="http://en.wikipedia.org/wiki/ISO_week_date">http://en.wikipedia.org/wiki/ISO_week_date</a> . It include 2022 & 2023.
<code>isoYearIsoWeek</code>	ISO week of ISO year	The combined values of isoWeek and isoYear include 201652 & 201701.
<code>itemAffiliation</code>	Item affiliation	The name or code of the affiliate (partner/vendor) associated with an individual item. Populated <b>affiliation</b> item parameter.
<code>itemBrand</code>	Item brand	Brand name of the item.
<code>itemCategory</code>	Item category	The hierarchical category in which the item is example, in Apparel/Mens/Summer/Shirts/T- the item category.
<code>itemCategory2</code>	Item category 2	The hierarchical category in which the item is example, in Apparel/Mens/Summer/Shirts/T- the item category 2.
<code>itemCategory3</code>	Item category 3	The hierarchical category in which the item is example, in Apparel/Mens/Summer/Shirts/T- is the item category 3.
<code>itemCategory4</code>	Item category 4	The hierarchical category in which the item is example, in Apparel/Mens/Summer/Shirts/T- the item category 4.
<code>itemCategory5</code>	Item category 5	The hierarchical category in which the item is example, in Apparel/Mens/Summer/Shirts/T- the item category 5.
<code>itemId</code>	Item ID	The ID of the item.
<code>itemListId</code>	Item list ID	The ID of the item list.
<code>itemListName</code>	Item list name	The name of the item list.
<code>itemListPosition</code>	Item list position	The position of an item in a list. For example, sell in a list. This dimension is populated in the <code>index</code> parameter in the items array.
<code>itemLocationID</code>	Item location ID	The physical location associated with the item the physical store location. It's recommended <a href="#">Google Place ID</a>

API Name	UI Name	Description
		(//developers.google.com/maps/documentservice/place-id) that corresponds to the associated item. A custom URL can also be used. This field is populated in tag <b>location_id</b> parameter in the items array.
<b>itemName</b>	Item name	The name of the item.
<b>itemPromotionCreativeName</b>	Item promotion creative name	The name of the item-promotion creative.
<b>itemPromotionCreativeSlot</b>	Item promotion creative slot	The name of the promotional creative slot assigned to the item. This dimension can be specified in tag <b>creative_slot</b> parameter at the event or it can be specified at both the event & item level parameter is used.
<b>itemPromotionId</b>	Item promotion ID	The ID of the item promotion.
<b>itemPromotionName</b>	Item promotion name	The name of the promotion for the item.
<b>itemVariant</b>	Item variant	The specific variation of a product. For example, Small for size; or Red, Blue, Green, or Black for color. Populated by the <b>item_variant</b> parameter.
<b>landingPage</b>	Landing page	The page path associated with the first pageview in a session.
<b>landingPagePlusQueryString</b>	Landing page + query string	The page path + query string associated with the first pageview in a session.
<b>language</b>	Language	The language setting of the user's browser or device. For example, <b>English</b> .
<b>languageCode</b>	Language code	The language setting (ISO 639) of the user's browser or device. For example, <b>en-us</b> .
<b>level</b>	Level	The player's level in a game. Populated by the <b>level</b> parameter.
<b>linkClasses</b>	Link classes	The HTML class attribute for an outbound link. For example, if a user clicks a link <code>&lt;a class="center" href="www.youtube.com"&gt;</code> , this dimension will return <b>center</b> . Automatically populated if Enhanced Link Tracking is enabled. Populated by the event parameter <b>link_classes</b> .
<b>linkDomain</b>	Link domain	The destination domain of the outbound link. For example, if a user clicks a link <code>&lt;a href="www.youtube.com"&gt;</code> , this dimension will return <b>youtube.com</b> . Automatically populated by the event parameter <b>link_domain</b> .

API Name	UI Name	Description
		if Enhanced Measurement is enabled. Populate parameter <code>link_domain</code> .
<code>linkId</code>	Link ID	The HTML ID attribute for an outbound link or file download. For example if a user clicks a link <code>&lt;a id="socialLinks" href="www.youtube.com"&gt;</code> , this dimension is automatically populated if Enhanced Measurement is enabled. Populated by the event parameter <code>link_id</code> .
<code>linkText</code>	Link text	The link text of the file download. Automatically populated if Enhanced Measurement is enabled. Populate parameter <code>link_text</code> .
<code>linkUrl</code>	Link URL	The full URL for an outbound link or file download. For example if a user clicks a link <code>&lt;a href="https://www.youtube.com/results?search_query=analytics"&gt;</code> , this dimension is automatically populated if Enhanced Measurement is enabled. Populated by the event parameter <code>link_url</code> .
<code>manualAdContent</code>	Manual ad content	The ad content attributed to the key event. Populated by the URL parameter <code>utm_content</code> .
<code>manualCampaignId</code>	Manual campaign ID	The manual Campaign ID that led to the key event. Populated by the URL parameter <code>utm_id</code> .
<code>manualCampaignName</code>	Manual campaign name	The manual Campaign Name that led to the key event. Populated by the URL parameter. To learn more, see <a href="#">Collect custom URLs</a> ( <a href="https://support.google.com/analytics/answer/1008087">https://support.google.com/analytics/answer/1008087</a> )
<code>manualCreativeFormat</code>	Manual creative format	The manual Creative Format that led to the key event. Identifies the creative format used in the ad. Populated by the URL parameter <code>utm_creative_format</code> .
<code>manualMarketingTactic</code>	Manual marketing tactic	The manual Marketing Tactic that led to the key event. Targeting criteria applied to a campaign. For example, remarketing or prospecting. Populated by the URL parameter <code>utm_marketing_tactic</code> .
<code>manualMedium</code>	Manual medium	The manual Medium that led to the key event. Medium used in the referral. For example, <code>cpc</code> . Populated by the URL parameter <code>utm_medium</code> .
<code>manualSource</code>	Manual source	The manual Source that led to the key event. Populated by the URL parameter <code>utm_source</code> .

