GA4 Dimensions & Metrics Explorer

The

[GA4 Data API's getMetadata method](https://developers.google.com/analytics/devguides/reporting/data/v1/rest/v1beta/properties/getMetadata)

allows users to see query dimensions and metrics (including custom ones) for a given property.

This demo is a catalog of all dimensions and metrics available for a given property with linkable descriptions for all fields.

Select property

account

account

property

property

Compatible Fields

As you choose dimensions & metrics, they will be added here. Incompatible dimensions & metrics will be grayed out.

Dimensions:

Select dimensions.

Metrics:

Select metrics.

View mode

Compatible only

Show fields

Dimensions & Metrics

Expand allCollapse all

[User](https://ga-dev-tools.google/ga4/dimensions-metrics-explorer/#User)

[Dimensions](https://ga-dev-tools.google/ga4/dimensions-metrics-explorer/#User_dimensions)

Audience IDaudienceId

The numeric identifier of an Audience. Users are reported in the audiences to which they belonged during the report's date range. Current user behavior does not affect historical audience membership in reports.

Audience nameaudienceName

The given name of an Audience. Users are reported in the audiences to which they belonged during the report's date range. Current user behavior does not affect historical audience membership in reports.

Audience resource nameaudienceResourceName

The resource name of this audience. Resource names contain both collection & resource identifiers to uniquely identify a resource; to learn more, see [Resource names](https://google.aip.dev/122).

New / returningnewVsReturning

New users have 0 previous sessions, and returning users have 1 or more previous sessions. This dimension returns two values: new or returning.

Signed in with user IDsignedInWithUserId

The string yes if the user signed in with the User-ID feature. To learn more about User-ID, see [Measure activity across platforms with User-ID](https://support.google.com/analytics/answer/9213390).

[Metrics](https://ga-dev-tools.google/ga4/dimensions-metrics-explorer/#User_metrics)

1-day active usersactive1DayUsers

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.

28-day active usersactive28DayUsers

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.

7-day active usersactive7DayUsers

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.

Active usersactiveUsers

The number of distinct users who visited your site or app.

DAU / MAUdauPerMau

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.

DAU / WAUdauPerWau

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.

First-time purchaser ratefirstTimePurchaserRate

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.

First time purchasersfirstTimePurchasers

The number of users that completed their first purchase event.

First-time purchasers per new userfirstTimePurchasersPerNewUser

The average number of first time purchasers per new user.

New usersnewUsers

The number of users who interacted with your site or launched your app for the first time (event triggered: first\_open or first\_visit).

Total purchaserstotalPurchasers

The number of users that logged purchase events for the time period selected.

Total userstotalUsers

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.

User engagementuserEngagementDuration

The total amount of time (in seconds) your website or app was in the foreground of users` devices.

User key event rateuserKeyEventRate

The percentage of users who triggered any key event.

WAU / MAUwauPerMau

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.

User key event rate for click\_upgrade\_flexibleuserKeyEventRate:click\_upgrade\_flexible

The percentage of users who triggered a specific key event.

User key event rate for click\_upgrade\_prouserKeyEventRate:click\_upgrade\_pro

The percentage of users who triggered a specific key event.

User key event rate for main\_form\_submituserKeyEventRate:main\_form\_submit

The percentage of users who triggered a specific key event.

User key event rate for platform\_loginuserKeyEventRate:platform\_login

The percentage of users who triggered a specific key event.

User key event rate for platform\_signupuserKeyEventRate:platform\_signup

The percentage of users who triggered a specific key event.

User key event rate for purchaseuserKeyEventRate:purchase

The percentage of users who triggered a specific key event.

[Ecommerce](https://ga-dev-tools.google/ga4/dimensions-metrics-explorer/#Ecommerce)

[Dimensions](https://ga-dev-tools.google/ga4/dimensions-metrics-explorer/#Ecommerce_dimensions)

CurrencycurrencyCode

The local currency code (based on ISO 4217 standard) of the eCommerce event. For example, USD or GBP. Currency is specified in tagging by the currency parameter. Businesses that transact in more than one currency can specify a local currency code when sending eCommerce events to Analytics, and this dimension shows those currencies. To Learn more, See [Currency reference](https://support.google.com/analytics/answer/9796179).

Item affiliationitemAffiliation

The name or code of the affiliate (partner/vendor; if any) associated with an individual item. Populated by the affiliation item parameter.

Item branditemBrand

Brand name of the item.

Item categoryitemCategory

The hierarchical category in which the item is classified. For example, in Apparel/Mens/Summer/Shirts/T-shirts, Apparel is the item category.

Item category 2itemCategory2

The hierarchical category in which the item is classified. For example, in Apparel/Mens/Summer/Shirts/T-shirts, Mens is the item category 2.

Item category 3itemCategory3

The hierarchical category in which the item is classified. For example, in Apparel/Mens/Summer/Shirts/T-shirts, Summer is the item category 3.

Item category 4itemCategory4

The hierarchical category in which the item is classified. For example, in Apparel/Mens/Summer/Shirts/T-shirts, Shirts is the item category 4.

Item category 5itemCategory5

The hierarchical category in which the item is classified. For example, in Apparel/Mens/Summer/Shirts/T-shirts, T-shirts is the item category 5.

Item IDitemId

The ID of the item.

Item list IDitemListId

The ID of the item list.

Item list nameitemListName

The name of the item list.

Item list positionitemListPosition

The position of an item in a list. For example, a product you sell in a list. This dimension is populated in tagging by the index parameter in the items array.

Item location IDitemLocationID

The physical location associated with the item. For example, the physical store location. It's recommended to use the [Google Place ID](https://developers.google.com/maps/documentation/places/web-service/place-id) that corresponds to the associated item. A custom location ID can also be used. This field is populated in tagging by the location\_id parameter in the items array.

Item nameitemName

The name of the item.

Item promotion creative nameitemPromotionCreativeName

The name of the item-promotion creative.

Item promotion creative slotitemPromotionCreativeSlot

The name of the promotional creative slot associated with the item. This dimension can be specified in tagging by the creative\_slot parameter at the event or item level. If the parameter is specified at both the event & item level, the item-level parameter is used.

Item promotion IDitemPromotionId

The ID of the item promotion.

Item promotion nameitemPromotionName

The name of the promotion for the item.

Item variantitemVariant

The specific variation of a product. For example, XS, S, M, or L for size; or Red, Blue, Green, or Black for color. Populated by the item\_variant parameter.

Order couponorderCoupon

Code for the order-level coupon.

Shipping tiershippingTier

The shipping tier selected for delivery of the purchased item. For example, Ground, Air, or Next-day. Populated by the shipping\_tier event parameter.

Transaction IDtransactionId

The ID of the ecommerce transaction.

[Metrics](https://ga-dev-tools.google/ga4/dimensions-metrics-explorer/#Ecommerce_metrics)

Add to cartsaddToCarts

The number of times users added items to their shopping carts.

Checkoutscheckouts

The number of times users started the checkout process. This metric counts the occurrence of the begin\_checkout event.

Ecommerce purchasesecommercePurchases

The number of times users completed a purchase. This metric counts purchase events; this metric does not count in\_app\_purchase and subscription events.

Gross item revenuegrossItemRevenue

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.

Gross purchase revenuegrossPurchaseRevenue

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.

Item discount amountitemDiscountAmount

The monetary value of item discounts in eCommerce events. This metric is populated in tagging by the discount item parameter.

Item-list click eventsitemListClickEvents

The number of times users clicked an item when it appeared in a list. This metric counts the occurrence of the select\_item event.

Item list click through rateitemListClickThroughRate

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.

Item-list view eventsitemListViewEvents

The number of times the item list was viewed. This metric counts the occurrence of the view\_item\_list event.

Item promotion click through rateitemPromotionClickThroughRate

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.

Item refund amountitemRefundAmount

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.

Item revenueitemRevenue

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.

Items added to cartitemsAddedToCart

The number of units added to cart for a single item. This metric counts the quantity of items in add\_to\_cart events.

Items checked outitemsCheckedOut

The number of units checked out for a single item. This metric counts the quantity of items in begin\_checkout events.

Items clicked in listitemsClickedInList

The number of units clicked in list for a single item. This metric counts the quantity of items in select\_item events.

Items clicked in promotionitemsClickedInPromotion

The number of units clicked in promotion for a single item. This metric counts the quantity of items in select\_promotion events.

Items purchaseditemsPurchased

The number of units for a single item included in purchase events. This metric counts the quantity of items in purchase events.

Items vieweditemsViewed

The number of units viewed for a single item. This metric counts the quantity of items in view\_item events.

Items viewed in listitemsViewedInList

The number of units viewed in list for a single item. This metric counts the quantity of items in view\_item\_list events.

