

Metrics			
API Name	User friendly name	Aliases	Description
active1DayUsers	1-day active users		The number of distinct active users on your site or app within a 1 day period. The 1 day period include the last day in the report's date range. Note: this is the same as Active Users.
active28DayUsers	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.
active7DayUsers	7-day active users		The number of distinct active users on your site or app within a 7 day period. The 7 day period include the last day in the report's date range.
activeUsers	Active users		The number of distinct users who visited your site/app.
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 <a href="https://support.google.com/analytics/answer/1007130">Import cost data</a> .
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	average revenue	The average purchase revenue in the transaction group of events.
averagePurchaseRevenuePerPayingUser	ARPPU	average revenue per paying user	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 user	Average revenue per active user (ARPU). The summary metric is for the time period selected. ARPU uses Total Revenue and includes AdMob estimated earnings.
averageSessionDuration	Average session duration	average session length, session length, 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	conversion 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.
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 of 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 series by date, this metric reports total users with at least one crash on this date. Crashes are events with the name "app_exception".
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.
grossItemRevenue	Gross item revenue		The total revenue from items only. Gross item revenue is the product of its price and quantity. It 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	gross revenue, gross sales	The sum of revenue from purchases made in your app or site. Gross purchase revenue sums the revenue for these events: purchase, e-commerce_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.
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 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	new users	The number of users who interacted with your site launched your app for the first time (event triggered 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
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 refunds transaction revenue made in your app or site. Purchase revenue sums the revenue for these events: purchase, commerce_purchas e, in_app_purchas e, app_store_subscription_c onvert, and app_store_subsc ription_renew. Purchase revenue is specified by the value parameter in tagging.

purchaseToViewRate	Purchase-to-view rate	conversion 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 product(s) also purchased the same product(s).
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 divide by advertiser ad cost.
screenPageViews	Views	pageviews	The number of app screens or web pages your user 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 user 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 user 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 (Sessions 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.
totalRevenue	Total revenue	revenue, 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	orders, purchases	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 engagement		The total amount of time (in seconds) your website 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.