API Name	UI Name	Description
<code>manualSourceMedium</code>	Manual source / medium	The manual Source Medium that led to the key combination of the source and medium.
<code>manualSourcePlatform</code>	Manual source platform	The manual Source Platform that led to the key platform responsible for directing traffic to a property. Populated by <code>utm_source_platform</code> parameter.
<code>manualTerm</code>	Manual term	The term attributed to the key event. Populated utm_term parameter.
<code>medium</code>	Medium	The medium attributed to the key event.
<code>method</code>	Method	The method by which an event was triggered. the event parameter <code>method</code> .
<code>minute</code>	Minute	The two-digit minute of the hour that the event occurred. This dimension ranges from 0-59 and is reported in the property's timezone.
<code>mobileDeviceBranding</code>	Device brand	Manufacturer or branded name (examples: Samsung, Verizon, T-Mobile).
<code>mobileDeviceMarketingName</code>	Device	The branded device name (examples: Galaxy S20, iPhone 12).
<code>mobileDeviceModel</code>	Mobile model	The mobile device model name (examples: iPhone 12 Pro Max, G950F).
<code>month</code>	Month	The month of the event, a two digit integer from 01 to 12.
<code>newVsReturning</code>	New / returning	New users have 0 previous sessions, and returning users have 1 or more previous sessions. This dimension has values: <code>new</code> or <code>returning</code> .
<code>nthDay</code>	Nth day	The number of days since the start of the date range. The starting day is 0000.
<code>nthHour</code>	Nth hour	The number of hours since the start of the date range. The starting hour is 0000.
<code>nthMinute</code>	Nth minute	The number of minutes since the start of the date range. The starting minute is 0000.
<code>nthMonth</code>	Nth month	The number of months since the start of a date range. The starting month is 0000.
<code>nthWeek</code>	Nth week	A number representing the number of weeks in a date range.
<code>nthYear</code>	Nth year	The number of years since the start of the date range. The starting year is 0000.

API Name	UI Name	Description
<code>operatingSystem</code>	Operating system	The operating systems used by visitors to your website. Includes desktop and mobile operating systems like Windows and Android.
<code>operatingSystemVersion</code>	OS version	The operating system versions used by visitors to your website or app. For example, Android 10's version is 10.0 and iOS 13.5.1's version is 13.5.1.
<code>operatingSystemWithVersion</code>	Operating system with version	The operating system and version. For example, Windows 7.
<code>orderCoupon</code>	Order coupon	Code for the order-level coupon.
<code>outbound</code>	Outbound	Returns <code>true</code> if the link led to a site that is not the property's domain. Automatically populated if Enhanced Measurement is enabled. Populated by the event <code>outbound</code> .
<code>pageLocation</code>	Page location	The protocol, hostname, page path, and query string for pages visited; for example, the <code>pageLocation</code> for <code>https://www.example.com/store/contact?query_string=true</code> is <code>https://www.example.com/store/contact?query_string=true</code> . Populated by the event <code>page_location</code> .
<code>pagePath</code>	Page path	The portion of the URL between the hostname and the query string for web pages visited; for example, the <code>pagePath</code> for <code>https://www.example.com/stores?query_string=true</code> is <code>/stores?query_string=true</code> .
<code>pagePathPlusQueryString</code>	Page path + query string	The portion of the URL following the hostname for pages visited; for example, the <code>pagePathPlusQueryString</code> for <code>https://www.example.com/stores?query_string=true</code> is <code>/stores?query_string=true</code> .
<code>pageReferrer</code>	Page referrer	The full referring URL including the hostname for the referring URL. The referrer URL is the user's previous URL and can be from your website's domain or other domains. Populate the parameter <code>page_referrer</code> .
<code>pageTitle</code>	Page title	The web page titles used on your site.
<code>percentScrolled</code>	Percent scrolled	The percentage down the page that the user has scrolled (for example, 90%). Automatically populated if Enhanced Measurement is enabled. Populated by the event <code>percent_scrolled</code> .

API Name	UI Name	Description
<b>platform</b>	Platform	The platform on which your app or website ran—web, iOS, or Android. To determine a stream's platform, use both <code>platform</code> and <code>streamId</code> .
<b>platformDeviceCategory</b>	Platform / device category	The platform and type of device on which you mobile app ran. (example: Android / mobile)
<b>primaryChannelGroup</b>	Primary channel group	The primary channel group attributed to the key channel groups are the channel groups used in reports in Google Analytics and serve as an anchor for your property's data in alignment with channel time. To learn more, see <a href="#">Custom channel groups</a> ( <a href="https://support.google.com/analytics/answer/1346913">//support.google.com/analytics/answer/1346913</a> )
<b>region</b>	Region	The geographic region from which the user account was derived from their IP address.
<b>sa360AdGroupId</b>	SA360 ad group ID	The SA360 Ad Group ID that led to the key event in the SA360 ad group.
<b>sa360AdGroupName</b>	SA360 ad group name	The SA360 Ad Group Name that led to the key event. Ad groups contain ads and keywords that relate to the ad group.
<b>sa360CampaignId</b>	SA360 campaign ID	The SA360 Campaign ID that led to the key event in the SA360 campaign.
<b>sa360CampaignName</b>	SA360 campaign	The SA360 Campaign Name that led to the key event. SA360 campaign lets you organize your ads and budgets for your advertising.
<b>sa360CreativeFormat</b>	SA360 creative format	The SA360 Creative Format that led to the key event. creative format is the specific layout or design of the advertisement used in a campaign.
<b>sa360EngineAccountId</b>	SA360 engine account ID	The SA360 Engine Account ID that led to the key event. Identifies the SA360 engine account.
<b>sa360EngineAccountName</b>	SA360 engine account name	The SA360 Engine Account Name that led to the key event. SA360 engine account contains campaigns, ad groups, and other items from an advertising account.
<b>sa360EngineAccountType</b>	SA360 engine account type	The SA360 Engine Account Type that led to the key event. type of engine used by the search engine account.
<b>sa360KeywordText</b>	SA360 keyword text	The SA360 Keyword Text that led to the key event. keywords that matched the search query.
<b>sa360ManagerAccountId</b>	SA360 manager account ID	The SA360 Manager Account ID that led to the key event. Identifies the SA360 manager account.

API Name	UI Name	Description
<b>sa360ManagerAccountName</b>	SA360 manager account name	The SA360 Manager Account Name that led to the top level of the Search Ads 360 account that was used for administration and reporting across sub-manager and client accounts.
<b>sa360Medium</b>	SA360 medium	The SA360 Medium that led to the key event. Mode used in ad buying. For example, <b>cpc</b> .
<b>sa360Query</b>	SA360 query	The SA360 Query that led to the key event. The term typed by the user.
<b>sa360Source</b>	SA360 source	The SA360 Source that led to the key event. The event happened on this site.
<b>sa360SourceMedium</b>	SA360 source / medium	The SA360 Source Medium that led to the key combination of the source and medium.
<b>screenResolution</b>	Screen resolution	The screen resolution of the user's monitor. For example, 1920x1080.
<b>searchTerm</b>	Search term	The term searched by the user. For example if the URL is <code>/some-page.html?q=some-term</code> , this dimension contains <b>some-term</b> . Automatically populated if Enhanced Measurement is enabled. Populated by the event <code>search_term</code> .
<b>sessionCampaignId</b>	Session campaign ID	The marketing campaign ID for a session. Includes Ads Campaigns, Manual Campaigns, & other campaign types.
<b>sessionCampaignName</b>	Session campaign	The marketing campaign name for a session. Includes Ads Campaigns, Manual Campaigns, & other campaign types.
<b>sessionCm360AccountId</b>	Session CM360 account ID	The CM360 Account ID that led to the session CM360 account.
<b>sessionCm360AccountName</b>	Session CM360 account name	The CM360 Account Name that led to the session CM360 account. The account consists of advertisers, sites, campaigns, and profiles.
<b>sessionCm360AdvertiserId</b>	Session CM360 advertiser ID	The CM360 Advertiser ID that led to the session CM360 advertiser.
<b>sessionCm360AdvertiserName</b>	Session CM360 advertiser name	The CM360 Advertiser Name that led to the session CM360 advertiser. The advertiser contains a group of campaigns, creative assets, and other settings.
<b>sessionCm360CampaignId</b>	Session CM360 campaign ID	The CM360 Campaign ID that led to the session CM360 campaign.
<b>sessionCm360CampaignName</b>	Session CM360 campaign name	The CM360 Campaign Name that led to the session CM360 campaign. The campaign can be configured to specify when it is active.