Items viewed in promotionitemsViewedInPromotion

The number of units viewed in promotion for a single item. This metric counts the quantity of items in view\_promotion events.

Item view eventsitemViewEvents

The number of times the item details were viewed. The metric counts the occurrence of the view\_item event.

Promotion clickspromotionClicks

The number of times an item promotion was clicked. This metric counts the occurrence of the select\_promotion event.

Promotion viewspromotionViews

The number of times an item promotion was viewed. This metric counts the occurrence of the view\_promotion event.

Purchase revenuepurchaseRevenue

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.

Refund amountrefundAmount

The total refunded transaction revenues. Refund amount sums refunded revenue for the refund and app\_store\_refund events.

Shipping amountshippingAmount

Shipping amount associated with a transaction. Populated by the shipping event parameter.

Tax amounttaxAmount

Tax amount associated with a transaction. Populated by the tax event parameter.

Transactionstransactions

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.

Transactions per purchasertransactionsPerPurchaser

The average number of transactions per purchaser.

[Publisher](https://ga-dev-tools.google/ga4/dimensions-metrics-explorer/#Publisher)

[Dimensions](https://ga-dev-tools.google/ga4/dimensions-metrics-explorer/#Publisher_dimensions)

Ad formatadFormat

Describes the way ads looked and where they were located. Typical formats include Interstitial, Banner, Rewarded, and Native advanced.

Ad sourceadSourceName

The source network that served the ad. Typical sources include AdMob Network, Liftoff, Facebook Audience Network, and Mediated house ads.

Ad unitadUnitName

The name you chose to describe this Ad unit. Ad units are containers you place in your apps to show ads to users.

[Metrics](https://ga-dev-tools.google/ga4/dimensions-metrics-explorer/#Publisher_metrics)

Ad unit exposureadUnitExposure

The time that an ad unit was exposed to a user, in milliseconds.

[Other](https://ga-dev-tools.google/ga4/dimensions-metrics-explorer/#Other)

[Dimensions](https://ga-dev-tools.google/ga4/dimensions-metrics-explorer/#Other_dimensions)

Achievement IDachievementId

The achievement ID in a game for an event. Populated by the event parameter achievement\_id.

Charactercharacter

The player character in a game for an event. Populated by the event parameter character.

Comparisoncomparison

Comparisons enable you to evaluate subsets of your data side by side. For report requests, the comparisons column is automatically added to the response. For pivot report requests, the requested dimension must be used.

File extensionfileExtension

The extension of the downloaded file (for example, pdf or txt). Automatically populated if Enhanced Measurement is enabled. Populated by the event parameter file\_extension.

File namefileName

The page path of the downloaded file (for example, /menus/dinner-menu.pdf). Automatically populated if Enhanced Measurement is enabled. Populated by the event parameter file\_name.

Group IDgroupId

The player group ID in a game for an event. Populated by the event parameter group\_id.

Levellevel

The player's level in a game. Populated by the event parameter level.

Link classeslinkClasses

The HTML class attribute for an outbound link. For example if a user clicks a link <a class="center" href="www.youtube.com">, this dimension will return center. Automatically populated if Enhanced Measurement is enabled. Populated by the event parameter link\_classes.

Link domainlinkDomain

The destination domain of the outbound link. For example if a user clicks a link <a href="www.youtube.com">, this dimension will return youtube.com. Automatically populated if Enhanced Measurement is enabled. Populated by the event parameter link\_domain.

Link IDlinkId

The HTML ID attribute for an outbound link or file download. For example if a user clicks a link <a id="socialLinks" href="www.youtube.com">, this dimension will return socialLinks. Automatically populated if Enhanced Measurement is enabled. Populated by the event parameter link\_id.

Link textlinkText

The link text of the file download. Automatically populated if Enhanced Measurement is enabled. Populated by the event parameter link\_text.

Link URLlinkUrl

The full URL for an outbound link or file download. For example if a user clicks a link <a href="https://www.youtube.com/results?search\_query=analytics">, this dimension will return https://www.youtube.com/results?search\_query=analytics. Automatically populated if Enhanced Measurement is enabled. Populated by the event parameter link\_url.

Methodmethod

The method by which an event was triggered. Populated by the event parameter method.

Outboundoutbound

Returns true if the link led to a site that is not a part of the property's domain. Automatically populated if Enhanced Measurement is enabled. Populated by the event parameter outbound.

Percent scrolledpercentScrolled

The percentage down the page that the user has scrolled (for example, 90). Automatically populated if Enhanced Measurement is enabled. Populated by the event parameter percent\_scrolled.

Search termsearchTerm

The term searched by the user. For example if the user visits /some-page.html?q=some-term, this dimension returns some-term. Automatically populated if Enhanced Measurement is enabled. Populated by the event parameter search\_term.

Test data filter IDtestDataFilterId

The numeric identifier of a data filter in testing state. You use data filters to include or exclude event data from your reports based on event-parameter values. To learn more, see [Data filters](https://support.google.com/analytics/answer/10108813).

Test data filter nametestDataFilterName

The name of data filters in testing state. You use data filters to include or exclude event data from your reports based on event-parameter values. To learn more, see [Data filters](https://support.google.com/analytics/answer/10108813).

Video providervideoProvider

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.

Video titlevideoTitle

The title of the video. Automatically populated for embedded videos if Enhanced Measurement is enabled. Populated by the event parameter video\_title.

Video URLvideoUrl

The URL of the video. Automatically populated for embedded videos if Enhanced Measurement is enabled. Populated by the event parameter video\_url.

Virtual currency namevirtualCurrencyName

The name of a virtual currency with which the user is interacting. Such as spending or purchasing gems in a game. Populated by the virtual\_currency\_name event parameter.

Visiblevisible

Returns true if the content is visible. Automatically populated for embedded videos if Enhanced Measurement is enabled. Populated by the event parameter visible.

[Metrics](https://ga-dev-tools.google/ga4/dimensions-metrics-explorer/#Other_metrics)

Ads clicksadvertiserAdClicks

Total number of times users have clicked on an ad to reach the property. Includes clicks from linked integrations like linked Search Ads 360 advertisers. Also includes uploaded clicks from data import.

Ads costadvertiserAdCost

The total amount you paid for your ads. Includes costs from linked integrations like linked Google Ads accounts. Also includes uploaded cost from data import; to learn more, see [Import cost data](https://support.google.com/analytics/answer/10071305).

Ads cost per clickadvertiserAdCostPerClick

Ads cost per click is ad cost divided by ad clicks and is often abbreviated CPC.

Cost per key eventadvertiserAdCostPerKeyEvent

Cost per key event is ad cost divided by key events.

Ads impressionsadvertiserAdImpressions

The total number of impressions. Includes impressions from linked integrations like linked Display & Video 360 advertisers. Also includes uploaded impressions from data import.

Cart-to-view ratecartToViewRate

The number of users who added a product(s) to their 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.

Crash-affected userscrashAffectedUsers

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 metrics reports total users with at least one crash on this date. Crashes are events with the name "app\_exception".

Crash-free users ratecrashFreeUsersRate

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.

Organic Google Search average positionorganicGoogleSearchAveragePosition

The average ranking of your website URLs for the query reported from Search Console. For example, if your site's URL appears at position 3 for one query and position 7 for another query, the average position would be 5 (3+7/2). This metric requires an active Search Console link.

Organic Google Search clicksorganicGoogleSearchClicks

The number of organic Google Search clicks reported from Search Console. This metric requires an active Search Console link.

Organic Google Search click through rateorganicGoogleSearchClickThroughRate

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.

Organic Google Search impressionsorganicGoogleSearchImpressions

The number of organic Google Search impressions reported from Search Console. This metric requires an active Search Console link.

Publisher ad clickspublisherAdClicks

The number of ad\_click events.

Publisher ad impressionspublisherAdImpressions

The number of ad\_impression events.

Purchaser ratepurchaserRate

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.

Purchase-to-view ratepurchaseToViewRate

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).

Return on ad spendreturnOnAdSpend

Return On Ad Spend (ROAS) is total revenue divided by advertiser ad cost.

Scrolled usersscrolledUsers

The number of unique users who scrolled down at least 90% of the page.

Total ad revenuetotalAdRevenue

The total advertising revenue from both Admob and third-party sources.

[Revenue](https://ga-dev-tools.google/ga4/dimensions-metrics-explorer/#Revenue)

[Metrics](https://ga-dev-tools.google/ga4/dimensions-metrics-explorer/#Revenue_metrics)

Average purchase revenueaveragePurchaseRevenue

The average purchase revenue in the transaction group of events.

ARPPUaveragePurchaseRevenuePerPayingUser

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.

Average purchase revenue per useraveragePurchaseRevenuePerUser

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.

