

Google Analytics Documentation

<DOCUMENTATION> – GA4 Reporting API endpoints, schemas, filters, quota rules, etc.

<DIMENSIONS & METRICS> – complete lists of valid Dimension and Metric names, plus compatibility notes.

<DOCUMENTATION>

Google Analytics Data API

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Accesses report data in Google Analytics. Warning: Creating multiple Customer Applications, Accounts, or Projects to simulate or act as a single Customer Application, Account, or Project (respectively) or to circumvent Service-specific usage limits or quotas is a direct violation of Google Cloud Platform Terms of Service as well as Google APIs Terms of Service. These actions can result in immediate termination of your GCP project(s) without any warning.

Service: analyticsdata.googleapis.com

To call this service, we recommend that you use the Google-provided client libraries. If your application needs to use your own libraries to call this service, use the following information when you make the API requests.

Discovery document

A Discovery Document is a machine-readable specification for describing and consuming REST APIs. It is used to build client libraries, IDE plugins, and other tools that interact with Google APIs. One service may provide multiple discovery documents. This service provides the following discovery documents:

[https://analyticsdata.googleapis.com/\\$discovery/rest?version=v1beta](https://analyticsdata.googleapis.com/$discovery/rest?version=v1beta)

[https://analyticsdata.googleapis.com/\\$discovery/rest?version=v1alpha](https://analyticsdata.googleapis.com/$discovery/rest?version=v1alpha)

Service endpoint

A service endpoint is a base URL that specifies the network address of an API service. One service might have multiple service endpoints. This service has the following service endpoint and all URIs below are relative to this service endpoint:

<https://analyticsdata.googleapis.com>

REST Resource: v1beta.properties

Methods

batchRunPivotReports POST /v1beta/{property=properties/*}:batchRunPivotReports

Returns multiple pivot reports in a batch.

batchRunReports POST /v1beta/{property=properties/*}:batchRunReports

Returns multiple reports in a batch.

checkCompatibility POST /v1beta/{property=properties/*}:checkCompatibility

This compatibility method lists dimensions and metrics that can be added to a report request and maintain compatibility.

getMetadata GET /v1beta/{name=properties/*/metadata}

Returns metadata for dimensions and metrics available in reporting methods.

runPivotReport POST /v1beta/{property=properties/*}:runPivotReport

Returns a customized pivot report of your Google Analytics event data.

runRealtimeReport POST /v1beta/{property=properties/*}:runRealtimeReport

Returns a customized report of realtime event data for your property.

runReport POST /v1beta/{property=properties/*}:runReport

Returns a customized report of your Google Analytics event data.

REST Resource: v1beta.properties.audienceExports

Methods

create POST /v1beta/{parent=properties/*}/audienceExports

Creates an audience export for later retrieval.

get GET /v1beta/{name=properties/*/audienceExports/*}

Gets configuration metadata about a specific audience export.

list GET /v1beta/{parent=properties/*}/audienceExports

Lists all audience exports for a property.

query POST /v1beta/{name=properties/*/audienceExports/*}:query

Retrieves an audience export of users.

REST Resource: v1alpha.properties

Methods

getPropertyQuotasSnapshot GET /v1alpha/{name=properties/*/propertyQuotasSnapshot}

Get all property quotas organized by quota category for a given property.

runFunnelReport POST /v1alpha/{property=properties/*}:runFunnelReport

Returns a customized funnel report of your Google Analytics event data.

REST Resource: v1alpha.properties.audienceLists

Methods

create POST /v1alpha/{parent=properties/*}/audienceLists

Creates an audience list for later retrieval.

exportSheet POST /v1alpha/{name=properties/*/audienceLists/*}:exportSheet

Exports an audience list of users to a Google Sheet.

get GET /v1alpha/{name=properties/*/audienceLists/*}

Gets configuration metadata about a specific audience list.

list GET /v1alpha/{parent=properties/*}/audienceLists

Lists all audience lists for a property.

query POST /v1alpha/{name=properties/*/audienceLists/*}:query

Retrieves an audience list of users.

