

Try the MCP server for Google Analytics. Install from [GitHub](#) ([//github.com/googleanalytics/google-analytics-mcp](#)), and see the [announcement](#) ([/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](#)) 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](#)) 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. Parameter <code>achievement_id</code> .
<code>adFormat</code>	Ad format	Describes the way ads looked and where they appeared. Typical formats include <code>Interstitial</code> , <code>Banner</code> , and <code>Native</code> . Advanced .
<code>adSourceName</code>	Ad source	The source network that served the ad. Typical sources include <code>AdMob</code> , <code>Network</code> , <code>Liftoff</code> , <code>Facebook</code> , <code>Network</code> , and <code>Mediated</code> . House ads .
<code>adUnitName</code>	Ad unit	The name you chose to describe this Ad unit. Ad units are containers you place in your apps to show ads.
<code>appVersion</code>	App version	The app's versionName (Android) or short build number (iOS).
<code>audienceId</code>	Audience ID	The numeric identifier of an Audience. Users are grouped into the audiences to which they belonged during a specific time 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 grouped into audiences to which they belonged during the same time range.

API Name	UI Name	Description
		range. Current user behavior does not affect l audience membership in reports.
audienceResourceName	Audience resource name	The resource name of this audience. Resource both collection & resource identifiers to uniqu resource; to learn more, see Resource names (//google.aip.dev/122).
brandingInterest	Interests	Interests demonstrated by users who are high shopping funnel. Users can be counted in mu categories. For example, Shoppers, Lifest Hobbies/Pet Lovers , or Travel/Travel Buffs/Beachbound Travelers .
browser	Browser	The browsers used to view your website.
campaignId	Campaign ID	The identifier of the marketing campaign. Pre events. Includes Google Ads Campaigns, Mar & other Campaigns.
campaignName	Campaign	The name of the marketing campaign. Preser events. Includes Google Ads Campaigns, Mar & other Campaigns.
character	Character	The player character in a game for an event. F event parameter character .
city	City	The city from which the user activity originate
cityId	City ID	The geographic ID of the city from which the i originated, derived from their IP address.
cm360AccountId	CM360 account ID	The CM360 Account ID that led to the key eve CM360 Account.
cm360AccountName	CM360 account name	The CM360 Account Name that led to the key account consists of advertisers, sites, campa profiles.
cm360AdvertiserId	CM360 advertiser ID	The CM360 Advertiser ID that led to the key e Advertiser contains a group of campaigns, cr and other settings.
cm360AdvertiserName	CM360 advertiser name	The CM360 Advertiser Name that led to the k CM360 Advertiser contains a group of campa assets, and other settings.
cm360CampaignId	CM360 campaign ID	The CM360 Campaign ID that led to the key e campaign can be configured to specify when what landing pages are used, and other prope

API Name	UI Name	Description
cm360CampaignName	CM360 campaign name	The CM360 Campaign Name that led to the key event. The CM360 campaign can be configured to specify what landing pages are used, and other parameters.
cm360CreativeFormat	CM360 creative format	The CM360 Creative Format that led to the key event. Creative formats are also referred to as creative types.
cm360CreativeId	CM360 creative ID	The CM360 Creative ID that led to the key event. It identifies a CM360 creative.
cm360CreativeName	CM360 creative name	The CM360 Creative Name that led to the key event. It is the name given to a CM360 creative.
cm360CreativeType	CM360 creative type	The CM360 Creative Type that led to the key event. Examples of CM360 creatives like 'Display' or 'Tracking'. For more information, see manage creatives (https://support.google.com/campaignmanager/a/answer/9124933).
cm360CreativeTypeId	CM360 creative type ID	The CM360 Creative Type ID that led to the key event. It identifies a CM360 creative type.
cm360CreativeVersion	CM360 creative version	The CM360 Creative Version that led to the key event. The 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 incremented.
cm360Medium	CM360 medium	The CM360 Medium that led to the key event. The medium is also referred to as the placement context.
cm360PlacementCostStructure	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'.
cm360PlacementId	CM360 placement ID	The CM360 Placement ID that led to the key event. It identifies a CM360 placement. A placement is the part of the ad space where your ad appears.
cm360PlacementName	CM360 placement name	The CM360 Placement Name that led to the key event. It is the name given for a CM360 placement. A placement is the part of a website where your ad appears.
cm360RenderingId	CM360 rendering ID	The CM360 Rendering ID that led to the key event. It identifies a CM360 creative.
cm360SiteId	CM360 site ID	The CM360 Site ID that led to the key event. It identifies a CM360 site.
cm360SiteName	CM360 site name	The CM360 Site Name that led to the key event. It is the site name from which the ad space was purchased.

API Name	UI Name	Description
cm360Source	CM360 source	The CM360 Source that led to the key event. The source is also referred to as the site name.
cm360SourceMedium	CM360 source / medium	The CM360 Source Medium that led to the key event. The combination of the source and medium.
cohort	Cohort	The cohort's name in the request. A cohort is a group of users 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 and cohort_1.
cohortNthDay	Daily cohort	Day offset relative to the firstSessionDate for the cohort. For example, if a cohort is selected with start and end date of 2020-03-01, then for the date 2020-03-05, cohortNthDay will be 0004.
cohortNthMonth	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 April 2020, cohortNthMonth will be 0001.
cohortNthWeek	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 2020-11-08 to 2020-11-14, then for the date 2020-11-15 to 2020-11-21, cohortNthWeek will be 0001.
contentGroup	Content group	A category that applies to items of published content. Populated by the event parameter content_group .
contentId	Content ID	The identifier of the selected content. Populated by the event parameter content_id .
contentType	Content type	The category of the selected content. Populated by the event parameter content_type .
continent	Continent	The continent from which the user activity originated, for example, Americas or Asia .
continentId	Continent ID	The geographic ID of the continent from which the user activity originated, derived from their IP address.
country	Country	The country from which the user activity originated, for example, USA or India .
countryId	Country ID	The geographic ID of the country from which the user activity originated, derived from their IP address. For example, US or IN to ISO 3166-1 alpha-2 standard.