ARPUaverageRevenuePerUser

Average revenue per active user (ARPU). The summary metric is for the time period selected. ARPU uses Total Revenue and includes AdMob estimated earnings.

Total revenuetotalRevenue

The sum of revenue from purchases, subscriptions, and advertising (Purchase revenue plus Subscription revenue plus Ad revenue) minus refunded transaction revenue.

[Session](https://ga-dev-tools.google/ga4/dimensions-metrics-explorer/#Session)

[Metrics](https://ga-dev-tools.google/ga4/dimensions-metrics-explorer/#Session_metrics)

Average session durationaverageSessionDuration

The average duration (in seconds) of users` sessions.

Bounce ratebounceRate

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.

Engaged sessionsengagedSessions

The number of sessions that lasted longer than 10 seconds, or had a key event, or had 2 or more screen views.

Engagement rateengagementRate

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.

Session key event ratesessionKeyEventRate

The percentage of sessions in which any key event was triggered.

Sessionssessions

The number of sessions that began on your site or app (event triggered: session\_start).

Sessions per usersessionsPerUser

The average number of sessions per user (Sessions divided by Active Users).

Session key event rate for click\_upgrade\_flexiblesessionKeyEventRate:click\_upgrade\_flexible

The percentage of sessions in which a specific key event was triggered.

Session key event rate for click\_upgrade\_prosessionKeyEventRate:click\_upgrade\_pro

The percentage of sessions in which a specific key event was triggered.

Session key event rate for main\_form\_submitsessionKeyEventRate:main\_form\_submit

The percentage of sessions in which a specific key event was triggered.

Session key event rate for platform\_loginsessionKeyEventRate:platform\_login

The percentage of sessions in which a specific key event was triggered.

Session key event rate for platform\_signupsessionKeyEventRate:platform\_signup

The percentage of sessions in which a specific key event was triggered.

Session key event rate for purchasesessionKeyEventRate:purchase

The percentage of sessions in which a specific key event was triggered.

[Cohort](https://ga-dev-tools.google/ga4/dimensions-metrics-explorer/#Cohort)

[Dimensions](https://ga-dev-tools.google/ga4/dimensions-metrics-explorer/#Cohort_dimensions)

Cohortcohort

The cohort's name in the request. A cohort is a set of users who started using your website or app in any consecutive group of days. If a cohort name is not specified in the request, cohorts are named by their zero based index such as cohort\_0 and cohort\_1.

Daily cohortcohortNthDay

Day offset relative to the firstSessionDate for the users in the cohort. For example, if a cohort is selected with the start and end date of 2020-03-01, then for the date 2020-03-02, cohortNthDay will be 0001.

Monthly cohortcohortNthMonth

Month offset relative to the firstSessionDate for the users in the cohort. Month boundaries align with calendar month boundaries. For example, if a cohort is selected with the start and end date in March 2020, then for any date in April 2020, cohortNthMonth will be 0001.

Weekly cohortcohortNthWeek

Week offset relative to the firstSessionDate for the users in the cohort. Weeks start on Sunday and end on Saturday. For example, if a cohort is selected with the start and end date in the range 2020-11-08 to 2020-11-14, then for the dates in the range 2020-11-15 to 2020-11-21, cohortNthWeek will be 0001.

[Metrics](https://ga-dev-tools.google/ga4/dimensions-metrics-explorer/#Cohort_metrics)

Cohort active userscohortActiveUsers

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.

Cohort total userscohortTotalUsers

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.

[Event](https://ga-dev-tools.google/ga4/dimensions-metrics-explorer/#Event)

[Dimensions](https://ga-dev-tools.google/ga4/dimensions-metrics-explorer/#Event_dimensions)

Event nameeventName

The name of the event.

Is key eventisKeyEvent

The string true if the event is a key event. Marking an event as a key event affects reports from time of creation. It doesn't 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.

[Metrics](https://ga-dev-tools.google/ga4/dimensions-metrics-explorer/#Event_metrics)

Event counteventCount

The count of events.

Event count per usereventCountPerUser

The average number of events per user (Event count divided by Active users).

Events per sessioneventsPerSession

The average number of events per session (Event count divided by Sessions).

Event valueeventValue

The sum of the event parameter named value.

Key eventskeyEvents

The count of key events. Marking an event as a key event affects reports from time of creation. It doesn't 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.

Key event count for click\_upgrade\_flexiblekeyEvents:click\_upgrade\_flexible

The count of a specific key event.

Key event count for click\_upgrade\_prokeyEvents:click\_upgrade\_pro

The count of a specific key event.

Key event count for main\_form\_submitkeyEvents:main\_form\_submit

The count of a specific key event.

Key event count for platform\_loginkeyEvents:platform\_login

The count of a specific key event.

Key event count for platform\_signupkeyEvents:platform\_signup

The count of a specific key event.

Key event count for purchasekeyEvents:purchase

The count of a specific key event.

[Page / Screen](https://ga-dev-tools.google/ga4/dimensions-metrics-explorer/#Page%20%2F%20Screen)

[Dimensions](https://ga-dev-tools.google/ga4/dimensions-metrics-explorer/#Page%20%2F%20Screen_dimensions)

Content groupcontentGroup

A category that applies to items of published content. Populated by the event parameter content\_group.

Content IDcontentId

The identifier of the selected content. Populated by the event parameter content\_id.

Content typecontentType

The category of the selected content. Populated by the event parameter content\_type.

Full page URLfullPageUrl

The hostname, page path, and query string for web pages visited; for example, the fullPageUrl portion of https://www.example.com/store/contact-us?query\_string=true is www.example.com/store/contact-us?query\_string=true.

HostnamehostName

Includes the subdomain and domain names of a URL; for example, the Host Name of [www.example.com/contact.html](http://www.example.com/contact.html) is [www.example.com](http://www.example.com/).

Landing pagelandingPage

The page path associated with the first pageview in a session.

Landing page + query stringlandingPagePlusQueryString

The page path + query string associated with the first pageview in a session.

Page locationpageLocation

The protocol, hostname, page path, and query string for web pages visited; for example, the pageLocation portion of https://www.example.com/store/contact-us?query\_string=true is https://www.example.com/store/contact-us?query\_string=true. Populated by the event parameter page\_location.

Page pathpagePath

The portion of the URL between the hostname and query string for web pages visited; for example, the pagePath portion of https://www.example.com/store/contact-us?query\_string=true is /store/contact-us.

Page path + query stringpagePathPlusQueryString

The portion of the URL following the hostname for web pages visited; for example, the pagePathPlusQueryString portion of https://www.example.com/store/contact-us?query\_string=true is /store/contact-us?query\_string=true.

Page referrerpageReferrer

The full referring URL including the hostname and path. This referring URL is the user's previous URL and can be this website's domain or other domains. Populated by the event parameter page\_referrer.

Page titlepageTitle

The web page titles used on your site.

Page path and screen classunifiedPagePathScreen

The page path (web) or screen class (app) on which the event was logged.

Page path + query string and screen classunifiedPageScreen

The page path and query string (web) or screen class (app) on which the event was logged.

Page title and screen classunifiedScreenClass

The page title (web) or screen class (app) on which the event was logged.

Page title and screen nameunifiedScreenName

The page title (web) or screen name (app) on which the event was logged.

[Metrics](https://ga-dev-tools.google/ga4/dimensions-metrics-explorer/#Page%20%2F%20Screen_metrics)

ViewsscreenPageViews

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).

Views per sessionscreenPageViewsPerSession

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.

Views per userscreenPageViewsPerUser

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.

[Platform / Device](https://ga-dev-tools.google/ga4/dimensions-metrics-explorer/#Platform%20%2F%20Device)

[Dimensions](https://ga-dev-tools.google/ga4/dimensions-metrics-explorer/#Platform%20%2F%20Device_dimensions)

App versionappVersion

The app's versionName (Android) or short bundle version (iOS).

Browserbrowser

The browsers used to view your website.

Device categorydeviceCategory

The type of device: Desktop, Tablet, or Mobile.

Device modeldeviceModel

The mobile device model (example: iPhone 10,6).

Languagelanguage

The language setting of the user's browser or device. For example, English.

Language codelanguageCode

The language setting (ISO 639) of the user's browser or device. For example, en-us.

Device brandmobileDeviceBranding

Manufacturer or branded name (examples: Samsung, HTC, Verizon, T-Mobile).

DevicemobileDeviceMarketingName

The branded device name (examples: Galaxy S10 or P30 Pro).

Mobile modelmobileDeviceModel

The mobile device model name (examples: iPhone X or SM-G950F).

Operating systemoperatingSystem

The operating systems used by visitors to your app or website. Includes desktop and mobile operating systems such as Windows and Android.