REST Resource: v1alpha.properties.recurringAudienceLists

Methods

create POST /v1alpha/{parent=properties/*}/recurringAudienceLists

Creates a recurring audience list.

get GET /v1alpha/{name=properties/*/recurringAudienceLists/*}

Gets configuration metadata about a specific recurring audience list.

list GET /v1alpha/{parent=properties/*/recurringAudienceLists

Lists all recurring audience lists for a property.

REST Resource: v1alpha.properties.reportTasks

Methods

create POST /v1alpha/{parent=properties/*/reportTasks

Initiates the creation of a report task.

get GET /v1alpha/{name=properties/*/reportTasks/*}

Gets report metadata about a specific report task.

list GET /v1alpha/{parent=properties/*/reportTasks

Lists all report tasks for a property.

query POST /v1alpha/{name=properties/*/reportTasks/*}:query

Retrieves a report task's content.

Create a report

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This guide explains how to create a basic report for your Analytics data using the Google Analytics Data API v1. Reports from the Data API v1 are similar to the reports you can generate in the Reports section of the Google Analytics UI.

This guide covers core reporting, the general reporting feature of the Data API. The Data API v1 also has specialized Realtime reporting and Funnel reporting.

runReport is the recommended method for queries, and is used in all examples throughout this guide. See advanced features for an overview of other core reporting methods. Try the Query Explorer to test your queries.

Reports overview

Reports are tables of event data for a Google Analytics property. Each report table has the dimensions and metrics requested in your query, with data in individual rows.

Use filters to return only rows matching a certain condition, and pagination to navigate through results.

Here's a sample report table that shows one dimension (Country) and one metric (activeUsers):

Country	Active Users
---------	--------------

Japan	2541
-------	------

France	12
--------	----

Specify a data source

Every runReport request requires you to specify a Google Analytics property ID. The Analytics property you specify is used as the dataset for that query. Here's an example:

POST https://analyticsdata.googleapis.com/v1beta/properties/GA_PROPERTY_ID:runReport
The response from this request includes only data from the Analytics property you specify as the GA_PROPERTY_ID.

If you use the Data API client libraries, specify the data source in the property parameter, in the form of properties/GA_PROPERTY_ID. See the quick start guide for examples of using the client libraries.

See Send Measurement Protocol events to Google Analytics if you want to include Measurement Protocol events in your reports.

Generate a report

To generate a report, construct a RunReportRequest object. We recommend starting with the following parameters:

A valid entry in the dateRanges field.

At least one valid entry in the dimensions field.

At least one valid entry in the metrics field.

Here's a sample request with the recommended fields:

HTTP

Java

PHP

Python

Node.js

```
POST https://analyticsdata.googleapis.com/v1beta/properties/GA_PROPERTY_ID:runReport
{
  "dateRanges": [{ "startDate": "2023-09-01", "endDate": "2023-09-15" }],
  "dimensions": [{ "name": "country" }],
  "metrics": [{ "name": "activeUsers" }]
}
```

Query for metrics

Metrics are the quantitative measurements of your event data. You must specify at least one metric in your runReport requests.

See API Metrics for a full list of metrics you can query.

Here's a sample request that shows three metrics, grouped by the dimension date:

HTTP

Java

PHP

Python

Node.js

POST https://analyticsdata.googleapis.com/v1beta/properties/GA_PROPERTY_ID:runReport

```
{
  "dateRanges": [{ "startDate": "7daysAgo", "endDate": "yesterday" }],
  "dimensions": [{ "name": "date" }],
  "metrics": [
    {
      "name": "activeUsers"
    },
    {
      "name": "newUsers"
    },
    {
      "name": "totalRevenue"
    }
  ],
}
```

Here's a sample response that shows 1135 Active Users, 512 New Users, and 73.0841 Total Revenue in your Analytics property's currency on the date 20231025 (October 25, 2023).

```
"rows": [
  ...
  {
    "dimensionValues": [
      {
        "value": "20231025"
      }
    ],
    "metricValues": [
      {
        "value": "1135"
      },
      {
        "value": "512"
      },
      {
        "value": "73.0841"
      }
    ]
  },
  ...
],
```

Read the response

The report response contains a header and rows of data. The header consists of DimensionHeaders and MetricHeaders, which list the columns in the report. Each row consists of DimensionValues and MetricValues. The order of the columns is consistent in the request, header, and rows.