API Name	UI Name	Description
currencyCode	Currency	The local currency code (based on ISO 4217 standard) for the eCommerce event. For example, USD or GBP . If an event is specified in tagging by the currency parameter, then events that transact in more than one currency can send more than one currency code when sending eCommerce events. This dimension and this dimension shows those currencies. See <u>Currency reference</u> (https://support.google.com/analytics/answer/9793282)
date	Date	The date of the event, formatted as YYYYMMDD.
dateHour	Date + hour (YYYYMMDDHH)YYYYMMDDHH.	The combined values of date and hour formatted as (YYYYMMDDHH)YYYYMMDDHH.
dateHourMinute	Date hour and minute YYYYMMDDHHMM.	The combined values of date, hour, and minute formatted as YYYYMMDDHHMM.
day	Day	The day of the month, a two-digit number from 1 to 31.
dayOfWeek	Day of week	The integer day of the week. It returns values 0 to 6 with Sunday as the first day of the week.
dayOfWeekName	Day of week name	The day of the week in English. This dimension returns values such as Sunday or Monday.
defaultChannelGroup	Default channel group	The key event's default channel group is based on the source and medium. An enumeration which includes Organic Search , Paid Social , Organic Email , Affiliates , Referral , Paid Search , and Display .
deviceCategory	Device category	The type of device: Desktop, Tablet, or Mobile.
deviceModel	Device model	The mobile device model (example: iPhone 10).
dv360AdvertiserId	DV360 advertiser ID	The DV360 Advertiser ID that led to the key event. The DV360 advertiser.
dv360AdvertiserName	DV360 advertiser name	The DV360 Advertiser Name that led to the key event. Advertisers represent real-life businesses that run advertising campaigns.
dv360CampaignId	DV360 campaign ID	The DV360 Campaign ID that led to the key event. The DV360 campaign.
dv360CampaignName	DV360 campaign name	The DV360 Campaign Name that led to the key event. Campaigns group together related insertion orders to achieve a common business goal.
dv360CreativeFormat	DV360 creative format	The DV360 Creative Format that led to the key event. The creative referred to as the creative type. For example, Image .

API Name	UI Name	Description
		video, or native.
dv360CreativeId	DV360 creative ID	The DV360 Creative ID that led to the key event. The DV360 creative.
dv360CreativeName	DV360 creative name	The DV360 Creative Name that led to the key event. The DV360 creative.
dv360ExchangeId	DV360 exchange ID	The DV360 Exchange ID that led to the key event. The DV360 exchange.
dv360ExchangeName	DV360 exchange name	The DV360 Exchange Name that led to the key event. The DV360 ad exchange involved in the ad click. To see managing exchanges (https://support.google.com/displayvideo/answer/9369496).
dv360InsertionOrderId	DV360 insertion order ID	The DV360 Insertion Order ID that led to the key event. Identifies the DV360 insertion order.
dv360InsertionOrderName	DV360 insertion order name	The DV360 Insertion Order Name that led to the key event. The DV360 insertion order contains a set of line items related to the same advertising campaign.
dv360LineItemId	DV360 line item ID	The DV360 Line Item ID that led to the key event. The DV360 line item.
dv360LineItemName	DV360 line item name	The DV360 Line Item Name that led to the key event. The DV360 line item bids on impressions and serves creatives from inventory sources.
dv360Medium	DV360 medium	The DV360 Medium that led to the key event. The DV360 medium is the outcome of the insertion order. For example, <code>video</code> .
dv360PartnerId	DV360 partner ID	The DV360 Partner ID that led to the key event. The DV360 partner.
dv360PartnerName	DV360 partner name	The DV360 Partner Name that led to the key event. The DV360 partners represent agencies, trading desks, or advertisers.
dv360Source	DV360 source	The DV360 Source that led to the key event. The DV360 source is the name where your ad was displayed.
dv360SourceMedium	DV360 source / medium	The DV360 Source Medium that led to the key event. The DV360 source medium is the combination of the source and medium.
eventName	Event name	The name of the event.
fileExtension	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
fileName	File name	The page path of the downloaded file (for example <code>/menus/dinner-menu.pdf</code>). Automatically Enhanced Measurement is enabled. Populate parameter <code>file_name</code> .
firstSessionDate	First session date	The date the user's first session occurred, for YYYYMMDD.
firstUserCampaignId	First user campaign ID	Identifier of the marketing campaign that first user. Includes Google Ads Campaigns, Manual other Campaigns.
firstUserCampaignName	First user campaign	Name of the marketing campaign that first ac Includes Google Ads Campaigns, Manual Can Campaigns.
firstUserCm360AccountId	First user CM360 account ID	The CM360 Account ID that originally acquire Identifies the CM360 account.
firstUserCm360AccountName	First user CM360 account name	The CM360 Account Name that originally acq CM360 account consists of advertisers, sites user profiles.
firstUserCm360AdvertiserId	First user CM360 advertiser ID	The CM360 Advertiser ID that originally acqui Identifies the CM360 advertiser.
firstUserCm360AdvertiserName	First user CM360 advertiser name	The CM360 Advertiser Name that originally a A CM360 Advertiser contains a group of cam assets, and other settings.
firstUserCm360CampaignId	First user CM360 campaign ID	The CM360 Campaign ID that originally acqui Identifies the CM360 campaign.
firstUserCm360CampaignName	First user CM360 campaign name	The CM360 Campaign Name that originally a A CM360 campaign can be configured to spe ads run, what landing pages are used, and oth
firstUserCm360CreativeFormat	First user CM360 creative format	The CM360 Creative Format that originally ac CM360 creative formats are also referred to a
firstUserCm360CreativeId	First user CM360 creative ID	The CM360 Creative ID that originally acquire Identifies a CM360 creative.
firstUserCm360CreativeName	First user CM360 creative name	The CM360 Creative Name that originally acq The name given to a CM360 creative.

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

API Name	UI Name	Description
		enumeration which includes Direct , Organic , Paid Social , Organic Social , Email , Referral , Paid Search , Video , and Display .
firstUserDv360AdvertiserId	First user DV360 advertiser ID	The DV360 Advertiser ID that originally acquired the DV360 advertiser. Identifies the DV360 advertiser.
firstUserDv360AdvertiserName	First user DV360 advertiser name	The DV360 Advertiser Name that originally acquired the DV360 advertiser. DV360 advertisers represent real-life businesses and advertising campaigns.
firstUserDv360CampaignId	First user DV360 campaign ID	The DV360 Campaign ID that originally acquired the DV360 campaign. Identifies the DV360 campaign.
firstUserDv360CampaignName	First user DV360 campaign name	The DV360 Campaign Name that originally acquired the DV360 campaign. DV360 campaigns group together related insertions in a common business goal.
firstUserDv360CreativeFormat	First user DV360 creative format	The DV360 Creative Format that originally acquired the DV360 creative. Also referred to as the creative type. For example, video, or native.
firstUserDv360CreativeId	First user DV360 creative ID	The DV360 Creative ID that originally acquired the DV360 creative. Identifies the DV360 creative.
firstUserDv360CreativeName	First user DV360 creative name	The DV360 Creative Name that originally acquired the DV360 creative. The name given to a DV360 creative.
firstUserDv360ExchangeId	First user DV360 exchange ID	The DV360 Exchange ID that originally acquired the DV360 exchange. Identifies the DV360 exchange.
firstUserDv360ExchangeName	First user DV360 exchange name	The DV360 Exchange Name that originally acquired the DV360 exchange. The DV360 ad exchange involved in the ad click. For more, see managing exchanges (https://support.google.com/displayvideo/answer/9132693).
firstUserDv360InsertionOrderId	First user DV360 insertion order ID	The DV360 Insertion Order ID that originally acquired the DV360 insertion order. Identifies the DV360 insertion order.
firstUserDv360InsertionOrderName	First user DV360 insertion order name	The DV360 Insertion Order Name that originally acquired the DV360 insertion order. A DV360 insertion order contains a set of line items that are related to the same advertising campaign.
firstUserDv360LineItemId	First user DV360 line item ID	The DV360 Line Item ID that originally acquired the DV360 line item. Identifies the DV360 line item.
firstUserDv360LineItemName	First user DV360 line item name	The DV360 Line Item Name that originally acquired the DV360 line item. DV360 line item bids on impressions and serves ads from inventory sources.