OS versionoperatingSystemVersion

The operating system versions used by visitors to your website or app. For example, Android 10's version is 10, and iOS 13.5.1's version is 13.5.1.

Operating system with versionoperatingSystemWithVersion

The operating system and version. For example, Android 10 or Windows 7.

Platformplatform

The platform on which your app or website ran; for example, web, iOS, or Android. To determine a stream's type in a report, use both platform and streamId.

Platform / device categoryplatformDeviceCategory

The platform and type of device on which your website or mobile app ran. (example: Android / mobile)

Screen resolutionscreenResolution

The screen resolution of the user's monitor. For example, 1920x1080.

Stream IDstreamId

The numeric data stream identifier for your app or website.

Stream namestreamName

The data stream name for your app or website.

[Demographics](https://ga-dev-tools.google/ga4/dimensions-metrics-explorer/#Demographics)

[Dimensions](https://ga-dev-tools.google/ga4/dimensions-metrics-explorer/#Demographics_dimensions)

InterestsbrandingInterest

Interests demonstrated by users who are higher in the shopping funnel. Users can be counted in multiple interest categories. For example, Shoppers, Lifestyles & Hobbies/Pet Lovers, or Travel/Travel Buffs/Beachbound Travelers.

AgeuserAgeBracket

User age brackets.

GenderuserGender

User gender.

[Attribution](https://ga-dev-tools.google/ga4/dimensions-metrics-explorer/#Attribution)

[Dimensions](https://ga-dev-tools.google/ga4/dimensions-metrics-explorer/#Attribution_dimensions)

Campaign IDcampaignId

The identifier of the marketing campaign. Present only for key events. Includes Google Ads Campaigns, Manual Campaigns, & other Campaigns.

CampaigncampaignName

The name of the marketing campaign. Present only for key events. Includes Google Ads Campaigns, Manual Campaigns, & other Campaigns.

CM360 account IDcm360AccountId

The CM360 Account ID that led to the key event. Identifies the CM360 Account.

CM360 account namecm360AccountName

The CM360 Account Name that led to the key event. A CM360 account consists of advertisers, sites, campaigns, and user profiles.

CM360 advertiser IDcm360AdvertiserId

The CM360 Advertiser ID that led to the key event. A CM360 Advertiser contains a group of campaigns, creative assets, and other settings.

CM360 advertiser namecm360AdvertiserName

The CM360 Advertiser Name that led to the key event. A CM360 Advertiser contains a group of campaigns, creative assets, and other settings.

CM360 campaign IDcm360CampaignId

The CM360 Campaign ID that led to the key event. A CM360 campaign can be configured to specify when your ads run, what landing pages are used, and other properties.

CM360 campaign namecm360CampaignName

The CM360 Campaign Name that led to the key event. A CM360 campaign can be configured to specify when your ads run, what landing pages are used, and other properties.

CM360 creative formatcm360CreativeFormat

The CM360 Creative Format that led to the key event. CM360 creative formats are also referred to as creative types.

CM360 creative IDcm360CreativeId

The CM360 Creative ID that led to the key event. Identifies a CM360 creative.

CM360 creative namecm360CreativeName

The CM360 Creative Name that led to the key event. The name given to a CM360 creative.

CM360 creative typecm360CreativeType

The CM360 Creative Type that led to the key event. A category of CM360 creatives like 'Display' or 'Tracking'. To learn more, see [manage creatives](https://support.google.com/campaignmanager/answer/3068258)

CM360 creative type IDcm360CreativeTypeId

The CM360 Creative Type ID that led to the key event. Identifies a CM360 creative type.

CM360 creative versioncm360CreativeVersion

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 asset to an existing creative, the version number is increased by one.

CM360 mediumcm360Medium

The CM360 Medium that led to the key event. The CM360 medium is also referred to as the placement cost structure.

CM360 placement cost structurecm360PlacementCostStructure

The CM360 Placement Cost Structure that led to the key event. Placement cost structures regulate how media cost will be calculated. For example 'CPM'.

CM360 placement IDcm360PlacementId

The CM360 Placement ID that led to the key event. Identifies a CM360 placement. A placement is the part of a website where your ad appears.

CM360 placement namecm360PlacementName

The CM360 Placement Name that led to the key event. The given name for a CM360 placement. A placement is the part of a website where your ad appears.

CM360 rendering IDcm360RenderingId

The CM360 Rendering ID that led to the key event. Identifies a CM360 creative.

CM360 site IDcm360SiteId

The CM360 Site ID that led to the key event. Identifies a CM360 site.

CM360 site namecm360SiteName

The CM360 Site Name that led to the key event. The CM360 Site name from which the ad space was purchased.

CM360 sourcecm360Source

The CM360 Source that led to the key event. The CM360 source is also referred to as the site name.

CM360 source / mediumcm360SourceMedium

The CM360 Source Medium that led to the key event. A combination of the source and medium.

Default channel groupdefaultChannelGroup

The key event's default channel group is based primarily on source and medium. An enumeration which includes Direct, Organic Search, Paid Social, Organic Social, Email, Affiliates, Referral, Paid Search, Video, and Display.

DV360 advertiser IDdv360AdvertiserId

The DV360 Advertiser ID that led to the key event. Identifies the DV360 advertiser.

DV360 advertiser namedv360AdvertiserName

The DV360 Advertiser Name that led to the key event. DV360 advertisers represent real-life businesses that run advertising campaigns.

DV360 campaign IDdv360CampaignId

The DV360 Campaign ID that led to the key event. Identifies the DV360 campaign.

DV360 campaign namedv360CampaignName

The DV360 Campaign Name that led to the key event. DV360 campaigns group together related insertion orders with a common business goal.

DV360 creative formatdv360CreativeFormat

The DV360 Creative Format that led to the key event. Also referred to as the creative type. For example, expandable, video, or native.

DV360 creative IDdv360CreativeId

The DV360 Creative ID that led to the key event. Identifies the DV360 creative.

DV360 creative namedv360CreativeName

The DV360 Creative Name that led to the key event. The name given to a DV360 creative.

DV360 exchange IDdv360ExchangeId

The DV360 Exchange ID that led to the key event. Identifies the DV360 exchange.

DV360 exchange namedv360ExchangeName

The DV360 Exchange Name that led to the key event. The DV360 ad exchange involved in the ad click. To learn more, see [managing exchanges](https://support.google.com/displayvideo/answer/9230278).

DV360 insertion order IDdv360InsertionOrderId

The DV360 Insertion Order ID that led to the key event. Identifies the DV360 insertion order.

DV360 insertion order namedv360InsertionOrderName

The DV360 Insertion Order Name that led to the key event. A DV360 insertion order contains a set of line items that are related to the same advertising campaign.

DV360 line item IDdv360LineItemId

The DV360 Line Item ID that led to the key event. Identifies the DV360 line item.

DV360 line item namedv360LineItemName

The DV360 Line Item Name that led to the key event. A DV360 line item bids on impressions and serves creatives to inventory sources.

DV360 mediumdv360Medium

The DV360 Medium that led to the key event. The billable outcome of the insertion order. For example, cpm.

DV360 partner IDdv360PartnerId

The DV360 Partner ID that led to the key event. Identifies the DV360 partner.

DV360 partner namedv360PartnerName

The DV360 Partner Name that led to the key event. DV360 partners represent agencies, trading desks, or large individual advertisers.

DV360 sourcedv360Source

The DV360 Source that led to the key event. The DV360 site name where your ad was displayed.

DV360 source / mediumdv360SourceMedium

The DV360 Source Medium that led to the key event. A combination of the source and medium.

Google Ads account namegoogleAdsAccountName

The Account name from Google Ads for the campaign that led to the key event. Corresponds to customer.descriptive\_name in the Google Ads API.

Google Ads ad group IDgoogleAdsAdGroupId

The Google Ads ad group ID attributed to the key event.

Google Ads ad group namegoogleAdsAdGroupName

The ad group name attributed to the key event.

Google Ads ad network typegoogleAdsAdNetworkType

The advertising network type of the key event. An enumeration which includes Google search, Search partners, Google Display Network, Youtube Search, Youtube Videos, Cross-network, Social, and (universal campaign).

Google Ads campaign IDgoogleAdsCampaignId

The campaign ID for the Google Ads campaign attributed to the key event.

Google Ads campaigngoogleAdsCampaignName

The campaign name for the Google Ads campaign attributed to the key event.

Google Ads campaign typegoogleAdsCampaignType

The campaign type for the Google Ads campaign attributed to the key event. Campaign types determine where customers see your ads and the settings and options available to you in Google Ads. Campaign type is an enumeration that includes: Search, Display, Shopping, Video, Demand Gen, App, Smart, Hotel, Local, and Performance Max. To learn more, see [Choose the right campaign type](https://support.google.com/google-ads/answer/2567043).