Here's a sample response for the previous sample request:

```
{
  "dimensionHeaders": [
    {
      "name": "country"
    }
  ],
  "metricHeaders": [
    {
      "name": "activeUsers",
      "type": "TYPE_INTEGER"
    }
  ],
  "rows": [
    {
      "dimensionValues": [
        {
          "value": "Japan"
        }
      ],
      "metricValues": [
        {
          "value": "2541"
        }
      ]
    },
    {
      "dimensionValues": [
        {
          "value": "France"
        }
      ],
      "metricValues": [
        {
          "value": "12"
        }
      ]
    }
  ]
}
```

```

    ]
  }
],
"metadata": {},
"rowCount": 2
}

```

Group and filter data

Dimensions are qualitative attributes you can use to group and filter your data. For example, the city dimension indicates the city, like Paris or New York, where each event originated.

Dimensions are optional for runReport requests, and you can use up to nine dimensions per request.

See the API dimensions for a full list of the dimensions you can use to group and filter your data.

Group

Here's a sample request that groups active users into three dimensions:

HTTP

Java

PHP

Python

Node.js

POST https://analyticsdata.googleapis.com/v1beta/properties/GA_PROPERTY_ID:runReport

```

{
  "dateRanges": [{ "startDate": "7daysAgo", "endDate": "yesterday" }],
  "dimensions": [
    {
      "name": "country"
    },
    {
      "name": "region"
    },
    {
      "name": "city"
    }
  ],
  "metrics": [{ "name": "activeUsers" }]
}
...

```

Here's a sample report row for the previous request. This row shows that there were 47 active users during the specified date range with events from Cape Town, South Africa.

```

"rows": [
...
{
  "dimensionValues": [
    {
      "value": "South Africa"
    },
    {
      "value": "Western Cape"
    },
    {
      "value": "Cape Town"
    }
  ],
  "metricValues": [
    {
      "value": "47"
    }
  ]
},
...
],
Filter

```

You generate reports with data for only specific dimension values. To filter dimensions, specify a FilterExpression in the dimensionFilter field.

Here's an example that returns a time series report of eventCount, when eventName is first_open for each date :

HTTP
 Java
 PHP
 Python
 Node.js

POST https://analyticsdata.googleapis.com/v1beta/properties/GA_PROPERTY_ID:runReport

```

{
  "dateRanges": [{ "startDate": "7daysAgo", "endDate": "yesterday" }],
  "dimensions": [{ "name": "date" }],
  "metrics": [{ "name": "eventCount" }],
  "dimensionFilter": {
    "filter": {
      "fieldName": "eventName",

```

```

    "stringFilter": {
      "value": "first_open"
    }
  },
},
}

```

Here's another FilterExpression example, where andGroup includes only data that meets all criteria in the expressions list. This dimensionFilter selects for when both browser is Chrome and countryId is US:

```

HTTP
Java
PHP
Python
Node.js

```

```

...
"dimensionFilter": {
  "andGroup": {
    "expressions": [
      {
        "filter": {
          "fieldName": "browser",
          "stringFilter": {
            "value": "Chrome"
          }
        }
      },
      {
        "filter": {
          "fieldName": "countryId",
          "stringFilter": {
            "value": "US"
          }
        }
      }
    ]
  }
},
...

```

An orGroup includes data that meets any of the criteria in the expressions list.