API Name	UI Name	Description
firstUserDv360Medium	First user DV360 medium	The DV360 Medium that originally acquired the billable outcome of the insertion order. For ex
firstUserDv360PartnerId	First user DV360 partner ID	The DV360 Partner ID that originally acquired Identifies the DV360 partner.
firstUserDv360PartnerName	First user DV360 partner name	The DV360 Partner Name that originally acqu DV360 partners represent agencies, trading d individual advertisers.
firstUserDv360Source	First user DV360 source	The DV360 Source that originally acquired the DV360 site name where your ad was displaye
firstUserDv360SourceMedium	First user DV360 source / medium	The DV360 Source Medium that originally acc combination of the source and medium.
firstUserGoogleAdsAccountName	First user Google Ads account name	The Account name from Google Ads that first user.
firstUserGoogleAdsAdGroupId	First user Google Ads ad group ID	The Ad Group Id in Google Ads that first acqu
firstUserGoogleAdsAdGroupName	First user Google Ads ad group name	The Ad Group Name in Google Ads that first a
firstUserGoogleAdsAdNetworkType	First user Google Ads ad network type	The advertising network that first acquired the enumeration which includes Google search partners, Google Display Network, Yo Youtube Videos, Cross-network, Socia (universal campaign) .
firstUserGoogleAdsCampaignId	First user Google Ads campaign ID	Identifier of the Google Ads marketing campa acquired the user.
firstUserGoogleAdsCampaignName	First user Google Ads campaign	Name of the Google Ads marketing campaigr acquired the user.
firstUserGoogleAdsCampaignType	First user Google Ads campaign type	The campaign type of the Google Ads campa acquired the user. Campaign types determine customers see your ads and the settings and available to you in Google Ads. Campaign typ enumeration that includes: Search, Display, Sh Demand Gen, App, Smart, Hotel, Local, and Pe To learn more, see Choose the right campaign (//support.google.com/google-ads/answer/2
firstUserGoogleAdsCreativeId	First user Google Ads creative ID	The ID of the Google Ads creative that first ac Creative IDs identify individual ads.

API Name	UI Name	Description
firstUserGoogleAdsCustomerId	First user Google Ads customer ID	The Customer ID from Google Ads that first a Customer IDs in Google Ads uniquely identify accounts.
firstUserGoogleAdsKeyword	First user Google Ads keyword text	First user Google Ads keyword text
firstUserGoogleAdsQuery	First user Google Ads query	The search query that first acquired the user.
firstUserManualAdContent	First user manual ad content	The ad content that first acquired the user. Populated by utm_content parameter.
firstUserManualCampaignId	First user manual campaign ID	The manual Campaign ID that originally acquired the user. Identifies the manual campaign. Populated by utm_campaign URL parameter.
firstUserManualCampaignName	First user manual campaign name	The manual Campaign Name that originally acquired the user. The name of the manual campaign. Populated by utm_campaign URL parameter. To learn more, see campaign data with custom URLs (https://support.google.com/analytics/answer/1054648).
firstUserManualCreativeFormat	First user manual creative format	The manual Creative Format that originally acquired the user. Identifies the creative format used in the ad. Populated by utm_creative_format URL parameter.
firstUserManualMarketingTactic	First user manual marketing tactic	The manual Marketing Tactic that originally acquired the user. The targeting criteria applied to a campaign. Identifies remarketing or prospecting. Populated by utm_marketing_tactic URL parameter.
firstUserManualMedium	First user manual medium	The manual Medium that originally acquired the user. marketing medium used in the referral. For example, organic . Populated by utm_medium URL parameter.
firstUserManualSource	First user manual source	The manual Source that originally acquired the user. The referrer. Populated by utm_source URL parameter.
firstUserManualSourceMedium	First user manual source / medium	The manual Source Medium that originally acquired the user. A combination of the source and medium.
firstUserManualSourcePlatform	First user manual source platform	The manual Source Platform that originally acquired the user. The platform responsible for directing traffic to the Analytics property. Populated by utm_source_platform URL parameter.

API Name	UI Name	Description
firstUserManualTerm	First user manual term	The term that first acquired the user. Populate <code>utm_term</code> parameter.
firstUserMedium	First user medium	The medium that first acquired the user to your app.
firstUserPrimaryChannelGroup	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 channel grouping over time. To learn more, see Custom channel groups (https://support.google.com/analytics/answer/9373542).
firstUserSa360AdGroupId	First user SA360 ad group ID	The SA360 Ad Group ID that originally acquired the user. Identifies the SA360 ad group.
firstUserSa360AdGroupName	First user SA360 ad group name	The SA360 Ad Group Name that originally acquired the user. SA360 Ad groups contain ads and keywords that are associated with each other.
firstUserSa360CampaignId	First user SA360 campaign ID	The SA360 Campaign ID that originally acquired the user. Identifies the SA360 campaign.
firstUserSa360CampaignName	First user SA360 campaign	The SA360 Campaign Name that originally acquired the user. A SA360 campaign lets you organize your ads and set a goal for your advertising.
firstUserSa360CreativeFormat	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.
firstUserSa360EngineAccountId	First user SA360 engine account ID	The SA360 Engine Account ID that originally acquired the user. Identifies the SA360 engine account.
firstUserSa360EngineAccountName	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.
firstUserSa360EngineAccountType	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.
firstUserSa360KeywordText	First user SA360 keyword text	The SA360 Keyword Text that originally acquired the user. keywords that matched the search query.
firstUserSa360ManagerAccountId	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 acquired the user. The top level of the Search Ads 360 hierarchy and is used for administration and reporting. The lower-level sub-manager and client accounts are associated with this account.
<code>firstUserSa360Medium</code>	First user SA360 medium	The SA360 Medium that originally acquired the user. The payment mode used in ad buying. For example, <code>Display</code> or <code>Search</code> .
<code>firstUserSa360Query</code>	First user SA360 query	The SA360 Query that originally acquired the user. The query typed by the user.
<code>firstUserSa360Source</code>	First user SA360 source	The SA360 Source that originally acquired the user. The search query happened on this site.
<code>firstUserSa360SourceMedium</code>	First user SA360 source / medium	The SA360 Source Medium that originally acquired the user. A combination of the source and medium.
<code>firstUserSource</code>	First user source	The source that first acquired the user to your website.
<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 to your website. On this field returning <code>Manual</code> for traffic that is manually set. This field will update from returning <code>Manual</code> to returning <code>Automatic</code> 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 key event. Corresponds to <code>customer.descriptive_name</code> in the Google Ads interface.
<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. The type which includes <code>Google search</code> , <code>Search partners</code> , <code>Google Display Network</code> , <code>Youtube Search Partners</code> , <code>Videos</code> , <code>Cross-network</code> , <code>Social</code> , and (unknown campaign).