Google Ads creative IDgoogleAdsCreativeId

The ID of the Google Ads creative attributed to the key event. Creative IDs identify individual ads.

Google Ads customer IDgoogleAdsCustomerId

The Customer ID from Google Ads for the campaign that led to key event. Customer IDs in Google Ads uniquely identify Google Ads accounts.

Google Ads keyword textgoogleAdsKeyword

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. To learn more about Keywords, see [Keywords: Definition](https://support.google.com/google-ads/answer/6323).

Google Ads querygoogleAdsQuery

The search query that led to the key event.

Manual ad contentmanualAdContent

The ad content attributed to the key event. Populated by the utm\_content parameter.

Manual campaign IDmanualCampaignId

The manual Campaign ID that led to the key event. Identifies the manual campaign. Populated by utm\_id URL parameter.

Manual campaign namemanualCampaignName

The manual Campaign Name that led to the key event. The name of the manual campaign. Populated by utm\_campaign URL parameter. To learn more, see [Collect campaign data with custom URLs](https://support.google.com/analytics/answer/10917952).

Manual creative formatmanualCreativeFormat

The manual Creative Format that led to the key event. Identifies the creative format used in the ad. Populated by utm\_creative\_format URL parameter.

Manual marketing tacticmanualMarketingTactic

The manual Marketing Tactic that led to the key event. The targeting criteria applied to a campaign. For example, remarketing or prospecting. Populated by utm\_marketing\_tactic URL parameter.

Manual mediummanualMedium

The manual Medium that led to the key event. The marketing medium used in the referral. For example, cpc. Populated by utm\_medium URL parameter.

Manual sourcemanualSource

The manual Source that led to the key event. The referrer. Populated by utm\_source URL parameter.

Manual source / mediummanualSourceMedium

The manual Source Medium that led to the key event. A combination of the source and medium.

Manual source platformmanualSourcePlatform

The manual Source Platform that led to the key event. The platform responsible for directing traffic to a given Analytics property. Populated by utm\_source\_platform URL parameter.

Manual termmanualTerm

The term attributed to the key event. Populated by the utm\_term parameter.

Mediummedium

The medium attributed to the key event.

Primary channel groupprimaryChannelGroup

The primary channel group attributed to the key event. Primary channel groups are the channel groups used in standard reports in Google Analytics and serve as an active 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/13051316).

SA360 ad group IDsa360AdGroupId

The SA360 Ad Group ID that led to the key event. Identifies the SA360 ad group.

SA360 ad group namesa360AdGroupName

The SA360 Ad Group Name that led to the key event. SA360 Ad groups contain ads and keywords that relate to each other.

SA360 campaign IDsa360CampaignId

The SA360 Campaign ID that led to the key event. Identifies the SA360 campaign.

SA360 campaignsa360CampaignName

The SA360 Campaign Name that led to the key event. A SA360 campaign lets you organize your ads and define a goal for your advertising.

SA360 creative formatsa360CreativeFormat

The SA360 Creative Format that led to the key event. The creative format is the specific layout or design of the advertisement used in a campaign.

SA360 engine account IDsa360EngineAccountId

The SA360 Engine Account ID that led to the key event. Identifies the SA360 engine account.

SA360 engine account namesa360EngineAccountName

The SA360 Engine Account Name that led to the key event. A SA360 engine account contains campaigns, ad groups, and other items from an advertising account.

SA360 engine account typesa360EngineAccountType

The SA360 Engine Account Type that led to the key event. The type of engine used by the search engine account.

SA360 keyword textsa360KeywordText

The SA360 Keyword Text that led to the key event. The keywords that matched the search query.

SA360 manager account IDsa360ManagerAccountId

The SA360 Manager Account ID that led to the key event. Identifies the SA360 manager account.

SA360 manager account namesa360ManagerAccountName

The SA360 Manager Account Name that led to the key event. The top level of the Search Ads 360 account hierarchy and is used for administration and reporting across the lower-level sub-manager and client accounts.

SA360 mediumsa360Medium

The SA360 Medium that led to the key event. The payment mode used in ad buying. For example, cpc.

SA360 querysa360Query

The SA360 Query that led to the key event. The search query typed by the user.

SA360 sourcesa360Source

The SA360 Source that led to the key event. The search query happened on this site.

SA360 source / mediumsa360SourceMedium

The SA360 Source Medium that led to the key event. A combination of the source and medium.

Sourcesource

The source attributed to the key event.

Source / mediumsourceMedium

The combined values of the dimensions source and medium.

Source platformsourcePlatform

The source platform of the key event's campaign. Don't depend on this field returning Manual for traffic that uses UTMs; this field will update from returning Manual to returning (not set) for an upcoming feature launch.

[Geography](https://ga-dev-tools.google/ga4/dimensions-metrics-explorer/#Geography)

[Dimensions](https://ga-dev-tools.google/ga4/dimensions-metrics-explorer/#Geography_dimensions)

Citycity

The city from which the user activity originated.

City IDcityId

The geographic ID of the city from which the user activity originated, derived from their IP address.

Continentcontinent

The continent from which the user activity originated. For example, Americas or Asia.

Continent IDcontinentId

The geographic ID of the continent from which the user activity originated, derived from their IP address.

Countrycountry

The country from which the user activity originated.

Country IDcountryId

The geographic ID of the country from which the user activity originated, derived from their IP address. Formatted according to ISO 3166-1 alpha-2 standard.

Regionregion

The geographic region from which the user activity originated, derived from their IP address.

[Time](https://ga-dev-tools.google/ga4/dimensions-metrics-explorer/#Time)

[Dimensions](https://ga-dev-tools.google/ga4/dimensions-metrics-explorer/#Time_dimensions)

Datedate

The date of the event, formatted as YYYYMMDD.

Date + hour (YYYYMMDDHH)dateHour

The combined values of date and hour formatted as YYYYMMDDHH.

Date hour and minutedateHourMinute

The combined values of date, hour, and minute formatted as YYYYMMDDHHMM.

Dayday

The day of the month, a two-digit number from 01 to 31.

Day of weekdayOfWeek

The integer day of the week. It returns values in the range 0 to 6 with Sunday as the first day of the week.

Day of week namedayOfWeekName

The day of the week in English. This dimension has values such as Sunday or Monday.

Hourhour

The two-digit hour of the day that the event was logged. This dimension ranges from 0-23 and is reported in your property's timezone.

ISO week of the yearisoWeek

ISO week number, where each week starts on Monday. For details, see <http://en.wikipedia.org/wiki/ISO_week_date>. Example values include 01, 02, & 53.

ISO yearisoYear

The ISO year of the event. For details, see <http://en.wikipedia.org/wiki/ISO_week_date>. Example values include 2022 & 2023.

ISO week of ISO yearisoYearIsoWeek

The combined values of isoWeek and isoYear. Example values include 201652 & 201701.

Minuteminute

The two-digit minute of the hour that the event was logged. This dimension ranges from 0-59 and is reported in your property's timezone.

Monthmonth

The month of the event, a two digit integer from 01 to 12.

Nth daynthDay

The number of days since the start of the date range.

Nth hournthHour

The number of hours since the start of the date range. The starting hour is 0000.

Nth minutenthMinute

The number of minutes since the start of the date range. The starting minute is 0000.

Nth monthnthMonth

The number of months since the start of a date range. The starting month is 0000.

Nth weeknthWeek

A number representing the number of weeks since the start of a date range.

Nth yearnthYear

The number of years since the start of the date range. The starting year is 0000.

Weekweek

The week of the event, a two-digit number from 01 to 53. Each week starts on Sunday. January 1st is always in week 01. The first and last week of the year have fewer than 7 days in most years. 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 that year and the last week of the prior year have 7 days.

Yearyear

The four-digit year of the event. For example, 2020 or 2024.

Year monthyearMonth

The combined values of year and month. Example values include 202212 or 202301.

Year weekyearWeek

The combined values of year and week. Example values include 202253 or 202301.

[User Lifetime](https://ga-dev-tools.google/ga4/dimensions-metrics-explorer/#User%20Lifetime)

[Dimensions](https://ga-dev-tools.google/ga4/dimensions-metrics-explorer/#User%20Lifetime_dimensions)

First session datefirstSessionDate

The date the user's first session occurred, formatted as YYYYMMDD.

[Traffic Source](https://ga-dev-tools.google/ga4/dimensions-metrics-explorer/#Traffic%20Source)

[Dimensions](https://ga-dev-tools.google/ga4/dimensions-metrics-explorer/#Traffic%20Source_dimensions)

First user campaign IDfirstUserCampaignId

Identifier of the marketing campaign that first acquired the user. Includes Google Ads Campaigns, Manual Campaigns, & other Campaigns.