API Name	UI Name	Description
		what landing pages are used, and other properties.
<b>sessionCm360CreativeFormat</b>	Session CM360 creative format	The CM360 Creative Format that led to the session. Creative formats are also referred to as creative types.
<b>sessionCm360CreativeId</b>	Session CM360 creative ID	The CM360 Creative ID that led to the session. CM360 creative.
<b>sessionCm360CreativeName</b>	Session CM360 creative name	The CM360 Creative Name that led to the session. Given to a CM360 creative.
<b>sessionCm360CreativeType</b>	Session CM360 creative type	The CM360 Creative Type that led to the session. Of CM360 creatives like 'Display' or 'Tracking'. See <a href="#">manage creatives</a> ( <a href="https://support.google.com/campaignmanager/answer/7674425">/support.google.com/campaignmanager/answer/7674425</a> )
<b>sessionCm360CreativeTypeId</b>	Session CM360 creative type ID	The CM360 Creative Type ID that led to the session. A CM360 creative type.
<b>sessionCm360CreativeVersion</b>	Session CM360 creative version	The CM360 Creative Version that led to the session. Version number helps you keep track of multiple your creative in your reports. If you upload an existing creative, the version number is increased.
<b>sessionCm360Medium</b>	Session CM360 medium	The CM360 Medium that led to the session. The medium is also referred to as the placement context.
<b>sessionCm360PlacementCostStructure</b>	Session CM360 placement cost structure	The CM360 Placement Cost Structure that led to the session. Placement cost structures regulate how media is calculated. For example 'CPM'.
<b>sessionCm360PlacementId</b>	Session CM360 placement ID	The CM360 Placement ID that led to the session. CM360 placement. A placement is the part of your ad appears.
<b>sessionCm360PlacementName</b>	Session CM360 placement name	The CM360 Placement Name that led to the session. Placement name given for a CM360 placement. A placement is the part of a website where your ad appears.
<b>sessionCm360RenderingId</b>	Session CM360 rendering ID	The CM360 Rendering ID that led to the session. CM360 creative.
<b>sessionCm360SiteId</b>	Session CM360 site ID	The CM360 Site ID that led to the session. Identifies the site.
<b>sessionCm360SiteName</b>	Session CM360 site name	The CM360 Site Name that led to the session. Site name from which the ad space was purchased.
<b>sessionCm360Source</b>	Session CM360 source	The CM360 Source that led to the session. This is also referred to as the site name.

API Name	UI Name	Description
<code>sessionCm360SourceMedium</code>	Session CM360 Source Medium	The CM360 Source Medium that led to the source / medium combination of the source and medium.
<code>sessionDefaultChannelGroup</code>	Session default channel group	The session's default channel group is based on the source and medium. An enumeration which includes <b>Organic Search, Paid Social, Organic Email, Affiliates, Referral, Paid Search, Display</b> .
<code>sessionDv360AdvertiserId</code>	Session DV360 advertiser ID	The DV360 Advertiser ID that led to the session DV360 advertiser.
<code>sessionDv360AdvertiserName</code>	Session DV360 advertiser name	The DV360 Advertiser Name that led to the session DV360 advertiser. Advertisers represent real-life businesses that run campaigns.
<code>sessionDv360CampaignId</code>	Session DV360 campaign ID	The DV360 Campaign ID that led to the session DV360 campaign.
<code>sessionDv360CampaignName</code>	Session DV360 campaign name	The DV360 Campaign Name that led to the session DV360 campaign. Campaigns group together related insertion points with a common business goal.
<code>sessionDv360CreativeFormat</code>	Session DV360 creative format	The DV360 Creative Format that led to the session DV360 creative, referred to as the creative type. For example, image, video, or native.
<code>sessionDv360CreativeId</code>	Session DV360 creative ID	The DV360 Creative ID that led to the session DV360 creative.
<code>sessionDv360CreativeName</code>	Session DV360 creative name	The DV360 Creative Name that led to the session DV360 creative, given to a DV360 creative.
<code>sessionDv360ExchangeId</code>	Session DV360 exchange ID	The DV360 Exchange ID that led to the session DV360 exchange.
<code>sessionDv360ExchangeName</code>	Session DV360 exchange name	The DV360 Exchange Name that led to the session DV360 ad exchange involved in the ad click. To learn more, see <a href="#">managing exchanges</a> ( <a href="https://support.google.com/displayvideo/answer/1000000000000000000">https://support.google.com/displayvideo/answer/1000000000000000000</a> ).
<code>sessionDv360InsertionOrderId</code>	Session DV360 insertion order ID	The DV360 Insertion Order ID that led to the session DV360 insertion order.
<code>sessionDv360InsertionOrderName</code>	Session DV360 insertion order name	The DV360 Insertion Order Name that led to the session DV360 insertion order. An DV360 insertion order contains a set of line items related to the same advertising campaign.
<code>sessionDv360LineItemId</code>	Session DV360 line item ID	The DV360 Line Item ID that led to the session DV360 line item.