API Name	UI Name	Description
googleAdsCampaignId	Google Ads campaign ID	The campaign ID for the Google Ads campaign that led to the key event.
googleAdsCampaignName	Google Ads campaign	The campaign name for the Google Ads campaign that led to the key event.
googleAdsCampaignType	Google Ads campaign type	The campaign type for the Google Ads campaign that led to the key event. Campaign types determine who sees your ads and the settings and options available for each type. Campaign type is an enumeration with values: Search, Display, Shopping, Video, Demand Gen, Local, and Performance Max. To learn more, see Choose the right campaign type (https://support.google.com/google-ads/answer/9370522).
googleAdsCreativeId	Google Ads creative ID	The ID of the Google Ads creative attributed to the key event. Creative IDs identify individual ads.
googleAdsCustomerId	Google Ads customer ID	The Customer ID from Google Ads for the campaign that led to the key event. Customer IDs in Google Ads uniquely identify Google Ads accounts.
googleAdsKeyword	Google Ads keyword text	The matched keyword that led to the key event. Keywords are words or phrases describing your product or service that you choose to get your ad in front of the right customers. For more about Keywords, see Keywords: Definition and Examples (https://support.google.com/google-ads/answer/9370522).
googleAdsQuery	Google Ads query	The search query that led to the key event.
groupId	Group ID	The player group ID in a game for an event. For example, the event parameter group_id .
hostName	Hostname	Includes the subdomain and domain names for the website. For example, the Host Name of www.example.com is www.example.com .
hour	Hour	The two-digit hour of the day that the event was reported in. The dimension ranges from 0-23 and is reported in local time.
isKeyEvent	Is key event	The string true if the event is a key event. Marking an event as a key event affects reports from time of creation. You can mark any event as a key event in Google Analytics, and some events (such as first_purchase) are marked as key events by default.

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

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

API Name	UI Name	Description
		if Enhanced Measurement is enabled. Populate parameter link_domain .
linkId	Link ID	The HTML ID attribute for an outbound link or For example if a user clicks a link <code></code> , this dimension is automatically populated if Enhanced Measurement is enabled. Populated by the event parameter link_id .
linkText	Link text	The link text of the file download. Automatically populated if Enhanced Measurement is enabled. Populate parameter link_text .
linkUrl	Link URL	The full URL for an outbound link or file download. For example if a user clicks a link <code></code> , this dimension is automatically populated if Enhanced Measurement is enabled. Populate parameter link_url .
manualAdContent	Manual ad content	The ad content attributed to the key event. Populate parameter utm_content .
manualCampaignId	Manual campaign ID	The manual Campaign ID that led to the key event. Populated by utm_id .
manualCampaignName	Manual campaign name	The manual Campaign Name that led to the key event. Populated by URL parameter. To learn more, see Collect campaign custom URLs (https://support.google.com/analytics/answer/1054070).
manualCreativeFormat	Manual creative format	The manual Creative Format that led to the key event. Identifies the creative format used in the ad. For example, utm_creative_format URL parameter.
manualMarketingTactic	Manual marketing tactic	The manual Marketing Tactic that led to the key event. Identifies the targeting criteria applied to a campaign. For example, remarketing or prospecting. Populated by utm_marketing_tactic URL parameter.
manualMedium	Manual medium	The manual Medium that led to the key event. Identifies the medium used in the referral. For example, cpa or utm_medium URL parameter.
manualSource	Manual source	The manual Source that led to the key event. Populated by utm_source URL parameter.

API Name	UI Name	Description
manualSourceMedium	Manual source / medium	The manual Source Medium that led to the key event. This dimension is a combination of the source and medium.
manualSourcePlatform	Manual source platform	The manual Source Platform that led to the key event. This dimension is the platform responsible for directing traffic to a website or app. Populated by utm_source_platform parameter.
manualTerm	Manual term	The term attributed to the key event. Populated by utm_term parameter.
medium	Medium	The medium attributed to the key event.
method	Method	The method by which an event was triggered. This dimension is the event parameter method .
minute	Minute	The two-digit minute of the hour that the event occurred. This dimension ranges from 0-59 and is reported in the event's timezone.
mobileDeviceBranding	Device brand	Manufacturer or branded name (examples: Samsung, Verizon, T-Mobile).
mobileDeviceMarketingName	Device	The branded device name (examples: Galaxy S21).
mobileDeviceModel	Mobile model	The mobile device model name (examples: iPhone12, G950F).
month	Month	The month of the event, a two digit integer from 00 to 12.
newVsReturning	New / returning	New users have 0 previous sessions, and returning users have 1 or more previous sessions. This dimension has two values: new or returning .
nthDay	Nth day	The number of days since the start of the date range.
nthHour	Nth hour	The number of hours since the start of the date range. The starting hour is 0000.
nthMinute	Nth minute	The number of minutes since the start of the date range. The starting minute is 0000.
nthMonth	Nth month	The number of months since the start of a date range. The starting month is 0000.
nthWeek	Nth week	A number representing the number of weeks since the start of a date range.
nthYear	Nth year	The number of years since the start of the date range. The starting year is 0000.

API Name	UI Name	Description
operatingSystem	Operating system	The operating systems used by visitors to your website. Includes desktop and mobile operating systems such as Windows and Android.
operatingSystemVersion	OS version	The operating system versions used by visitors to your website or app. For example, Android 10's version is 29, and iOS 13.5.1's version is 13.5.1.
operatingSystemWithVersion	Operating system with version	The operating system and version. For example, Windows 7.
orderCoupon	Order coupon	Code for the order-level coupon.
outbound	Outbound	Returns true if the link led to a site that is not your property's domain. Automatically populated if Enhanced Measurement is enabled. Populated by the event outbound .
pageLocation	Page location	The protocol, hostname, page path, and query string of the pages visited; for example, the pageLocation of <code>https://www.example.com/store/content?query_string=true</code> is <code>https://www.example.com/store/content?query_string=true</code> . Populated by the event page_location .
pagePath	Page path	The portion of the URL between the hostname and the query string for web pages visited; for example, the portion of <code>https://www.example.com/store/content?query_string=true</code> is <code>/store/content</code> .
pagePathPlusQueryString	Page path + query string	The portion of the URL following the hostname for web pages visited; for example, the pagePathPlusQueryString of <code>https://www.example.com/store/content?query_string=true</code> is <code>/store/content?query_string=true</code> .
pageReferrer	Page referrer	The full referring URL including the hostname and query string. The referring URL is the user's previous URL and can include other domains. Populate the parameter page_referrer .
pageTitle	Page title	The web page titles used on your site.
percentScrolled	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 percent_scrolled .