A notExpression excludes data that matches its inner expression. Here's a dimensionFilter that returns data for only when the pageTitle isn't My Homepage. The report shows event data for every pageTitle other than My Homepage:

HTTP
Java
PHP
Python
Node.js

```
...  
"dimensionFilter": {  
  "notExpression": {  
    "filter": {  
      "fieldName": "pageTitle",  
      "stringFilter": {  
        "value": "My Homepage"  
      }  
    }  
  }  
},  
...
```

An inListFilter matches data for any of the values in the list. Here's a dimensionFilter that returns event data where eventName is any of purchase, in_app_purchase, and app_store_subscription_renew:

HTTP
Java
PHP
Python
Node.js

```
...  
"dimensionFilter": {  
  "filter": {  
    "fieldName": "eventName",  
    "inListFilter": {  
      "values": ["purchase",  
        "in_app_purchase",  
        "app_store_subscription_renew"]  
    }  
  }  
},  
...
```

Navigate long reports

By default, the report contains only the first 10,000 rows of event data. To view up to 250,000 rows in the report, you can include "limit": 250000 in the RunReportRequest.

For reports with more than 250,000 rows, you have to send a series of requests and page through the results. For example, here's a request for the first 250,000 rows:

HTTP
Java
PHP
Python
Node.js

```
POST https://analyticsdata.googleapis.com/v1beta/properties/GA_PROPERTY_ID:runReport
{
  ...
  "limit": 250000,
  "offset": 0
}
```

The rowCount parameter in the response indicates the total number of rows, independent of the limit and offset values in the request. For example, if the response shows "rowCount": 572345, you need three requests:

offset	limit	Range of row indexes returned
0	250000	[0, 249999]
250000	250000	[250000, 499999]
500000	250000	[500000, 572345]

Here's a sample request for the next 250,000 rows. All other parameters, such as dateRange, dimensions, and metrics should be the same as the first request.

HTTP
Java
PHP
Python
Node.js

```
POST https://analyticsdata.googleapis.com/v1beta/properties/GA_PROPERTY_ID:runReport
{
  ...
  "limit": 250000,
  "offset": 250000
}
```

Note: The pagination logic of the Data API differs from the common pagination design pattern of other Google APIs due to the tabular format of responses of the Data API.

Use multiple date ranges

One report request can retrieve data for multiple dateRanges. For example, this report compares the first two weeks for August in 2022 and 2023:

HTTP

Java

PHP

Python

Node.js

POST https://analyticsdata.googleapis.com/v1beta/properties/GA_PROPERTY_ID:runReport

```
{
  "dateRanges": [
    {
      "startDate": "2022-08-01",
      "endDate": "2022-08-14"
    },
    {
      "startDate": "2023-08-01",
      "endDate": "2023-08-14"
    }
  ],
  "dimensions": [{ "name": "platform" }],
  "metrics": [{ "name": "activeUsers" }]
}
```

When you include multiple dateRanges in a request, a dateRange column is automatically added to the response. When the dateRange column is date_range_0, that row's data is for the first date range. When the dateRange column is date_range_1, that row's data is for the second date range.

Here's a sample response for two date ranges:

```
{
  "dimensionHeaders": [
    {
      "name": "platform"
    },
    {
      "name": "dateRange"
    }
  ],
  "metricHeaders": [
    {
```

```

    "name": "activeUsers",
    "type": "TYPE_INTEGER"
  }
],
"rows": [
  {
    "dimensionValues": [
      {
        "value": "iOS"
      },
      {
        "value": "date_range_0"
      }
    ],
    "metricValues": [
      {
        "value": "774"
      }
    ]
  },
  {
    "dimensionValues": [
      {
        "value": "Android"
      },
      {
        "value": "date_range_1"
      }
    ],
    "metricValues": [
      {
        "value": "335"
      }
    ]
  },
  ...
],
}

```

Next steps

See [advanced features and realtime reporting](#) for an overview of more advanced reporting features of the Data API v1.

Method: `properties.runReport`

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Returns a customized report of your Google Analytics event data. Reports contain statistics derived from data collected by the Google Analytics tracking code. The data returned from the API is as a table with columns for the requested dimensions and metrics. Metrics are individual measurements of user activity on your property, such as active users or event count.

Dimensions break down metrics across some common criteria, such as country or event name.

For a guide to constructing requests & understanding responses, see [Creating a Report](#).