API Name	UI Name	Description
<code>sessionDv360LineItemName</code>	Session DV360 line item name	The DV360 Line Item Name that led to the session. This line item bids on impressions and serves creative inventory sources.
<code>sessionDv360Medium</code>	Session DV360 medium	The DV360 Medium that led to the session. This is the outcome of the insertion order. For example, it could be a search or display network.
<code>sessionDv360PartnerId</code>	Session DV360 partner ID	The DV360 Partner ID that led to the session. This is the DV360 partner.
<code>sessionDv360PartnerName</code>	Session DV360 partner name	The DV360 Partner Name that led to the session. These partners represent agencies, trading desks, or advertisers.
<code>sessionDv360Source</code>	Session DV360 source	The DV360 Source that led to the session. This is the name where your ad was displayed.
<code>sessionDv360SourceMedium</code>	Session DV360 source / medium	The DV360 Source Medium that led to the session. This is the combination of the source and medium.
<code>sessionGoogleAdsAccountName</code>	Session Google Ads account name	The Account name from Google Ads that led to the session. Corresponds to customer.descriptive_name in the API.
<code>sessionGoogleAdsAdGroupId</code>	Session Google Ads ad group ID	The Ad Group Id in Google Ads for a session.
<code>sessionGoogleAdsAdGroupName</code>	Session Google Ads ad group name	The Ad Group Name in Google Ads for a session.
<code>sessionGoogleAdsAdNetworkType</code>	Session Google Ads ad network type	The advertising network that led to the session. This enumeration includes Google search partners, Google Display Network, YouTube Videos, Cross-network, Social (universal campaign).
<code>sessionGoogleAdsCampaignId</code>	Session Google Ads campaign ID	The Campaign ID for the Google Ads Campaign in this session.
<code>sessionGoogleAdsCampaignName</code>	Session Google Ads campaign name	The Campaign name for the Google Ads Campaign in this session.
<code>sessionGoogleAdsCampaignType</code>	Session Google Ads campaign type	The campaign type for the Google Ads campaign in this session. Campaign types determine where your ads appear and the settings and options available in Google Ads. Campaign type is an enumeration of Search, Display, Shopping, Video, Demand Gen, Hotel, Local, and Performance Max. To learn more about campaign types, see <a href="#">Choose the right campaign type</a> . <a href="https://support.google.com/google-ads/answer/2637000">https://support.google.com/google-ads/answer/2637000</a>

API Name	UI Name	Description
<code>sessionGoogleAdsCreativeId</code>	Session Google Ads creative ID	The ID of the Google Ads creative that led to a website or app. Creative IDs identify individual ads.
<code>sessionGoogleAdsCustomerId</code>	Session Google Ads customer ID	The Customer ID from Google Ads that led to Google Ads accounts. Customer IDs in Google Ads uniquely identify accounts.
<code>sessionGoogleAdsKeyword</code>	Session Google Ads keyword text	The matched keyword that led to the session. Words or phrases describing your product or service that you choose to get your ad in front of the right customer. For more about Keywords, see <a href="https://support.google.com/google-ads/answer/65333">Keywords: Definitions</a> ( <a href="https://support.google.com/google-ads/answer/65333">//support.google.com/google-ads/answer/65333</a> )
<code>sessionGoogleAdsQuery</code>	Session Google Ads query	The search query that led to the session.
<code>sessionManualAdContent</code>	Session manual ad content	The ad content that led to a session. Populated by <code>utm_content</code> URL parameter.
<code>sessionManualCampaignId</code>	Session manual campaign ID	The manual Campaign ID that led to the session. Populated by <code>utm_id</code> URL parameter.
<code>sessionManualCampaignName</code>	Session manual campaign name	The manual Campaign Name that led to the session. Name of the manual campaign. Populated by <code>utm_name</code> URL parameter. To learn more, see <a href="https://support.google.com/analytics/answer/1000021">Collect custom URLs</a> ( <a href="https://support.google.com/analytics/answer/1000021">//support.google.com/analytics/answer/1000021</a> )
<code>sessionManualCreativeFormat</code>	Session manual creative format	The manual Creative Format that led to the session. The creative format used in the ad. Populated by <code>utm_creative_format</code> URL parameter.
<code>sessionManualMarketingTactic</code>	Session manual marketing tactic	The manual Marketing Tactic that led to the session. Targeting criteria applied to a campaign. For example, remarketing or prospecting. Populated by <code>utm_marketing_tactic</code> URL parameter.
<code>sessionManualMedium</code>	Session manual medium	The manual Medium that led to the session. The medium used in the referral. For example, <code>cpc</code> . Populated by <code>utm_medium</code> URL parameter.
<code>sessionManualSource</code>	Session manual source	The manual Source that led to the session. The source. Populated by <code>utm_source</code> URL parameter.
<code>sessionManualSourceMedium</code>	Session manual source / medium	The manual Source Medium that led to the session. Combination of the source and medium.
<code>sessionManualSourcePlatform</code>	Session manual source platform	The manual Source Platform that led to the session. The platform responsible for directing traffic to a property. Populated by <code>utm_source_platform</code> URL parameter.

API Name	UI Name	Description
<code>sessionManualTerm</code>	Session manual term	The term that led to a session. Populated by the <code>term</code> parameter.
<code>sessionMedium</code>	Session medium	The medium that initiated a session on your property.
<code>sessionPrimaryChannelGroup</code>	Session primary channel group	The primary channel group that led to the session. Channel groups are the channel groups used in reports in Google Analytics and serve as an alignment for your property's data in alignment with channel time. To learn more, see <a href="https://support.google.com/analytics/answer/1362011">Custom channel groups</a> .
<code>sessionSa360AdGroupId</code>	Session SA360 ad group ID	The SA360 Ad Group ID that led to the session. SA360 ad group.
<code>sessionSa360AdGroupName</code>	Session SA360 ad group name	The SA360 Ad Group Name that led to the session. Groups contain ads and keywords that relate to the ad group.
<code>sessionSa360CampaignId</code>	Session SA360 campaign ID	The SA360 Campaign ID that led to the session. SA360 campaign.
<code>sessionSa360CampaignName</code>	Session SA360 campaign	The SA360 Campaign Name that led to the session. Campaign lets you organize your ads and define your advertising.
<code>sessionSa360CreativeFormat</code>	Session SA360 creative format	The SA360 Creative Format that led to the session. Creative format is the specific layout or design of an advertisement used in a campaign.
<code>sessionSa360EngineAccountId</code>	Session SA360 engine account ID	The SA360 Engine Account ID that led to the session. Identifies the SA360 engine account.
<code>sessionSa360EngineAccountName</code>	Session SA360 engine account name	The SA360 Engine Account Name that led to the session. SA360 engine account contains campaigns, ads, and other items from an advertising account.
<code>sessionSa360EngineAccountType</code>	Session SA360 engine account type	The SA360 Engine Account Type that led to the session. Type of engine used by the search engine account, for example, <code>google ads</code> , <code>bing</code> , or <code>baidu</code> .
<code>sessionSa360Keyword</code>	Session SA360 keyword text	The SA360 Keyword Text that led to the session. Keywords that matched the search query.
<code>sessionSa360ManagerAccountId</code>	Session SA360 manager account ID	The SA360 Manager Account ID that led to the session. Identifies the SA360 manager account.
<code>sessionSa360ManagerAccountName</code>	Session SA360 manager account name	The SA360 Manager Account Name that led to the session. The top level of the Search Ads 360 account hierarchy.