First user campaignfirstUserCampaignName

Name of the marketing campaign that first acquired the user. Includes Google Ads Campaigns, Manual Campaigns, & other Campaigns.

First user CM360 account IDfirstUserCm360AccountId

The CM360 Account ID that originally acquired the user. Identifies the CM360 account.

First user CM360 account namefirstUserCm360AccountName

The CM360 Account Name that originally acquired the user. A CM360 account consists of advertisers, sites, campaigns, and user profiles.

First user CM360 advertiser IDfirstUserCm360AdvertiserId

The CM360 Advertiser ID that originally acquired the user. Identifies the CM360 advertiser.

First user CM360 advertiser namefirstUserCm360AdvertiserName

The CM360 Advertiser Name that originally acquired the user. A CM360 Advertiser contains a group of campaigns, creative assets, and other settings.

First user CM360 campaign IDfirstUserCm360CampaignId

The CM360 Campaign ID that originally acquired the user. Identifies the CM360 campaign.

First user CM360 campaign namefirstUserCm360CampaignName

The CM360 Campaign Name that originally acquired the user. A CM360 campaign can be configured to specify when your ads run, what landing pages are used, and other properties.

First user CM360 creative formatfirstUserCm360CreativeFormat

The CM360 Creative Format that originally acquired the user. CM360 creative formats are also referred to as creative types.

First user CM360 creative IDfirstUserCm360CreativeId

The CM360 Creative ID that originally acquired the user. Identifies a CM360 creative.

First user CM360 creative namefirstUserCm360CreativeName

The CM360 Creative Name that originally acquired the user. The name given to a CM360 creative.

First user CM360 creative typefirstUserCm360CreativeType

The CM360 Creative Type that originally acquired the user. A category of CM360 creatives like 'Display' or 'Tracking'. To learn more, see [manage creatives](https://support.google.com/campaignmanager/answer/3068258)

First user CM360 creative type IDfirstUserCm360CreativeTypeId

The CM360 Creative Type ID that originally acquired the user. Identifies a CM360 creative type.

First user CM360 creative versionfirstUserCm360CreativeVersion

The CM360 Creative Version that originally acquired the user. The version number helps you keep track of multiple versions of your creative in your reports. If you upload a new asset to an existing creative, the version number is increased by one.

First user CM360 mediumfirstUserCm360Medium

The CM360 Medium that originally acquired the user. The CM360 medium is also referred to as the placement cost structure.

First user CM360 placement cost structurefirstUserCm360PlacementCostStructure

The CM360 Placement Cost Structure that originally acquired the user. Placement cost structures regulate how media cost will be calculated. For example 'CPM'.

First user CM360 placement IDfirstUserCm360PlacementId

The CM360 Placement ID that originally acquired the user. Identifies a CM360 placement. A placement is the part of a website where your ad appears.

First user CM360 placement namefirstUserCm360PlacementName

The CM360 Placement Name that originally acquired the user. The given name for a CM360 placement. A placement is the part of a website where your ad appears.

First user CM360 rendering IDfirstUserCm360RenderingId

The CM360 Rendering ID that originally acquired the user. Identifies a CM360 creative.

First user CM360 site IDfirstUserCm360SiteId

The CM360 Site ID that originally acquired the user. Identifies a CM360 site.

First user CM360 site namefirstUserCm360SiteName

The CM360 Site Name that originally acquired the user. The CM360 Site name from which the ad space was purchased.

First user CM360 sourcefirstUserCm360Source

The CM360 Source that originally acquired the user. The CM360 source is also referred to as the site name.

First user CM360 source / mediumfirstUserCm360SourceMedium

The CM360 Source Medium that originally acquired the user. A combination of the source and medium.

First user default channel groupfirstUserDefaultChannelGroup

The default channel group that first acquired the user. Default channel group is based primarily on source and medium. An enumeration which includes Direct, Organic Search, Paid Social, Organic Social, Email, Affiliates, Referral, Paid Search, Video, and Display.

First user DV360 advertiser IDfirstUserDv360AdvertiserId

The DV360 Advertiser ID that originally acquired the user. Identifies the DV360 advertiser.

First user DV360 advertiser namefirstUserDv360AdvertiserName

The DV360 Advertiser Name that originally acquired the user. DV360 advertisers represent real-life businesses that run advertising campaigns.

First user DV360 campaign IDfirstUserDv360CampaignId

The DV360 Campaign ID that originally acquired the user. Identifies the DV360 campaign.

First user DV360 campaign namefirstUserDv360CampaignName

The DV360 Campaign Name that originally acquired the user. DV360 campaigns group together related insertion orders with a common business goal.

First user DV360 creative formatfirstUserDv360CreativeFormat

The DV360 Creative Format that originally acquired the user. Also referred to as the creative type. For example, expandable, video, or native.

First user DV360 creative IDfirstUserDv360CreativeId

The DV360 Creative ID that originally acquired the user. Identifies the DV360 creative.

First user DV360 creative namefirstUserDv360CreativeName

The DV360 Creative Name that originally acquired the user. The name given to a DV360 creative.

First user DV360 exchange IDfirstUserDv360ExchangeId

The DV360 Exchange ID that originally acquired the user. Identifies the DV360 exchange.

First user DV360 exchange namefirstUserDv360ExchangeName

The DV360 Exchange Name that originally acquired the user. The DV360 ad exchange involved in the ad click. To learn more, see [managing exchanges](https://support.google.com/displayvideo/answer/9230278).

First user DV360 insertion order IDfirstUserDv360InsertionOrderId

The DV360 Insertion Order ID that originally acquired the user. Identifies the DV360 insertion order.

First user DV360 insertion order namefirstUserDv360InsertionOrderName

The DV360 Insertion Order Name that originally acquired the user. A DV360 insertion order contains a set of line items that are related to the same advertising campaign.

First user DV360 line item IDfirstUserDv360LineItemId

The DV360 Line Item ID that originally acquired the user. Identifies the DV360 line item.

First user DV360 line item namefirstUserDv360LineItemName

The DV360 Line Item Name that originally acquired the user. A DV360 line item bids on impressions and serves creatives to inventory sources.

First user DV360 mediumfirstUserDv360Medium

The DV360 Medium that originally acquired the user. The billable outcome of the insertion order. For example, cpm.

First user DV360 partner IDfirstUserDv360PartnerId

The DV360 Partner ID that originally acquired the user. Identifies the DV360 partner.

First user DV360 partner namefirstUserDv360PartnerName

The DV360 Partner Name that originally acquired the user. DV360 partners represent agencies, trading desks, or large individual advertisers.

First user DV360 sourcefirstUserDv360Source

The DV360 Source that originally acquired the user. The DV360 site name where your ad was displayed.

First user DV360 source / mediumfirstUserDv360SourceMedium

The DV360 Source Medium that originally acquired the user. A combination of the source and medium.

First user Google Ads account namefirstUserGoogleAdsAccountName

The Account name from Google Ads that first acquired the user.

First user Google Ads ad group IDfirstUserGoogleAdsAdGroupId

The Ad Group Id in Google Ads that first acquired the user.

First user Google Ads ad group namefirstUserGoogleAdsAdGroupName

The Ad Group Name in Google Ads that first acquired the user.

First user Google Ads ad network typefirstUserGoogleAdsAdNetworkType

The advertising network that first acquired the user. An enumeration which includes Google search, Search partners, Google Display Network, Youtube Search, Youtube Videos, Cross-network, Social, and (universal campaign).

First user Google Ads campaign IDfirstUserGoogleAdsCampaignId

Identifier of the Google Ads marketing campaign that first acquired the user.

First user Google Ads campaignfirstUserGoogleAdsCampaignName

Name of the Google Ads marketing campaign that first acquired the user.

First user Google Ads campaign typefirstUserGoogleAdsCampaignType

The campaign type of the Google Ads campaign that first acquired the user. Campaign types determine where customers see your ads and the settings and options available to you in Google Ads. Campaign type is an enumeration that includes: Search, Display, Shopping, Video, Demand Gen, App, Smart, Hotel, Local, and Performance Max. To learn more, see [Choose the right campaign type](https://support.google.com/google-ads/answer/2567043).

First user Google Ads creative IDfirstUserGoogleAdsCreativeId

The ID of the Google Ads creative that first acquired the user. Creative IDs identify individual ads.

First user Google Ads customer IDfirstUserGoogleAdsCustomerId

The Customer ID from Google Ads that first acquired the user. Customer IDs in Google Ads uniquely identify Google Ads accounts.

First user Google Ads keyword textfirstUserGoogleAdsKeyword

First user Google Ads keyword text | The matched keyword that first acquired the user. Keywords are words or phrases describing your product or service that you choose to get your ad in front of the right customers. To learn more about Keywords, see [Keywords: Definition](https://support.google.com/google-ads/answer/6323).