HTTP request

POST https://analyticsdata.googleapis.com/v1beta/{property=properties/*}:runReport

The URL uses gRPC Transcoding syntax.

Path parameters

Parameters

property

string

A Google Analytics property identifier whose events are tracked. Specified in the URL path and not the body. To learn more, see [where to find your Property ID](#). Within a batch request, this property should either be unspecified or consistent with the batch-level property.

Example: `properties/1234`

Request body

The request body contains data with the following structure:

JSON representation

```
{
  "dimensions": [
    {
      object (Dimension)
    }
  ],
  "metrics": [
    {
      object (Metric)
    }
  ],
  "dateRanges": [
    {
      object (DateRange)
    }
  ]
}
```

```

    }
  ],
  "dimensionFilter": {
    object (FilterExpression)
  },
  "metricFilter": {
    object (FilterExpression)
  },
  "offset": string,
  "limit": string,
  "metricAggregations": [
    enum (MetricAggregation)
  ],
  "orderBys": [
    {
      object (OrderBy)
    }
  ],
  "currencyCode": string,
  "cohortSpec": {
    object (CohortSpec)
  },
  "keepEmptyRows": boolean,
  "returnPropertyQuota": boolean,
  "comparisons": [
    {
      object (Comparison)
    }
  ]
}
Fields
dimensions[]
object (Dimension)

```

The dimensions requested and displayed.

```

metrics[]
object (Metric)

```

The metrics requested and displayed.

```

dateRanges[]
object (DateRange)

```

Date ranges of data to read. If multiple date ranges are requested, each response row will contain a zero based date range index. If two date ranges overlap, the event data for the overlapping days is included in the response rows for both date ranges. In a cohort request, this `dateRanges` must be unspecified.

`dimensionFilter`
object (FilterExpression)

Dimension filters let you ask for only specific dimension values in the report. To learn more, see [Fundamentals of Dimension Filters](#) for examples. Metrics cannot be used in this filter.

`metricFilter`
object (FilterExpression)

The filter clause of metrics. Applied after aggregating the report's rows, similar to SQL `having`-clause. Dimensions cannot be used in this filter.

`offset`
string (int64 format)

The row count of the start row. The first row is counted as row 0.

When paging, the first request does not specify `offset`; or equivalently, sets `offset` to 0; the first request returns the first limit of rows. The second request sets `offset` to the limit of the first request; the second request returns the second limit of rows.

To learn more about this pagination parameter, see [Pagination](#).

`limit`
string (int64 format)

The number of rows to return. If unspecified, 10,000 rows are returned. The API returns a maximum of 250,000 rows per request, no matter how many you ask for. `limit` must be positive.

The API can also return fewer rows than the requested limit, if there aren't as many dimension values as the limit. For instance, there are fewer than 300 possible values for the dimension `country`, so when reporting on only `country`, you can't get more than 300 rows, even if you set `limit` to a higher value.

To learn more about this pagination parameter, see [Pagination](#).

`metricAggregations[]`
enum (MetricAggregation)

Aggregation of metrics. Aggregated metric values will be shown in rows where the dimensionValues are set to "RESERVED_(MetricAggregation)". Aggregates including both comparisons and multiple date ranges will be aggregated based on the date ranges.

orderBys[]
object (OrderBy)

Specifies how rows are ordered in the response. Requests including both comparisons and multiple date ranges will have order bys applied on the comparisons.

currencyCode
string

A currency code in ISO4217 format, such as "AED", "USD", "JPY". If the field is empty, the report uses the property's default currency.

cohortSpec
object (CohortSpec)

Cohort group associated with this request. If there is a cohort group in the request the 'cohort' dimension must be present.

keepEmptyRows
boolean

If false or unspecified, each row with all metrics equal to 0 will not be returned. If true, these rows will be returned if they are not separately removed by a filter.

Regardless of this keepEmptyRows setting, only data recorded by the Google Analytics property can be displayed in a report.