API Name	UI Name	Description
		used for administration and reporting across sub-manager and client accounts.
<code>sessionSa360Medium</code>	Session SA360 medium	The SA360 Medium that led to the session. The mode used in ad buying. For example, <code>cpc</code> .
<code>sessionSa360Query</code>	Session SA360 query	The SA360 Query that led to the session. The typed by the user.
<code>sessionSa360Source</code>	Session SA360 source	The SA360 Source that led to the session. This happened on this site.
<code>sessionSa360SourceMedium</code>	Session SA360 source / medium	The SA360 Source Medium that led to the session / medium combination of the source and medium.
<code>sessionSource</code>	Session source	The source that initiated a session on your website.
<code>sessionSourceMedium</code>	Session source / medium	The combined values of the dimensions <code>sessionSource</code> and <code>sessionMedium</code> .
<code>sessionSourcePlatform</code>	Session source platform	The source platform of the session's campaign. On this field returning <code>Manual</code> for traffic that uses UTMs; this field will update from returning <code>Manual</code> to returning <code>(not set)</code> for an upcoming feature launch.
<code>shippingTier</code>	Shipping tier	The shipping tier selected for delivery of the purchase. For example, <code>Ground</code> , <code>Air</code> , or <code>Next-day</code> . Pooled from the <code>shipping_tier</code> event parameter.
<code>signedInWithUserId</code>	Signed in with user ID	The string <code>yes</code> if the user signed in with the User-ID. To learn more about User-ID, see <a href="#">Measure active platforms with User-ID</a> ( <a href="https://support.google.com/analytics/answer/9211000">https://support.google.com/analytics/answer/9211000</a> )
<code>source</code>	Source	The source attributed to the key event.
<code>sourceMedium</code>	Source / medium	The combined values of the dimensions <code>source</code> and <code>sourceMedium</code> .
<code>sourcePlatform</code>	Source platform	The source platform of the key event's campaign. On this field returning <code>Manual</code> for traffic that uses UTMs; this field will update from returning <code>Manual</code> to returning <code>(not set)</code> for an upcoming feature launch.
<code>streamId</code>	Stream ID	The numeric data stream identifier for your app or website.
<code>streamName</code>	Stream name	The data stream name for your app or website.
<code>testDataFilterId</code>	Test data filter ID	The numeric identifier of a data filter in testing data filters to include or exclude event data from based on event-parameter values. To learn more about data filters ( <a href="https://support.google.com/analytics/answer/9211000">https://support.google.com/analytics/answer/9211000</a> )

API Name	UI Name	Description
<code>testDataFilterName</code>	Test data filter name	The name of data filters in testing state. You can include or exclude event data from your report based on event-parameter values. To learn more, see <a href="https://support.google.com/analytics/answer/1012833">https://support.google.com/analytics/answer/1012833</a> .
<code>transactionId</code>	Transaction ID	The ID of the ecommerce transaction.
<code>unifiedPagePathScreen</code>	Page path and screen class	The page path (web) or screen class (app) on which the event was logged.
<code>unifiedPageScreen</code>	Page path + query string and screen class	The page path and query string (web) or screen class on which the event was logged.
<code>unifiedScreenClass</code>	Page title and screen class	The page title (web) or screen class (app) on which the event was logged.
<code>unifiedScreenName</code>	Page title and screen name	The page title (web) or screen name (app) on which the event was logged.
<code>userAgeBracket</code>	Age	User age brackets.
<code>userGender</code>	Gender	User gender.
<code>videoProvider</code>	Video provider	The source of the video (for example, youtube). Automatically populated for embedded video if Enhanced Measurement is enabled. Populated by the event parameter <code>video_provider</code> .
<code>videoTitle</code>	Video title	The title of the video. Automatically populated for videos if Enhanced Measurement is enabled. Populated by the event parameter <code>video_title</code> .
<code>videoUrl</code>	Video URL	The URL of the video. Automatically populated for videos if Enhanced Measurement is enabled. Populated by the event parameter <code>video_url</code> .
<code>virtualCurrencyName</code>	Virtual currency name	The name of a virtual currency with which the user is interacting. Such as spending or purchasing goods. Populated by the <code>virtual_currency_name</code> parameter.
<code>visible</code>	Visible	Returns <code>true</code> if the content is visible. Automatically populated for embedded videos if Enhanced Measurement is enabled. Populated by the event parameter <code>visible</code> .
<code>week</code>	Week	The week of the event, a two-digit number from 01 to 52. Week starts on Sunday. January 1st is always the first week. Weeks other than the first and the last week of the year have fewer than 7 days. Weeks other than the first and the last week of the year always have 7 days. For years where January has 32 weeks, week 52 is the last week.

API Name	UI Name	Description
		the first week of that year and the last week of the year have 7 days.
<code>year</code>	Year	The four-digit year of the event. For example, 2023.
<code>yearMonth</code>	Year month	The combined values of year and month. Examples include 202212 or 202301.
<code>yearWeek</code>	Year week	The combined values of year and week. Examples include 202253 or 202301.

## Custom Dimensions

The Data API can create reports on Event and User scoped Custom Dimensions. See [Event-scoped custom dimensions and metrics reporting](#) (/support.google.com/analytics/answer/10075209) and [Custom user properties](#) (/support.google.com/analytics/answer/9269570) to learn more about custom dimensions. Custom dimensions are specified in an API report request by the dimension's parameter name and scope. For example, include "`customEvent:achievement_id`" in a Data API request to create a report for the Event-scoped Custom Dimension with parameter name "`achievement_id`". This API request will fail if the property has not registered this Event-scoped Custom Dimension.

If an Event-scoped Custom Dimension was registered before October 2020, the dimension must be specified in an API request with its event name. For example, include "`customEvent:achievement_id\[level_up\]`" for the Event-scoped Custom Dimension with parameter name "`achievement_id`" and event name "`level_up`". In October 2020, Analytics replaced [Custom-parameter reporting](#) (/support.google.com/analytics/answer/9478675) with [Event-scoped custom dimensions and metrics reporting](#) (/support.google.com/analytics/answer/10075209).

The following are the general syntax for Custom Dimensions. You can query the [Metadata API method](#) (/analytics/devguides/reporting/data/v1/rest/v1beta/properties/getMetadata) to list all Custom Dimensions for a Property; here is an [example of using the Metadata API method](#) (/analytics/devguides/reporting/data/v1/advanced#event-scoped\_custom\_dimensions).

Generic API Name	Description
<code>customEvent:parameter_name</code>	Event-scoped Custom Dimension for <code>parameter_name</code>
<code>customEvent:parameter_name[event_name]</code>	Event-scoped Custom Dimension for <code>parameter_name</code> if registered before October 2020
<code>customUser:parameter_name</code>	User-scoped Custom Dimension for <code>parameter_name</code>
<code>customItem:parameter_name</code>	Item-scoped Custom Dimension for <code>parameter_name</code>

## Custom Channel Groups

The Data API can create reports on Custom Channel Groups. To learn more about Custom channel groups, see [Custom channel groups in Google Analytics](#) (<https://support.google.com/analytics/answer/13051316>). Custom Channel Groups are specified in an API report request by the dimension's scope and channel group ID. For example, include "`sessionCustomChannelGroup:9432931`" in a Data API request to create a report for the Session-scoped Custom Channel with an ID of 9432931. This API request will fail if the property does not have a custom channel with this ID.