First user Google Ads queryfirstUserGoogleAdsQuery

The search query that first acquired the user.

First user manual ad contentfirstUserManualAdContent

The ad content that first acquired the user. Populated by the utm\_content parameter.

First user manual campaign IDfirstUserManualCampaignId

The manual Campaign ID that originally acquired the user. Identifies the manual campaign. Populated by utm\_id URL parameter.

First user manual campaign namefirstUserManualCampaignName

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 [Collect campaign data with custom URLs](https://support.google.com/analytics/answer/10917952).

First user manual creative formatfirstUserManualCreativeFormat

The manual Creative Format that originally acquired the user. Identifies the creative format used in the ad. Populated by utm\_creative\_format URL parameter.

First user manual marketing tacticfirstUserManualMarketingTactic

The manual Marketing Tactic that originally acquired the user. The targeting criteria applied to a campaign. For example, remarketing or prospecting. Populated by utm\_marketing\_tactic URL parameter.

First user manual mediumfirstUserManualMedium

The manual Medium that originally acquired the user. The marketing medium used in the referral. For example, cpc. Populated by utm\_medium URL parameter.

First user manual sourcefirstUserManualSource

The manual Source that originally acquired the user. The referrer. Populated by utm\_source URL parameter.

First user manual source / mediumfirstUserManualSourceMedium

The manual Source Medium that originally acquired the user. A combination of the source and medium.

First user manual source platformfirstUserManualSourcePlatform

The manual Source Platform that originally acquired the user. The platform responsible for directing traffic to a given Analytics property. Populated by utm\_source\_platform URL parameter.

First user manual termfirstUserManualTerm

The term that first acquired the user. Populated by the utm\_term parameter.

First user mediumfirstUserMedium

The medium that first acquired the user to your website or app.

First user primary channel groupfirstUserPrimaryChannelGroup

The primary channel group that originally acquired a user. Primary channel groups are the channel groups used in standard reports in Google Analytics and serve as an active 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/13051316).

First user SA360 ad group IDfirstUserSa360AdGroupId

The SA360 Ad Group ID that originally acquired the user. Identifies the SA360 ad group.

First user SA360 ad group namefirstUserSa360AdGroupName

The SA360 Ad Group Name that originally acquired the user. SA360 Ad groups contain ads and keywords that relate to each other.

First user SA360 campaign IDfirstUserSa360CampaignId

The SA360 Campaign ID that originally acquired the user. Identifies the SA360 campaign.

First user SA360 campaignfirstUserSa360CampaignName

The SA360 Campaign Name that originally acquired the user. A SA360 campaign lets you organize your ads and define a goal for your advertising.

First user SA360 creative formatfirstUserSa360CreativeFormat

The SA360 Creative Format that originally acquired the user. The creative format is the specific layout or design of the advertisement used in a campaign.

First user SA360 engine account IDfirstUserSa360EngineAccountId

The SA360 Engine Account ID that originally acquired the user. Identifies the SA360 engine account.

First user SA360 engine account namefirstUserSa360EngineAccountName

The SA360 Engine Account Name that originally acquired the user. A SA360 engine account contains campaigns, ad groups, and other items from an advertising account.

First user SA360 engine account typefirstUserSa360EngineAccountType

The SA360 Engine Account Type that originally acquired the user. The type of engine used by the search engine account.

First user SA360 keyword textfirstUserSa360KeywordText

The SA360 Keyword Text that originally acquired the user. The keywords that matched the search query.

First user SA360 manager account IDfirstUserSa360ManagerAccountId

The SA360 Manager Account ID that originally acquired the user. Identifies the SA360 manager account.

First user SA360 manager account namefirstUserSa360ManagerAccountName

The SA360 Manager Account Name that originally acquired the user. The top level of the Search Ads 360 account hierarchy and is used for administration and reporting across the lower-level sub-manager and client accounts.

First user SA360 mediumfirstUserSa360Medium

The SA360 Medium that originally acquired the user. The payment mode used in ad buying. For example, cpc.

First user SA360 queryfirstUserSa360Query

The SA360 Query that originally acquired the user. The search query typed by the user.

First user SA360 sourcefirstUserSa360Source

The SA360 Source that originally acquired the user. The search query happened on this site.

First user SA360 source / mediumfirstUserSa360SourceMedium

The SA360 Source Medium that originally acquired the user. A combination of the source and medium.

First user sourcefirstUserSource

The source that first acquired the user to your website or app.

First user source / mediumfirstUserSourceMedium

The combined values of the dimensions firstUserSource and firstUserMedium.

First user source platformfirstUserSourcePlatform

The source platform that first acquired the user. Don't depend on this field returning Manual for traffic that uses UTMs; this field will update from returning Manual to returning (not set) for an upcoming feature launch.

Session campaign IDsessionCampaignId

The marketing campaign ID for a session. Includes Google Ads Campaigns, Manual Campaigns, & other Campaigns.

Session campaignsessionCampaignName

The marketing campaign name for a session. Includes Google Ads Campaigns, Manual Campaigns, & other Campaigns.

Session CM360 account IDsessionCm360AccountId

The CM360 Account ID that led to the session. Identifies the CM360 account.

Session CM360 account namesessionCm360AccountName

The CM360 Account Name that led to the session. A CM360 account consists of advertisers, sites, campaigns, and user profiles.

Session CM360 advertiser IDsessionCm360AdvertiserId

The CM360 Advertiser ID that led to the session. Identifies the CM360 advertiser.

Session CM360 advertiser namesessionCm360AdvertiserName

The CM360 Advertiser Name that led to the session. A CM360 Advertiser contains a group of campaigns, creative assets, and other settings.

Session CM360 campaign IDsessionCm360CampaignId

The CM360 Campaign ID that led to the session. Identifies the CM360 campaign.

Session CM360 campaign namesessionCm360CampaignName

The CM360 Campaign Name that led to the session. A CM360 campaign can be configured to specify when your ads run, what landing pages are used, and other properties.

Session CM360 creative formatsessionCm360CreativeFormat

The CM360 Creative Format that led to the session. CM360 creative formats are also referred to as creative types.

Session CM360 creative IDsessionCm360CreativeId

The CM360 Creative ID that led to the session. Identifies a CM360 creative.

Session CM360 creative namesessionCm360CreativeName

The CM360 Creative Name that led to the session. The name given to a CM360 creative.

Session CM360 creative typesessionCm360CreativeType

The CM360 Creative Type that led to the session. A category of CM360 creatives like 'Display' or 'Tracking'. To learn more, see [manage creatives](https://support.google.com/campaignmanager/answer/3068258)

Session CM360 creative type IDsessionCm360CreativeTypeId

The CM360 Creative Type ID that led to the session. Identifies a CM360 creative type.

Session CM360 creative versionsessionCm360CreativeVersion

The CM360 Creative Version that led to the session. The version number helps you keep track of multiple versions of your creative in your reports. If you upload a new asset to an existing creative, the version number is increased by one.

Session CM360 mediumsessionCm360Medium

The CM360 Medium that led to the session. The CM360 medium is also referred to as the placement cost structure.

Session CM360 placement cost structuresessionCm360PlacementCostStructure

The CM360 Placement Cost Structure that led to the session. Placement cost structures regulate how media cost will be calculated. For example 'CPM'.

Session CM360 placement IDsessionCm360PlacementId

The CM360 Placement ID that led to the session. Identifies a CM360 placement. A placement is the part of a website where your ad appears.

Session CM360 placement namesessionCm360PlacementName

The CM360 Placement Name that led to the session. The given name for a CM360 placement. A placement is the part of a website where your ad appears.

Session CM360 rendering IDsessionCm360RenderingId

The CM360 Rendering ID that led to the session. Identifies a CM360 creative.

Session CM360 site IDsessionCm360SiteId

The CM360 Site ID that led to the session. Identifies a CM360 site.

Session CM360 site namesessionCm360SiteName

The CM360 Site Name that led to the session. The CM360 Site name from which the ad space was purchased.

Session CM360 sourcesessionCm360Source

The CM360 Source that led to the session. The CM360 source is also referred to as the site name.

Session CM360 source / mediumsessionCm360SourceMedium

The CM360 Source Medium that led to the session. A combination of the source and medium.

Session default channel groupsessionDefaultChannelGroup

The session's default channel group is based primarily on source and medium. An enumeration which includes Direct, Organic Search, Paid Social, Organic Social, Email, Affiliates, Referral, Paid Search, Video, and Display.

Session DV360 advertiser IDsessionDv360AdvertiserId

The DV360 Advertiser ID that led to the session. Identifies the DV360 advertiser.

Session DV360 advertiser namesessionDv360AdvertiserName

The DV360 Advertiser Name that led to the session. DV360 advertisers represent real-life businesses that run advertising campaigns.