For example if a property never logs a purchase event, then a query for the eventName dimension and eventCount metric will not have a row eventName: "purchase" and eventCount: 0.

returnPropertyQuota
boolean

Toggles whether to return the current state of this Google Analytics property's quota. Quota is returned in PropertyQuota.

comparisons[]
object (Comparison)

Optional. The configuration of comparisons requested and displayed. The request only requires a comparisons field in order to receive a comparison column in the response.

Response body

If successful, the response body contains an instance of RunReportResponse.

Authorization scopes

Requires one of the following OAuth scopes:

<https://www.googleapis.com/auth/analytics.readonly>

<https://www.googleapis.com/auth/analytics>

CohortSpec

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The specification of cohorts for a cohort report.

Cohort reports create a time series of user retention for the cohort. For example, you could select the cohort of users that were acquired in the first week of September and follow that cohort for the next six weeks. Selecting the users acquired in the first week of September cohort is specified in the cohort object. Following that cohort for the next six weeks is specified in the cohortsRange object.

For examples, see Cohort Report Examples.

The report response could show a weekly time series where say your app has retained 60% of this cohort after three weeks and 25% of this cohort after six weeks. These two percentages can be calculated by the metric cohortActiveUsers/cohortTotalUsers and will be separate rows in the report.

JSON representation

```
{
  "cohorts": [
    {
      object (Cohort)
    }
  ],
  "cohortsRange": {
    object (CohortsRange)
  },
  "cohortReportSettings": {
    object (CohortReportSettings)
  }
}
```

```
}  
Fields  
cohorts[]  
object (Cohort)
```

Defines the selection criteria to group users into cohorts.

Most cohort reports define only a single cohort. If multiple cohorts are specified, each cohort can be recognized in the report by their name.

```
cohortsRange  
object (CohortsRange)
```

Cohort reports follow cohorts over an extended reporting date range. This range specifies an offset duration to follow the cohorts over.

```
cohortReportSettings  
object (CohortReportSettings)
```

Optional settings for a cohort report.

Cohort
Defines a cohort selection criteria. A cohort is a group of users who share a common characteristic. For example, users with the same firstSessionDate belong to the same cohort.

JSON representation

```
{  
  "name": string,  
  "dimension": string,  
  "dateRange": {  
    object (DateRange)  
  }  
}  
Fields  
name  
string
```

Assigns a name to this cohort. The dimension cohort is valued to this name in a report response. If set, cannot begin with cohort_ or RESERVED_. If not set, cohorts are named by their zero based index cohort_0, cohort_1, etc.

```
dimension  
string
```

Dimension used by the cohort. Required and only supports firstSessionDate.

dateRange
object (DateRange)

The cohort selects users whose first touch date is between start date and end date defined in the dateRange. This dateRange does not specify the full date range of event data that is present in a cohort report. In a cohort report, this dateRange is extended by the granularity and offset present in the cohortsRange; event data for the extended reporting date range is present in a cohort report.

In a cohort request, this dateRange is required and the dateRanges in the RunReportRequest or RunPivotReportRequest must be unspecified.

This dateRange should generally be aligned with the cohort's granularity. If CohortsRange uses daily granularity, this dateRange can be a single day. If CohortsRange uses weekly granularity, this dateRange can be aligned to a week boundary, starting at Sunday and ending Saturday. If CohortsRange uses monthly granularity, this dateRange can be aligned to a month, starting at the first and ending on the last day of the month.

CohortsRange
Configures the extended reporting date range for a cohort report. Specifies an offset duration to follow the cohorts over.

JSON representation

```
{  
  "granularity": enum (Granularity),  
  "startOffset": integer,  
  "endOffset": integer  
}
```

Fields

granularity
enum (Granularity)

Required. The granularity used to interpret the startOffset and endOffset for the extended reporting date range for a cohort report.

startOffset
integer

startOffset specifies the start date of the extended reporting date range for a cohort report. startOffset is commonly set to 0 so that reports contain data from the acquisition of the cohort forward.

If granularity is DAILY, the startDate of the extended reporting date range is startDate of the cohort plus startOffset days.

If granularity is WEEKLY, the startDate of the extended reporting date range is startDate of the cohort plus startOffset * 7 days.