The following are the general syntax for Custom Channel Groups. You can query the [Metadata API method](#) (/analytics/devguides/reporting/data/v1/rest/v1beta/properties/getMetadata) to list all Custom Channel Groups for a Property.

Generic API Name	Description
<code>sessionCustomChannelGroup:custom_channel_id</code>	The custom channel that led to this session.
<code>firstUserCustomChannelGroup:custom_channel_id</code>	The custom channel that first acquired this user.
<code>customChannelGroup:custom_channel_id</code>	The custom channel that led to the key event.

## Metrics

The following metrics can be requested in reports for any property. Specify the "API Name" in a [Metric](#) (/analytics/devguides/reporting/data/v1/rest/v1beta/Metric) resource's name field for a column of the metric in the report response.

API Name	UI Name	Description
<code>active1DayUsers</code>	1-day active users	The number of distinct active users on your site or app within a 1 day period. The 1 day period includes the last day in the report's date range. Note: this is the same as Active Users.
<code>active28DayUsers</code>	28-day active users	The number of distinct active users on your site or app within a 28 day period. The 28 day period includes the last day in the report's date range.
<code>active7DayUsers</code>	7-day active users	The number of distinct active users on your site or app within a 7 day period. The 7 day period includes the last day in the report's date range.
<code>activeUsers</code>	Active users	The number of distinct users who visited your site or app.

API Name	UI Name	Description
<code>adUnitExposure</code>	Ad unit exposure	The time that an ad unit was exposed to a user, in milliseconds.
<code>addToCarts</code>	Add to carts	The number of times users added items to their shopping carts.
<code>advertiserAdClicks</code>	Ads clicks	Total number of times users have clicked on an ad reach the property. Includes clicks from linked integrations like linked Search Ads 360 advertisers. Also includes uploaded clicks from data import.
<code>advertiserAdCost</code>	Ads cost	The total amount you paid for your ads. Includes costs from linked integrations like linked Google Ad accounts. Also includes uploaded cost from data import; to learn more, see <a href="https://support.google.com/analytics/answer/1007130">Import cost data</a> (//support.google.com/analytics/answer/1007130).
<code>advertiserAdCostPerClick</code>	Ads cost per click	Ads cost per Click is ad cost divided by ad clicks an click is often abbreviated CPC.
<code>advertiserAdCostPerKeyEvent</code>	Cost per key event	Cost per key event is ad cost divided by key events. event
<code>advertiserAdImpressions</code>	Ads impressions	The total number of impressions. Includes impressions from linked integrations like linked Display & Video 360 advertisers. Also includes uploaded impressions from data import.
<code>averagePurchaseRevenue</code>	Average purchase revenue	The average purchase revenue in the transaction group of events.
<code>averagePurchaseRevenuePerPayingUserARPPU</code>	ARPPU	Average revenue per paying user (ARPPU) is the total purchase revenue per active user that logged a purchase event. The summary metric is for the time period selected.
<code>averagePurchaseRevenuePerUser</code>	Average purchase revenue per user	The average purchase revenue per active user is the total purchase revenue per active user that logged any event. The summary metric is for the time period selected.
<code>averageRevenuePerUser</code>	ARPU	Average revenue per active user (ARPU). The summary metric is for the time period selected. ARPU uses Total Revenue and includes AdMob estimated earnings.

API Name	UI Name	Description
<code>averageSessionDuration</code>	Average session duration	The average duration (in seconds) of users' sessions.
<code>bounceRate</code>	Bounce rate	The percentage of sessions that were not engaged ((Sessions Minus Engaged sessions) divided by Sessions). This metric is returned as a fraction; for example, 0.2761 means 27.61% of sessions were bounces.
<code>cartToViewRate</code>	Cart-to-view rate	The number of users who added a product(s) to the cart divided by the number of users who viewed the same product(s). This metric is returned as a fraction; for example, 0.1132 means 11.32% of users who viewed a product also added the same product to their cart.
<code>checkouts</code>	Checkouts	The number of times users started the checkout process. This metric counts the occurrence of the <code>begin_checkout</code> event.
<code>cohortActiveUsers</code>	Cohort active users	The number of users in the cohort who are active in the time window corresponding to the cohort nth day/week/month. For example in the row where cohortNthWeek = 0001, this metric is the number of users (in the cohort) who are active in week 1.
<code>cohortTotalUsers</code>	Cohort total users	The total number of users in the cohort. This metric is the same value in every row of the report for each cohort. Because cohorts are defined by a shared acquisition date, cohortTotalUsers is the same as cohortActiveUsers for the cohort's selection date range. For report rows later than the cohort's selection range, it is typical for cohortActiveUsers to be smaller than cohortTotalUsers. This difference represents users from the cohort that were not active for the later date. cohortTotalUsers is commonly used in the metric expression cohortActiveUsers/cohortTotalUsers to compute a user retention fraction for the cohort. The relationship between activeUsers and totalUsers is not equivalent to the relationship between cohortActiveUsers and cohortTotalUsers.
<code>crashAffectedUsers</code>	Crash-affected users	The number of users that logged a crash in this row of the report. For example if the report is time series by date, this metric reports total users with at least one crash on this date. Crashes are events with the name "app_exception".

API Name	UI Name	Description
<code>crashFreeUsersRate</code>	Crash-free users rate	The number of users without crash events (in this row of the report) divided by the total number of users. This metric is returned as a fraction; for example, 0.9243 means 92.43% of users were crash free.
<code>dauPerMau</code>	DAU / MAU	The rolling percent of 30-day active users who are also 1-day active users. This metric is returned as a fraction; for example, 0.113 means 11.3% of 30-day active users were also 1-day active users.
<code>dauPerWau</code>	DAU / WAU	The rolling percent of 7-day active users who are also 1-day active users. This metric is returned as a fraction; for example, 0.082 means 8.2% of 7-day active users were also 1-day active users.
<code>ecommercePurchases</code>	Ecommerce purchases	The number of times users completed a purchase. This metric counts <b>purchase</b> events; this metric does not count <b>in_app_purchase</b> and <b>subscription</b> events.
<code>engagedSessions</code>	Engaged sessions	The number of sessions that lasted longer than 10 seconds, or had a key event, or had 2 or more screen views.
<code>engagementRate</code>	Engagement rate	The percentage of engaged sessions (Engaged sessions divided by Sessions). This metric is returned as a fraction; for example, 0.7239 means 72.39% of sessions were engaged sessions.
<code>eventCount</code>	Event count	The count of events.
<code>eventCountPerUser</code>	Event count per user	The average number of events per user (Event count divided by Active users).
<code>eventValue</code>	Event value	The sum of the event parameter named <b>value</b> .
<code>eventsPerSession</code>	Events per session	The average number of events per session (Event count divided by Sessions).
<code>firstTimePurchaserRate</code>	First-time purchaser rate	The percentage of active users who made their first purchase. This metric is returned as a fraction; for example, 0.092 means 9.2% of active users were first time purchasers.
<code>firstTimePurchasers</code>	First time purchasers	The number of users that completed their first purchase event.
<code>firstTimePurchasersPerNewUser</code>	First-time purchasers per new user	The average number of first time purchasers per new user.