Session DV360 campaign IDsessionDv360CampaignId

The DV360 Campaign ID that led to the session. Identifies the DV360 campaign.

Session DV360 campaign namesessionDv360CampaignName

The DV360 Campaign Name that led to the session. DV360 campaigns group together related insertion orders with a common business goal.

Session DV360 creative formatsessionDv360CreativeFormat

The DV360 Creative Format that led to the session. Also referred to as the creative type. For example, expandable, video, or native.

Session DV360 creative IDsessionDv360CreativeId

The DV360 Creative ID that led to the session. Identifies the DV360 creative.

Session DV360 creative namesessionDv360CreativeName

The DV360 Creative Name that led to the session. The name given to a DV360 creative.

Session DV360 exchange IDsessionDv360ExchangeId

The DV360 Exchange ID that led to the session. Identifies the DV360 exchange.

Session DV360 exchange namesessionDv360ExchangeName

The DV360 Exchange Name that led to the session. The DV360 ad exchange involved in the ad click. To learn more, see [managing exchanges](https://support.google.com/displayvideo/answer/9230278).

Session DV360 insertion order IDsessionDv360InsertionOrderId

The DV360 Insertion Order ID that led to the session. Identifies the DV360 insertion order.

Session DV360 insertion order namesessionDv360InsertionOrderName

The DV360 Insertion Order Name that led to the session. A DV360 insertion order contains a set of line items that are related to the same advertising campaign.

Session DV360 line item IDsessionDv360LineItemId

The DV360 Line Item ID that led to the session. Identifies the DV360 line item.

Session DV360 line item namesessionDv360LineItemName

The DV360 Line Item Name that led to the session. A DV360 line item bids on impressions and serves creatives to inventory sources.

Session DV360 mediumsessionDv360Medium

The DV360 Medium that led to the session. The billable outcome of the insertion order. For example, cpm.

Session DV360 partner IDsessionDv360PartnerId

The DV360 Partner ID that led to the session. Identifies the DV360 partner.

Session DV360 partner namesessionDv360PartnerName

The DV360 Partner Name that led to the session. DV360 partners represent agencies, trading desks, or large individual advertisers.

Session DV360 sourcesessionDv360Source

The DV360 Source that led to the session. The DV360 site name where your ad was displayed.

Session DV360 source / mediumsessionDv360SourceMedium

The DV360 Source Medium that led to the session. A combination of the source and medium.

Session Google Ads account namesessionGoogleAdsAccountName

The Account name from Google Ads that led to the session. Corresponds to customer.descriptive\_name in the Google Ads API.

Session Google Ads ad group IDsessionGoogleAdsAdGroupId

The Ad Group Id in Google Ads for a session.

Session Google Ads ad group namesessionGoogleAdsAdGroupName

The Ad Group Name in Google Ads for a session.

Session Google Ads ad network typesessionGoogleAdsAdNetworkType

The advertising network that led to the session. An enumeration which includes Google search, Search partners, Google Display Network, Youtube Search, Youtube Videos, Cross-network, Social, and (universal campaign).

Session Google Ads campaign IDsessionGoogleAdsCampaignId

The Campaign ID for the Google Ads Campaign that led to this session.

Session Google Ads campaignsessionGoogleAdsCampaignName

The Campaign name for the Google Ads Campaign that led to this session.

Session Google Ads campaign typesessionGoogleAdsCampaignType

The campaign type for the Google Ads campaign that led to this session. Campaign types determine where customers see your ads and the settings and options available to you in Google Ads. Campaign type is an enumeration that includes: Search, Display, Shopping, Video, Demand Gen, App, Smart, Hotel, Local, and Performance Max. To learn more, see [Choose the right campaign type](https://support.google.com/google-ads/answer/2567043).

Session Google Ads creative IDsessionGoogleAdsCreativeId

The ID of the Google Ads creative that led to a session on your website or app. Creative IDs identify individual ads.

Session Google Ads customer IDsessionGoogleAdsCustomerId

The Customer ID from Google Ads that led to the session. Customer IDs in Google Ads uniquely identify Google Ads accounts.

Session Google Ads keyword textsessionGoogleAdsKeyword

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. To learn more about Keywords, see [Keywords: Definition](https://support.google.com/google-ads/answer/6323).

Session Google Ads querysessionGoogleAdsQuery

The search query that led to the session.

Session manual ad contentsessionManualAdContent

The ad content that led to a session. Populated by the utm\_content parameter.

Session manual campaign IDsessionManualCampaignId

The manual Campaign ID that led to the session. Identifies the manual campaign. Populated by utm\_id URL parameter.

Session manual campaign namesessionManualCampaignName

The manual Campaign Name that led to the session. The name of the manual campaign. Populated by utm\_campaign URL parameter. To learn more, see [Collect campaign data with custom URLs](https://support.google.com/analytics/answer/10917952).

Session manual creative formatsessionManualCreativeFormat

The manual Creative Format that led to the session. Identifies the creative format used in the ad. Populated by utm\_creative\_format URL parameter.

Session manual marketing tacticsessionManualMarketingTactic

The manual Marketing Tactic that led to the session. The targeting criteria applied to a campaign. For example, remarketing or prospecting. Populated by utm\_marketing\_tactic URL parameter.

Session manual mediumsessionManualMedium

The manual Medium that led to the session. The marketing medium used in the referral. For example, cpc. Populated by utm\_medium URL parameter.

Session manual sourcesessionManualSource

The manual Source that led to the session. The referrer. Populated by utm\_source URL parameter.

Session manual source / mediumsessionManualSourceMedium

The manual Source Medium that led to the session. A combination of the source and medium.

Session manual source platformsessionManualSourcePlatform

The manual Source Platform that led to the session. The platform responsible for directing traffic to a given Analytics property. Populated by utm\_source\_platform URL parameter.

Session manual termsessionManualTerm

The term that led to a session. Populated by the utm\_term parameter.

Session mediumsessionMedium

The medium that initiated a session on your website or app.

Session primary channel groupsessionPrimaryChannelGroup

The primary channel group that led to the session. Primary channel groups are the channel groups used in standard reports in Google Analytics and serve as an active 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/13051316).

Session SA360 ad group IDsessionSa360AdGroupId

The SA360 Ad Group ID that led to the session. Identifies the SA360 ad group.

Session SA360 ad group namesessionSa360AdGroupName

The SA360 Ad Group Name that led to the session. SA360 Ad groups contain ads and keywords that relate to each other.

Session SA360 campaign IDsessionSa360CampaignId

The SA360 Campaign ID that led to the session. Identifies the SA360 campaign.

Session SA360 campaignsessionSa360CampaignName

The SA360 Campaign Name that led to the session. A SA360 campaign lets you organize your ads and define a goal for your advertising.

Session SA360 creative formatsessionSa360CreativeFormat

The SA360 Creative Format that led to the session. The creative format is the specific layout or design of the advertisement used in a campaign.

Session SA360 engine account IDsessionSa360EngineAccountId

The SA360 Engine Account ID that led to the session. Identifies the SA360 engine account.

Session SA360 engine account namesessionSa360EngineAccountName

The SA360 Engine Account Name that led to the session. A SA360 engine account contains campaigns, ad groups, and other items from an advertising account.

Session SA360 engine account typesessionSa360EngineAccountType

The SA360 Engine Account Type that led to the session. The type of engine used by the search engine account. For example, google ads, bing, or baidu.

Session SA360 keyword textsessionSa360Keyword

The SA360 Keyword Text that led to the session. The keywords that matched the search query.

Session SA360 manager account IDsessionSa360ManagerAccountId

The SA360 Manager Account ID that led to the session. Identifies the SA360 manager account.

Session SA360 manager account namesessionSa360ManagerAccountName

The SA360 Manager Account Name that led to the session. The top level of the Search Ads 360 account hierarchy and is used for administration and reporting across the lower-level sub-manager and client accounts.

Session SA360 mediumsessionSa360Medium

The SA360 Medium that led to the session. The payment mode used in ad buying. For example, cpc.

Session SA360 querysessionSa360Query

The SA360 Query that led to the session. The search query typed by the user.

Session SA360 sourcesessionSa360Source

The SA360 Source that led to the session. The search query happened on this site.

Session SA360 source / mediumsessionSa360SourceMedium

The SA360 Source Medium that led to the session. A combination of the source and medium.

Session sourcesessionSource

The source that initiated a session on your website or app.

Session source / mediumsessionSourceMedium

The combined values of the dimensions sessionSource and sessionMedium.

Session source platformsessionSourcePlatform

The source platform of the session's campaign. Don't depend on this field returning Manual for traffic that uses UTMs; this field will update from returning Manual to returning (not set) for an upcoming feature launch.