If granularity is MONTHLY, the startDate of the extended reporting date range is startDate of the cohort plus startOffset * 30 days.

endOffset
integer

Required. endOffset specifies the end date of the extended reporting date range for a cohort report. endOffset can be any positive integer but is commonly set to 5 to 10 so that reports contain data on the cohort for the next several granularity time periods.

If granularity is DAILY, the endDate of the extended reporting date range is endDate of the cohort plus endOffset days.

If granularity is WEEKLY, the endDate of the extended reporting date range is endDate of the cohort plus endOffset * 7 days.

If granularity is MONTHLY, the endDate of the extended reporting date range is endDate of the cohort plus endOffset * 30 days.

Granularity

The granularity used to interpret the startOffset and endOffset for the extended reporting date range for a cohort report.

Enums

GRANULARITY_UNSPECIFIED Should never be specified.

DAILY Daily granularity. Commonly used if the cohort's dateRange is a single day and the request contains cohortNthDay.

WEEKLY Weekly granularity. Commonly used if the cohort's dateRange is a week in duration (starting on Sunday and ending on Saturday) and the request contains cohortNthWeek.

MONTHLY Monthly granularity. Commonly used if the cohort's dateRange is a month in duration and the request contains cohortNthMonth.

CohortReportSettings

Optional settings of a cohort report.

JSON representation

```
{  
  "accumulate": boolean  
}
```

Fields

accumulate
boolean

If true, accumulates the result from first touch day to the end day. Not supported in RunReportRequest.

Comparison

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Defines an individual comparison. Most requests will include multiple comparisons so that the report compares between the comparisons.

JSON representation

```
{  
  "name": string,  
  
  // Union field one_comparison can be only one of the following:  
  "dimensionFilter": {  
    object (FilterExpression)  
  },  
  "comparison": string  
  // End of list of possible types for union field one_comparison.  
}
```

Fields

name
string

Each comparison produces separate rows in the response. In the response, this comparison is identified by this name. If name is unspecified, we will use the saved comparisons display name.

Union field one_comparison. One kind of comparison value one_comparison can be only one of the following:

dimensionFilter
object (FilterExpression)

A basic comparison.

comparison
string

A saved comparison identified by the comparison's resource name. For example, 'comparisons/1234'.

DateRange

bookmark_border

A contiguous set of days: startDate, startDate + 1, ..., endDate. Requests are allowed up to 4 date ranges.

JSON representation

```
{  
  "startDate": string,  
  "endDate": string,  
  "name": string  
}
```

Fields

startDate
string

The inclusive start date for the query in the format YYYY-MM-DD. Cannot be after endDate. The format NdaysAgo, yesterday, or today is also accepted, and in that case, the date is inferred based on the property's reporting time zone.

endDate
string

The inclusive end date for the query in the format YYYY-MM-DD. Cannot be before startDate. The format NdaysAgo, yesterday, or today is also accepted, and in that case, the date is inferred based on the property's reporting time zone.

name
string

Assigns a name to this date range. The dimension dateRange is valued to this name in a report response. If set, cannot begin with date_range_ or RESERVED_. If not set, date ranges are named by their zero based index in the request: date_range_0, date_range_1, etc.

Dimension

bookmark_border

Dimensions are attributes of your data. For example, the dimension city indicates the city from which an event originates. Dimension values in report responses are strings; for example, the city could be "Paris" or "New York". Requests are allowed up to 9 dimensions.

JSON representation

```
{
  "name": string,
  "dimensionExpression": {
    object (DimensionExpression)
  }
}
```

Fields

name

string

The name of the dimension. See the API Dimensions for the list of dimension names supported by core reporting methods such as `runReport` and `batchRunReports`. See Realtime Dimensions for the list of dimension names supported by the `runRealtimeReport` method. See Funnel Dimensions for the list of dimension names supported by the `runFunnelReport` method.