API Name	UI Name	Description
<code>grossItemRevenue</code>	Gross item revenue	The total revenue from items only. Gross item revenue is the product of its price and quantity. Iter revenue excludes tax and shipping values; tax & shipping values are specified at the event and not item level. Gross item revenue does not include refunds.
<code>grossPurchaseRevenue</code>	Gross purchase revenue	The sum of revenue from purchases made in your app or site. Gross purchase revenue sums the revenue for these events: <code>purchase</code> , <code>ecommerce_purchase</code> , <code>in_app_purchase</code> , <code>app_store_subscription_convert</code> , and <code>app_store_subscription_renew</code> . Purchase revenue is specified by the <code>value</code> parameter in tagging.
<code>itemDiscountAmount</code>	Item discount amount	The monetary value of item discounts in eCommerce events. This metric is populated in tagging by the <code>discount</code> item parameter.
<code>itemListClickEvents</code>	Item-list click events	The number of times users clicked an item when it appeared in a list. This metric counts the occurrence of the <code>select_item</code> event.
<code>itemListClickThroughRate</code>	Item list click throughrate	The number of users who selected a list(s) divided by the number of users who viewed the same list(s). This metric is returned as a fraction; for example, 0.2145 means 21.45% of users who viewed a list also selected the same list.
<code>itemListViewEvents</code>	Item-list view events	The number of times the item list was viewed. This metric counts the occurrence of the <code>view_item_list</code> event.
<code>itemPromotionClickThroughRate</code>	Item promotion click throughrate	The number of users who selected a promotion(s) divided by the number of users who viewed the same promotion(s). This metric is returned as a fraction; for example, 0.1382 means 13.82% of users who viewed a promotion also selected the promotion.
<code>itemRefundAmount</code>	Item refund amount	Item refund amount is the total refunded transaction revenue from items only. Item refund amount is the product of price and quantity for the <code>refund</code> event
<code>itemRevenue</code>	Item revenue	The total revenue from purchases minus refunded transaction revenue from items only. Item revenue is the product of its price and quantity. Item revenue excludes tax and shipping values; tax & shipping values are specified at the event and not item level.

API Name	UI Name	Description
<code>itemViewEvents</code>	Item view events	The number of times the item details were viewed. This metric counts the occurrence of the <code>view_item</code> event.
<code>itemsAddedToCart</code>	Items added to cart	The number of units added to cart for a single item. This metric counts the quantity of items in <code>add_to_cart</code> events.
<code>itemsCheckedOut</code>	Items checked out	The number of units checked out for a single item. This metric counts the quantity of items in <code>begin_checkout</code> events.
<code>itemsClickedInList</code>	Items clicked in list	The number of units clicked in list for a single item. This metric counts the quantity of items in <code>select_item</code> events.
<code>itemsClickedInPromotion</code>	Items clicked in promotion	The number of units clicked in promotion for a single item. This metric counts the quantity of items in <code>select_promotion</code> events.
<code>itemsPurchased</code>	Items purchased	The number of units for a single item included in purchase events. This metric counts the quantity of items in purchase events.
<code>itemsViewed</code>	Items viewed	The number of units viewed for a single item. This metric counts the quantity of items in <code>view_item</code> events.
<code>itemsViewedInList</code>	Items viewed in list	The number of units viewed in list for a single item. This metric counts the quantity of items in <code>view_item_list</code> events.
<code>itemsViewedInPromotion</code>	Items viewed in promotion	The number of units viewed in promotion for a single item. This metric counts the quantity of items in <code>view_promotion</code> events.
<code>keyEvents</code>	Key events	The count of key events. Marking an event as a key event affects reports from time of creation. It does not change historic data. You can mark any event as key in Google Analytics, and some events (such as <code>first_open</code> or <code>purchase</code> ) are marked as key events by default.
<code>newUsers</code>	New users	The number of users who interacted with your site or launched your app for the first time (event triggered by <code>first_open</code> or <code>first_visit</code> ).
<code>organicGoogleSearchAveragePosition</code>	Organic Google Search	The average ranking of your website URLs for the query reported from Search Console. For example, your site's URL appears at position 3 for one query and position 7 for another query, the average position is 5.

API Name	UI Name	Description
	average position	would be $(3+7)/2$ , or 5. This metric requires an active Search Console link.
<code>organicGoogleSearchClickThroughRate</code>	Organic Google Search click through rate	The organic Google Search click through rate reported from Search Console. Click through rate is clicks per impression. This metric is returned as a fraction; for example, 0.0588 means about 5.88% of impressions resulted in a click. This metric requires an active Search Console link.
<code>organicGoogleSearchClicks</code>	Organic Google Search clicks	The number of organic Google Search clicks reported from Search Console. This metric requires an active Search Console link.
<code>organicGoogleSearchImpressions</code>	Organic Google Search impressions	The number of organic Google Search impressions reported from Search Console. This metric requires an active Search Console link.
<code>promotionClicks</code>	Promotion clicks	The number of times an item promotion was clicked. This metric counts the occurrence of the <code>select_promotion</code> event.
<code>promotionViews</code>	Promotion views	The number of times an item promotion was viewed. This metric counts the occurrence of the <code>view_promotion</code> event.
<code>publisherAdClicks</code>	Publisher ad clicks	The number of ad_click events.
<code>publisherAdImpressions</code>	Publisher ad impressions	The number of ad_impression events.
<code>purchaseRevenue</code>	Purchase revenue	The sum of revenue from purchases minus refund transaction revenue made in your app or site. Purchase revenue sums the revenue for these events: <code>purchase</code> , <code>ecommerce_purchase</code> , <code>in_app_purchase</code> , <code>app_store_subscription_convert</code> , and <code>app_store_subscription_renew</code> . Purchase revenue is specified by the <code>value</code> parameter in tagging.
<code>purchaseToViewRate</code>	Purchase-to-view rate	The number of users who purchased a product(s) divided by the number of users who viewed the same product(s). This metric is returned as a fraction; for example, 0.128 means 12.8% of users that viewed a product(s) also purchased the same product(s).