API Name	UI Name	Description
platform	Platform	The platform on which your app or website ran, web, iOS, or Android. To determine a stream's use both platform and streamId.
platformDeviceCategory	Platform / device category	The platform and type of device on which your mobile app ran. (example: Android / mobile)
primaryChannelGroup	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 aggregation of your property's data in alignment with channel time. To learn more, see Custom channel groups (https://support.google.com/analytics/answer/1362939).
region	Region	The geographic region from which the user activity was derived from their IP address.
sa360AdGroupId	SA360 ad group ID	The SA360 Ad Group ID that led to the key event. The SA360 ad group.
sa360AdGroupName	SA360 ad group name	The SA360 Ad Group Name that led to the key event. Ad groups contain ads and keywords that relate to a campaign.
sa360CampaignId	SA360 campaign ID	The SA360 Campaign ID that led to the key event. The SA360 campaign.
sa360CampaignName	SA360 campaign name	The SA360 Campaign Name that led to the key event. The SA360 campaign lets you organize your ads and keywords for your advertising.
sa360CreativeFormat	SA360 creative format	The SA360 Creative Format that led to the key event. The creative format is the specific layout or design of an advertisement used in a campaign.
sa360EngineAccountId	SA360 engine account ID	The SA360 Engine Account ID that led to the key event. Identifies the SA360 engine account.
sa360EngineAccountName	SA360 engine account name	The SA360 Engine Account Name that led to the key event. The SA360 engine account contains campaigns, ads, and other items from an advertising account.
sa360EngineAccountType	SA360 engine account type	The SA360 Engine Account Type that led to the key event. The type of engine used by the search engine account.
sa360KeywordText	SA360 keyword text	The SA360 Keyword Text that led to the key event. The keywords that matched the search query.
sa360ManagerAccountId	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
sa360ManagerAccountName	SA360 manager account name	The SA360 Manager Account Name that led to the key event. The top level of the Search Ads 360 account hierarchy used for administration and reporting across sub-manager and client accounts.
sa360Medium	SA360 medium	The SA360 Medium that led to the key event. The mode used in ad buying. For example, cpc .
sa360Query	SA360 query	The SA360 Query that led to the key event. The query typed by the user.
sa360Source	SA360 source	The SA360 Source that led to the key event. The site where the event happened on this site.
sa360SourceMedium	SA360 source / medium	The SA360 Source Medium that led to the key event. The combination of the source and medium.
screenResolution	Screen resolution	The screen resolution of the user's monitor. For example, 1920x1080.
searchTerm	Search term	The term searched by the user. For example, if the user searches /some-page.html?q=some-term , this dimension is some-term . Automatically populated if Enhanced Measurement is enabled. Populated by the event search_term .
sessionCampaignId	Session campaign ID	The marketing campaign ID for a session. Includes Search Ads Campaigns, Manual Campaigns, & other campaigns.
sessionCampaignName	Session campaign	The marketing campaign name for a session. Includes Search Ads Campaigns, Manual Campaigns, & other campaigns.
sessionCm360AccountId	Session CM360 account ID	The CM360 Account ID that led to the session. The CM360 account.
sessionCm360AccountName	Session CM360 account name	The CM360 Account Name that led to the session. The CM360 account consists of advertisers, sites, campaign profiles.
sessionCm360AdvertiserId	Session CM360 advertiser ID	The CM360 Advertiser ID that led to the session. The CM360 advertiser.
sessionCm360AdvertiserName	Session CM360 advertiser name	The CM360 Advertiser Name that led to the session. The Advertiser contains a group of campaigns, campaigns, and other settings.
sessionCm360CampaignId	Session CM360 campaign ID	The CM360 Campaign ID that led to the session. The CM360 campaign.
sessionCm360CampaignName	Session CM360 campaign name	The CM360 Campaign Name that led to the session. The CM360 campaign can be configured to specify when

API Name	UI Name	Description
		what landing pages are used, and other properties.
sessionCm360CreativeFormat	Session CM360 creative format	The CM360 Creative Format that led to the session. CM360 creative formats are also referred to as creative types.
sessionCm360CreativeId	Session CM360 creative ID	The CM360 Creative ID that led to the session. CM360 creative.
sessionCm360CreativeName	Session CM360 creative name	The CM360 Creative Name that led to the session. CM360 creative name given to a CM360 creative.
sessionCm360CreativeType	Session CM360 creative type	The CM360 Creative Type that led to the session. CM360 creative types of CM360 creatives like 'Display' or 'Tracking'. see manage creatives (https://support.google.com/campaignmanager/a/answer/9138263)
sessionCm360CreativeTypeId	Session CM360 creative type ID	The CM360 Creative Type ID that led to the session. CM360 creative type ID a CM360 creative type.
sessionCm360CreativeVersion	Session CM360 creative version	The CM360 Creative Version that led to the session. CM360 creative 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 incremented.
sessionCm360Medium	Session CM360 medium	The CM360 Medium that led to the session. CM360 medium is also referred to as the placement context.
sessionCm360PlacementCostStructure	Session CM360 placement cost structure	The CM360 Placement Cost Structure that led to the session. Placement cost structures regulate how media costs are calculated. For example 'CPM'.
sessionCm360PlacementId	Session CM360 placement ID	The CM360 Placement ID that led to the session. CM360 placement ID. A placement is the part of your ad that appears.
sessionCm360PlacementName	Session CM360 placement name	The CM360 Placement Name that led to the session. CM360 placement name given name for a CM360 placement. A placement is the part of a website where your ad appears.
sessionCm360RenderingId	Session CM360 rendering ID	The CM360 Rendering ID that led to the session. CM360 rendering ID. CM360 creative.
sessionCm360SiteId	Session CM360 site ID	The CM360 Site ID that led to the session. CM360 site ID.
sessionCm360SiteName	Session CM360 site name	The CM360 Site Name that led to the session. CM360 site name Site name from which the ad space was purchased.
sessionCm360Source	Session CM360 source	The CM360 Source that led to the session. CM360 source is also referred to as the site name.

API Name	UI Name	Description
sessionCm360SourceMedium	Session CM360	The CM360 Source Medium that led to the se source / mediumcombination of the source and medium.
sessionDefaultChannelGroup	Session default channel group	The session's default channel group is based source and medium. An enumeration which ir Organic Search, Paid Social, Organic Email, Affiliates, Referral, Paid Sea Display .
sessionDv360AdvertiserId	Session DV360 advertiser ID	The DV360 Advertiser ID that led to the sessio DV360 advertiser.
sessionDv360AdvertiserName	Session DV360 advertiser name	The DV360 Advertiser Name that led to the se advertisers represent real-life businesses that campaigns.
sessionDv360CampaignId	Session DV360 campaign ID	The DV360 Campaign ID that led to the sessio DV360 campaign.
sessionDv360CampaignName	Session DV360 campaign name	The DV360 Campaign Name that led to the se campaigns group together related insertion o common business goal.
sessionDv360CreativeFormat	Session DV360 creative format	The DV360 Creative Format that led to the se referred to as the creative type. For example, video, or native.
sessionDv360CreativeId	Session DV360 creative ID	The DV360 Creative ID that led to the session DV360 creative.
sessionDv360CreativeName	Session DV360 creative name	The DV360 Creative Name that led to the ses given to a DV360 creative.
sessionDv360ExchangeId	Session DV360 exchange ID	The DV360 Exchange ID that led to the sessio DV360 exchange.
sessionDv360ExchangeName	Session DV360 exchange name	The DV360 Exchange Name that led to the se DV360 ad exchange involved in the ad click. T see <u>managing exchanges</u>
sessionDv360InsertionOrderId	Session DV360 insertion order ID	The DV360 Insertion Order ID that led to the s the DV360 insertion order.
sessionDv360InsertionOrderName	Session DV360 insertion order name	The DV360 Insertion Order Name that led to t DV360 insertion order contains a set of line it related to the same advertising campaign.
sessionDv360LineItemId	Session DV360 line item ID	The DV360 Line Item ID that led to the sessio DV360 line item.