API Name	UI Name	Description
<code>purchaserRate</code>	Purchaser rate	The percentage of active users who made 1 or more purchase transactions. This metric is returned as a fraction; for example, 0.412 means 41.2% of users were purchasers.
<code>refundAmount</code>	Refund amount	The total refunded transaction revenues. Refund amount sums refunded revenue for the <code>refund</code> and <code>app_store_refund</code> events.
<code>returnOnAdSpend</code>	Return on ad spend	Return On Ad Spend (ROAS) is total revenue divided by advertiser ad cost.
<code>screenPageViews</code>	Views	The number of app screens or web pages you've viewed. Repeated views of a single page or screen are counted. ( <code>screen_view</code> + <code>page_view</code> events).
<code>screenPageViewsPerSession</code>	Views per session	The number of app screens or web pages you've viewed per session. Repeated views of a single page or screen are counted. ( <code>screen_view</code> + <code>page_view</code> events) / sessions.
<code>screenPageViewsPerUser</code>	Views per user	The number of app screens or web pages you've viewed per active user. Repeated views of a single page or screen are counted. ( <code>screen_view</code> + <code>page_view</code> events) / active users.
<code>scrolledUsers</code>	Scrolled users	The number of unique users who scrolled down at least 90% of the page.
<code>sessionKeyEventRate</code>	Session key event rate	The percentage of sessions in which any key event was triggered.
<code>sessions</code>	Sessions	The number of sessions that began on your site or app (event triggered: <code>session_start</code> ).
<code>sessionsPerUser</code>	Sessions per user	The average number of sessions per user (Session divided by Active Users).
<code>shippingAmount</code>	Shipping amount	Shipping amount associated with a transaction. Populated by the <code>shipping</code> event parameter.
<code>taxAmount</code>	Tax amount	Tax amount associated with a transaction. Populated by the <code>tax</code> event parameter.
<code>totalAdRevenue</code>	Total ad revenue	The total advertising revenue from both Admob and third-party sources.
<code>totalPurchasers</code>	Total purchasers	The number of users that logged purchase events for the time period selected.

API Name	UI Name	Description
<b>totalRevenue</b>	Total revenue	The sum of revenue from purchases, subscriptions and advertising (Purchase revenue plus Subscription revenue plus Ad revenue) minus refunded transaction revenue.
<b>totalUsers</b>	Total users	The number of distinct users who have logged at least one event, regardless of whether the site or app was in use when that event was logged.
<b>transactions</b>	Transactions	The count of transaction events with purchase revenue. Transaction events are <code>in_app_purchase</code> , <code>ecommerce_purchase</code> , <code>purchase</code> , <code>app_store_subscription_renew</code> , <code>app_store_subscription_convert</code> , and <code>refund</code> .
<b>transactionsPerPurchaser</b>	Transactions per purchaser	The average number of transactions per purchaser.
<b>userEngagementDuration</b>	User engagement	The total amount of time (in seconds) your website engagement or app was in the foreground of users' devices.
<b>userKeyEventRate</b>	User key event rate	The percentage of users who triggered any key event.
<b>wauPerMau</b>	WAU / MAU	The rolling percent of 30-day active users who are also 7-day active users. This metric is returned as a fraction; for example, 0.234 means 23.4% of 30-day active users were also 7-day active users.

## Custom Metrics

The Data API can create reports on Event scoped Custom Metrics. See [Event-scoped custom dimensions and metrics reporting](#) ([//support.google.com/analytics/answer/10075209](https://support.google.com/analytics/answer/10075209)) to learn more about custom metrics. Custom metrics are specified in an API report request by the metric's parameter name and scope. For example, include "`customEvent:levels_unlocked`" in a Data API request to create a report for the Event-scoped Custom Metric with parameter name "`levels_unlocked`". This API request will fail if the property has not registered this Event-scoped Custom Metric.

If an Event-scoped Custom Metric was registered before October 2020, the metric must be specified in an API request with its event name. For example, include "`customEvent:levels_unlocked\[tutorial_start\]`" for the Event-scoped Custom Metric with parameter name "`levels_unlocked`" and event name "`tutorial_start`". In October 2020, Analytics replaced [Custom-parameter reporting](#) ([//support.google.com/analytics/answer/9478675](https://support.google.com/analytics/answer/9478675))

with [Event-scoped custom dimensions and metrics reporting](#)

([//support.google.com/analytics/answer/10075209](https://support.google.com/analytics/answer/10075209)).

The following are the general syntax for Custom Metrics. You can query the [Metadata API method](#) ([/analytics/devguides/reporting/data/v1/rest/v1beta/properties/getMetadata](https://analytics/devguides/reporting/data/v1/rest/v1beta/properties/getMetadata)) to list all Custom Metrics for a Property; here is an [example of using the Metadata API method](#) ([/analytics/devguides/reporting/data/v1/advanced#event-scoped\\_custom\\_metrics](https://analytics/devguides/reporting/data/v1/advanced#event-scoped_custom_metrics)).

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Generic API Name	Description
<code>customEvent:parameter_name</code>	Event-scoped Custom Metric for parameter_name
<code>customEvent:parameter_name[event_name]</code>	Event-scoped Custom Metric for parameter_name if registered before October 2020

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## Custom Metric Variants

Each custom metric that a property registers creates three API metric variants: a sum, an average, and a count. Most requests will use the sum of the custom metric. The average of the custom metric is useful for a summary statistic. The count of a custom metric is interesting if the number of occurrences of a parameter is useful to you.

You can query the [Metadata API method](#)

([/analytics/devguides/reporting/data/v1/rest/v1beta/properties/getMetadata](https://analytics/devguides/reporting/data/v1/rest/v1beta/properties/getMetadata)) to list all variants of Custom Metrics for a Property; here is an [example of using the Metadata API method for a custom average](#)

([/analytics/devguides/reporting/data/v1/advanced#event-scoped\\_custom\\_metric\\_averages](https://analytics/devguides/reporting/data/v1/advanced#event-scoped_custom_metric_averages)).

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Generic API Name	Description
<code>customEvent:parameter_name</code>	The sum of an Event-scoped Custom Metric for parameter_name
<code>averageCustomEvent:parameter_name</code>	The average value of an Event-scoped Custom Metric for parameter_name
<code>countCustomEvent:parameter_name</code>	The number of occurrences of an Event-scoped Custom Metric for parameter_name

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## Key Event Rate Metrics For Each Key Event

Each [key event](#) ([//support.google.com/analytics/answer/9267568](https://support.google.com/analytics/answer/9267568)) that you register on a property creates Key Event Rate metrics that you can request in reports. There are two rate metrics for each key event: session-based key event rate and user-based key event rate.

You can query the [Metadata API method](#)

(/analytics/devguides/reporting/data/v1/rest/v1beta/properties/getMetadata) to list all key event rate metrics for a Property. If you try to request the key event rate for an event that is not registered as a key event, the request will fail. Here is an example of using the Metadata API method for a [key event rate metric for one key event](#)

(/analytics/devguides/reporting/data/v1/advanced#key\_event\_metrics\_per\_event).

Generic API Name	Description
<code>sessionKeyEventRate:event_name</code>	The percentage of sessions in which a specific key event event was triggered.
<code>userKeyEventRate:event_name</code>	The percentage of users who triggered a specific key event event.

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