API Name	UI Name	Description
sessionDv360LineItemName	Session DV360 line item name	The DV360 Line Item Name that led to the session. This line item name is used to track line item bids on impressions and serves creative from different inventory sources.
sessionDv360Medium	Session DV360 medium	The DV360 Medium that led to the session. This is the outcome of the insertion order. For example, it could be "display" or "video".
sessionDv360PartnerId	Session DV360 partner ID	The DV360 Partner ID that led to the session. This is the DV360 partner.
sessionDv360PartnerName	Session DV360 partner name	The DV360 Partner Name that led to the session. This is the name of the partners represent agencies, trading desks, or advertisers.
sessionDv360Source	Session DV360 source	The DV360 Source that led to the session. This is the name where your ad was displayed.
sessionDv360SourceMedium	Session DV360 source / medium	The DV360 Source Medium that led to the session. This is the combination of the source and medium.
sessionGoogleAdsAccountName	Session Google Ads account name	The Account name from Google Ads that led to the session. Corresponds to customer.descriptive_name in the API.
sessionGoogleAdsAdGroupId	Session Google Ads ad group ID	The Ad Group Id in Google Ads for a session.
sessionGoogleAdsAdGroupName	Session Google Ads ad group name	The Ad Group Name in Google Ads for a session.
sessionGoogleAdsAdNetworkType	Session Google Ads ad network type	The advertising network that led to the session. This is an enumeration which includes Google search , Google Display Network , YouTube Videos , Cross-network , Social (universal campaign).
sessionGoogleAdsCampaignId	Session Google Ads campaign ID	The Campaign ID for the Google Ads Campaign that led to this session.
sessionGoogleAdsCampaignName	Session Google Ads campaign	The Campaign name for the Google Ads Campaign that led to this session.
sessionGoogleAdsCampaignType	Session Google Ads campaign type	The campaign type for the Google Ads Campaign that led to this session. Campaign types determine where your ads and the settings and options available in Google Ads. Campaign type is an enumeration with values: Search, Display, Shopping, Video, Demand Gen, Hotel, Local, and Performance Max. To learn more, see Choose the right campaign type (https://support.google.com/google-ads/answer/7629693).

API Name	UI Name	Description
sessionGoogleAdsCreativeId	Session Google Ads creative ID	The ID of the Google Ads creative that led to a session. Creative IDs identify individual ads.
sessionGoogleAdsCustomerId	Session Google Ads customer ID	The Customer ID from Google Ads that led to a session. Customer IDs in Google Ads uniquely identify accounts.
sessionGoogleAdsKeyword	Session Google Ads keyword text	The matched keyword that led to the session. Keywords are words or phrases describing your product or service that you choose to get your ad in front of the right customers. For more about Keywords, see Keywords: Definitions and Examples (https://support.google.com/google-ads/answer/6118633).
sessionGoogleAdsQuery	Session Google Ads query	The search query that led to the session.
sessionManualAdContent	Session manual ad content	The ad content that led to a session. Populated by the utm_content URL parameter.
sessionManualCampaignId	Session manual campaign ID	The manual Campaign ID that led to the session. Populated by the utm_campaign URL parameter.
sessionManualCampaignName	Session manual campaign name	The manual Campaign Name that led to the session. Populated by the utm_campaign URL parameter. To learn more, see Collect data from custom URLs (https://support.google.com/analytics/answer/1054650).
sessionManualCreativeFormat	Session manual creative format	The manual Creative Format that led to the session. Populated by the utm_creative_format URL parameter.
sessionManualMarketingTactic	Session manual marketing tactic	The manual Marketing Tactic that led to the session. Populated by the utm_marketing_tactic URL parameter.
sessionManualMedium	Session manual medium	The manual Medium that led to the session. Populated by the utm_medium URL parameter.
sessionManualSource	Session manual source	The manual Source that led to the session. Populated by the utm_source URL parameter.
sessionManualSourceMedium	Session manual source / medium	The manual Source Medium that led to the session. Populated by the utm_source_medium URL parameter.
sessionManualSourcePlatform	Session manual source platform	The manual Source Platform that led to the session. Populated by the utm_source_platform URL parameter.

API Name	UI Name	Description
sessionManualTerm	Session manual term	The term that led to a session. Populated by t parameter.
sessionMedium	Session medium	The medium that initiated a session on your v
sessionPrimaryChannelGroup	Session primary channel group	The primary channel group that led to the ses channel groups are the channel groups used i reports in Google Analytics and serve as an a your property's data in alignment with channe time. To learn more, see Custom channel gro (/support.google.com/analytics/answer/136100)
sessionSa360AdGroupId	Session SA360 ad group ID	The SA360 Ad Group ID that led to the sessio SA360 ad group.
sessionSa360AdGroupName	Session SA360 ad group name	The SA360 Ad Group Name that led to the ses groups contain ads and keywords that relate i
sessionSa360CampaignId	Session SA360 campaign ID	The SA360 Campaign ID that led to the sessio SA360 campaign.
sessionSa360CampaignName	Session SA360 campaign	The SA360 Campaign Name that led to the se campaign lets you organize your ads and defi your advertising.
sessionSa360CreativeFormat	Session SA360 creative format	The SA360 Creative Format that led to the ses creative format is the specific layout or design advertisement used in a campaign.
sessionSa360EngineAccountId	Session SA360 engine account ID	The SA360 Engine Account ID that led to the s Identifies the SA360 engine account.
sessionSa360EngineAccountName	Session SA360 engine account name	The SA360 Engine Account Name that led to s SA360 engine account contains campaigns, a other items from an advertising account.
sessionSa360EngineAccountType	Session SA360 engine account type	The SA360 Engine Account Type that led to th type of engine used by the search engine acco example, google ads , bing , or baidu .
sessionSa360Keyword	Session SA360 keyword text	The SA360 Keyword Text that led to the sessio keywords that matched the search query.
sessionSa360ManagerAccountId	Session SA360 manager account ID	The SA360 Manager Account ID that led to th Identifies the SA360 manager account.
sessionSa360ManagerAccountName	Session SA360 manager account name	The SA360 Manager Account Name that led t The top level of the Search Ads 360 account l

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. TI 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. Th happened on this site.
<code>sessionSa360SourceMedium</code>	Session SA360 source / medium	The SA360 Source Medium that led to the ses source / mediumcombination of the source and medium.
<code>sessionSource</code>	Session source	The source that initiated a session on your we
<code>sessionSourceMedium</code>	Session source / medium	The combined values of the dimensions <code>sess</code> and <code>sessionMedium</code> .
<code>sessionSourcePlatform</code>	Session source platform	The source platform of the session's campaig on this field returning Manual for traffic that u field will update from returning Manual to ret set) for an upcoming feature launch.
<code>shippingTier</code>	Shipping tier	The shipping tier selected for delivery of the p For example, Ground , Air , or Next-day . Po <code>shipping_tier</code> event parameter.
<code>signedInWithUserId</code>	Signed in with user ID	The string yes if the user signed in with the U To learn more about User-ID, see Measure act platforms with User-ID (//support.google.com/analytics/answer/92
<code>source</code>	Source	The source attributed to the key event.
<code>sourceMedium</code>	Source / medium	The combined values of the dimensions <code>sour</code>
<code>sourcePlatform</code>	Source platform	The source platform of the key event's campa depend on this field returning Manual for traf UTMs; this field will update from returning Ma returning (not set) for an upcoming featur
<code>streamId</code>	Stream ID	The numeric data stream identifier for your ap
<code>streamName</code>	Stream name	The data stream name for your app or websit
<code>testDataFilterId</code>	Test data filter ID	The numeric identifier of a data filter in testing data filters to include or exclude event data fr based on event-parameter values. To learn m filters (//support.google.com/analytics/answer/

API Name	UI Name	Description
testDataFilterName	Test data filter name	The name of data filters in testing state. You can include or exclude event data from your reports using event-parameter values. To learn more, see https://support.google.com/analytics/answer/1078261 .
transactionId	Transaction ID	The ID of the ecommerce transaction.
unifiedPagePathScreen	Page path and screen class	The page path (web) or screen class (app) on which the event was logged.
unifiedPageScreen	Page path + query string and screen class	The page path and query string (web) or screen class (app) on which the event was logged.
unifiedScreenClass	Page title and screen class	The page title (web) or screen class (app) on which the event was logged.
unifiedScreenName	Page title and screen name	The page title (web) or screen name (app) on which the event was logged.
userAgeBracket	Age	User age brackets.
userGender	Gender	User gender.
videoProvider	Video provider	The source of the video (for example, youtube). Automatically populated for embedded videos if Enhanced Measurement is enabled. Populated by the event parameter video_provider .
videoTitle	Video title	The title of the video. Automatically populated for embedded videos if Enhanced Measurement is enabled. Populated by the event parameter video_title .
videoUrl	Video URL	The URL of the video. Automatically populated for embedded videos if Enhanced Measurement is enabled. Populated by the event parameter video_url .
virtualCurrencyName	Virtual currency name	The name of a virtual currency with which the user is interacting. Such as spending or purchasing goods. Populated by the virtual_currency_name event parameter.
visible	Visible	Returns true if the content is visible. Automatically populated for embedded videos if Enhanced Measurement is enabled. Populated by the event parameter visible .
week	Week	The week of the event, a two-digit number from 01 to 52. Week 1 starts on Sunday. January 1st is always the first week of the year and 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 1st is a Sunday, the first week of the year has 7 days.

API Name	UI Name	Description
		the first week of that year and the last week of that year have 7 days.
<code>year</code>	Year	The four-digit year of the event. For example, 2022.
<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](https://support.google.com/analytics/answer/10075209) ([//support.google.com/analytics/answer/10075209](https://support.google.com/analytics/answer/10075209)) and [Custom user properties](https://support.google.com/analytics/answer/9269570) ([//support.google.com/analytics/answer/9269570](https://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](https://support.google.com/analytics/answer/9478675) ([//support.google.com/analytics/answer/9478675](https://support.google.com/analytics/answer/9478675)) with [Event-scoped custom dimensions and metrics reporting](https://support.google.com/analytics/answer/10075209) ([//support.google.com/analytics/answer/10075209](https://support.google.com/analytics/answer/10075209)).

The following are the general syntax for Custom Dimensions. You can query the [Metadata API method](https://developers.google.com/analytics/devguides/reporting/data/v1/rest/v1beta/properties/getMetadata) ([/analytics/devguides/reporting/data/v1/rest/v1beta/properties/getMetadata](https://developers.google.com/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](https://developers.google.com/analytics/devguides/reporting/data/v1/advanced#event-scoped_custom_dimensions) ([/analytics/devguides/reporting/data/v1/advanced#event-scoped_custom_dimensions](https://developers.google.com/analytics/devguides/reporting/data/v1/advanced#event-scoped_custom_dimensions)).

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

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) ([//support.google.com/analytics/answer/13051316](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](https://analytics/devguides/reporting/data/v1/rest/v1beta/properties/getMetadata) ([/analytics/devguides/reporting/data/v1/rest/v1beta/properties/getMetadata](https://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](https://analytics/devguides/reporting/data/v1/rest/v1beta/Metric) ([/analytics/devguides/reporting/data/v1/rest/v1beta/Metric](https://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
adUnitExposure	Ad unit exposure	The time that an ad unit was exposed to a user, in milliseconds.
addToCarts	Add to carts	The number of times users added items to their shopping carts.
advertiserAdClicks	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.
advertiserAdCost	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 Import cost data (https://support.google.com/analytics/answer/1007130).
advertiserAdCostPerClick	Ads cost per click	Ads cost per click is ad cost divided by ad clicks and is often abbreviated CPC.
advertiserAdCostPerKeyEvent	Cost per key event	Cost per key event is ad cost divided by key events.
advertiserAdImpressions	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.
averagePurchaseRevenue	Average purchase revenue	The average purchase revenue in the transaction group of events.
averagePurchaseRevenuePerPayingUserARPPU		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.
averagePurchaseRevenuePerUser	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.
averageRevenuePerUser	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
averageSessionDuration	Average session duration	The average duration (in seconds) of users' sessions.
bounceRate	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.
cartToViewRate	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 use who viewed a product also added the same produc to their cart.
checkouts	Checkouts	The number of times users started the checkout process. This metric counts the occurrence of the begin_checkout event.
cohortActiveUsers	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 o users (in the cohort) who are active in week 1.
cohortTotalUsers	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.
crashAffectedUsers	Crash-affected users	The number of users that logged a crash in this row of the report. For example if the report is time serie by date, this metrics reports total users with at least one crash on this date. Crashes are events with the name "app_exception".

API Name	UI Name	Description
crashFreeUsersRate	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.
dauPerMau	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.
dauPerWau	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.
ecommercePurchases	Ecommerce purchases	The number of times users completed a purchase. This metric counts purchase events; this metric does not count in_app_purchase and subscription events.
engagedSessions	Engaged sessions	The number of sessions that lasted longer than 10 seconds, or had a key event, or had 2 or more screen views.
engagementRate	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.
eventCount	Event count	The count of events.
eventCountPerUser	Event count per user	The average number of events per user (Event count divided by Active users).
eventValue	Event value	The sum of the event parameter named value .
eventsPerSession	Events per session	The average number of events per session (Event count divided by Sessions).
firstTimePurchaserRate	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.
firstTimePurchasers	First time purchasers	The number of users that completed their first purchase event.
firstTimePurchasersPerNewUser	First-time purchasers per new user	The average number of first time purchasers per new user.

API Name	UI Name	Description
grossItemRevenue	Gross item revenue	The total revenue from items only. Gross 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. Gross item revenue does not include refunds.
grossPurchaseRevenue	Gross purchase revenue	The sum of revenue from purchases made in your app or site. Gross purchase revenue sums the revenue for these events: purchase , ecommerce_purchase , in_app_purchase , app_store_subscription_convert , and app_store_subscription_renew . Purchase revenue is specified by the value parameter in tagging.
itemDiscountAmount	Item discount amount	The monetary value of item discounts in eCommerce events. This metric is populated in tagging by the discount item parameter.
itemListClickEvents	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 select_item event.
itemListClickThroughRate	Item list click through rate	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.
itemListViewEvents	Item-list view events	The number of times the item list was viewed. This metric counts the occurrence of the view_item_list event.
itemPromotionClickThroughRate	Item promotion click through rate	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.
itemRefundAmount	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 refund event.
itemRevenue	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
itemViewEvents	Item view events	The number of times the item details were viewed. The metric counts the occurrence of the view_item event.
itemsAddedToCart	Items added to cart	The number of units added to cart for a single item. This metric counts the quantity of items in add_to_cart events.
itemsCheckedOut	Items checked out	The number of units checked out for a single item. This metric counts the quantity of items in begin_checkout events.
itemsClickedInList	Items clicked in list	The number of units clicked in list for a single item. This metric counts the quantity of items in select_item events.
itemsClickedInPromotion	Items clicked in promotion	The number of units clicked in promotion for a single item. This metric counts the quantity of items in select_promotion events.
itemsPurchased	Items purchased	The number of units for a single item included in purchase events. This metric counts the quantity of items in purchase events.
itemsViewed	Items viewed	The number of units viewed for a single item. This metric counts the quantity of items in view_item events.
itemsViewedInList	Items viewed in list	The number of units viewed in list for a single item. This metric counts the quantity of items in view_item_list events.
itemsViewedInPromotion	Items viewed in promotion	The number of units viewed in promotion for a single item. This metric counts the quantity of items in view_promotion events.
keyEvents	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 first_open or purchase) are marked as key events by default.
newUsers	New users	The number of users who interacted with your site after they launched your app for the first time (event triggered by first_open or first_visit).
organicGoogleSearchAveragePosition	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.
organicGoogleSearchClickThroughRate	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.
organicGoogleSearchClicks	Organic Google Search clicks	The number of organic Google Search clicks reported from Search Console. This metric requires an active Search Console link.
organicGoogleSearchImpressions	Organic Google Search impressions	The number of organic Google Search impressions reported from Search Console. This metric requires an active Search Console link.
promotionClicks	Promotion clicks	The number of times an item promotion was clicked. This metric counts the occurrence of the select_promotion event.
promotionViews	Promotion views	The number of times an item promotion was viewed. This metric counts the occurrence of the view_promotion event.
publisherAdClicks	Publisher ad clicks	The number of ad_click events.
publisherAdImpressions	Publisher ad impressions	The number of ad_impression events.
purchaseRevenue	Purchase revenue	The sum of revenue from purchases minus refunded transaction revenue made in your app or site. Purchase revenue sums the revenue for these events: purchase , ecommerce_purchase , in_app_purchase , app_store_subscription_convert , and app_store_subscription_renew . Purchase revenue is specified by the value parameter in tagging.
purchaseToViewRate	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
purchaserRate	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.
refundAmount	Refund amount	The total refunded transaction revenues. Refund amount sums refunded revenue for the refund and app_store_refund events.
returnOnAdSpend	Return on ad spend	Return On Ad Spend (ROAS) is total revenue divided by advertiser ad cost.
screenPageViews	Views	The number of app screens or web pages your users viewed. Repeated views of a single page or screen are counted. (screen_view + page_view events).
screenPageViewsPerSession	Views per session	The number of app screens or web pages your users viewed per session. Repeated views of a single page or screen are counted. (screen_view + page_view events) / sessions.
screenPageViewsPerUser	Views per user	The number of app screens or web pages your users viewed per active user. Repeated views of a single page or screen are counted. (screen_view + page_view events) / active users.
scrolledUsers	Scrolled users	The number of unique users who scrolled down at least 90% of the page.
sessionKeyEventRate	Session key event rate	The percentage of sessions in which any key event was triggered.
sessions	Sessions	The number of sessions that began on your site or app (event triggered: session_start).
sessionsPerUser	Sessions per user	The average number of sessions per user (Session divided by Active Users).
shippingAmount	Shipping amount	Shipping amount associated with a transaction. Populated by the shipping event parameter.
taxAmount	Tax amount	Tax amount associated with a transaction. Populated by the tax event parameter.
totalAdRevenue	Total ad revenue	The total advertising revenue from both Admob and third-party sources.
totalPurchasers	Total purchasers	The number of users that logged purchase events for the time period selected.

API Name	UI Name	Description
totalRevenue	Total revenue	The sum of revenue from purchases, subscriptions and advertising (Purchase revenue plus Subscription revenue plus Ad revenue) minus refunded transaction revenue.
totalUsers	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.
transactions	Transactions	The count of transaction events with purchase revenue. Transaction events are in_app_purchase, ecommerce_purchase, purchase, app_store_subscription_renew, app_store_subscription_convert, and refund.
transactionsPerPurchaser	Transactions per purchaser	The average number of transactions per purchaser.
userEngagementDuration	User	The total amount of time (in seconds) your website engagement or app was in the foreground of users' devices.
userKeyEventRate	User key event rate	The percentage of users who triggered any key event.
wauPerMau	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](https://support.google.com/analytics/answer/10075209) (//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](https://support.google.com/analytics/answer/9478675) (//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)).

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

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)).

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

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.

Except as otherwise noted, the content of this page is licensed under the [Creative Commons Attribution 4.0 License](https://creativecommons.org/licenses/by/4.0/) (<https://creativecommons.org/licenses/by/4.0/>), and code samples are licensed under the [Apache 2.0 License](https://www.apache.org/licenses/LICENSE-2.0) (<https://www.apache.org/licenses/LICENSE-2.0>). For details, see the [Google Developers Site Policies](https://developers.google.com/site-policies) (<https://developers.google.com/site-policies>). Java is a registered trademark of Oracle and/or its affiliates.

Last updated 2025-08-06 UTC.