If `dimensionExpression` is specified, `name` can be any string that you would like within the allowed character set. For example if a `dimensionExpression` concatenates country and city, you could call that dimension `countryAndCity`. Dimension names that you choose must match the regular expression `^[a-zA-Z0-9_]+$`.

Dimensions are referenced by name in `dimensionFilter`, `orderBys`, `dimensionExpression`, and pivots.

`dimensionExpression`

object (DimensionExpression)

One dimension can be the result of an expression of multiple dimensions. For example, dimension "country, city": `concatenate(country, ", ", city)`.

`DimensionExpression`

Used to express a dimension which is the result of a formula of multiple dimensions. Example usages: 1) `lowerCase(dimension)` 2) `concatenate(dimension1, symbol, dimension2)`.

JSON representation

```
{
```

```

// Union field one_expression can be only one of the following:
"lowerCase": {
  object (CaseExpression)
},
"upperCase": {
  object (CaseExpression)
},
"concatenate": {
  object (ConcatenateExpression)
}
// End of list of possible types for union field one_expression.
}

```

Fields

Union field one_expression. Specify one type of dimension expression for DimensionExpression. one_expression can be only one of the following:

lowerCase
 object (CaseExpression)

Used to convert a dimension value to lower case.

upperCase
 object (CaseExpression)

Used to convert a dimension value to upper case.

concatenate
 object (ConcatenateExpression)

Used to combine dimension values to a single dimension. For example, dimension "country, city": concatenate(country, ", ", city).

CaseExpression
 Used to convert a dimension value to a single case.

JSON representation

```

{
  "dimensionName": string
}

```

Fields

dimensionName
 string

Name of a dimension. The name must refer back to a name in dimensions field of the request.

ConcatenateExpression

Used to combine dimension values to a single dimension.

JSON representation

```
{
  "dimensionNames": [
    string
  ],
  "delimiter": string
}
```

Fields

dimensionNames[]
string

Names of dimensions. The names must refer back to names in the dimensions field of the request.

delimiter

string

The delimiter placed between dimension names.

Delimiters are often single characters such as "|" or "," but can be longer strings. If a dimension value contains the delimiter, both will be present in response with no distinction. For example if dimension 1 value = "US,FR", dimension 2 value = "JP", and delimiter = ",", then the response will contain "US,FR,JP".

DimensionHeader

bookmark_border

Describes a dimension column in the report. Dimensions requested in a report produce column entries within rows and DimensionHeaders. However, dimensions used exclusively within filters or expressions do not produce columns in a report; correspondingly, those dimensions do not produce headers.

JSON representation

```
{
  "name": string
}
```

Fields

name
string

The dimension's name.

DimensionMetadata

bookmark_border
Explains a dimension.

JSON representation

```
{  
  "apiName": string,  
  "uiName": string,  
  "description": string,  
  "deprecatedApiNames": [  
    string  
  ],  
  "customDefinition": boolean,  
  "category": string  
}
```

Fields

apiName
string

This dimension's name. Useable in Dimension's name. For example, eventName.

uiName
string

This dimension's name within the Google Analytics user interface. For example, Event name.

description
string

Description of how this dimension is used and calculated.

deprecatedApiNames[]
string

Still usable but deprecated names for this dimension. If populated, this dimension is available by either apiName or one of deprecatedApiNames for a period of time. After the deprecation period, the dimension will be available only by apiName.

customDefinition
boolean

True if the dimension is custom to this property. This includes user, event, & item scoped custom dimensions; to learn more about custom dimensions, see <https://support.google.com/analytics/answer/14240153>. This also include custom channel groups; to learn more about custom channel groups, see <https://support.google.com/analytics/answer/13051316>.

category
string

The display name of the category that this dimension belongs to. Similar dimensions and metrics are categorized together.

DimensionValue

bookmark_border
The value of a dimension.

JSON representation

```
{  
  // Union field one_value can be only one of the following:  
  "value": string  
  // End of list of possible types for union field one_value.  
}
```

Fields

Union field one_value. One kind of dimension value one_value can be only one of the following:
value
string

Value as a string if the dimension type is a string.

FilterExpression

bookmark_border
To express dimension or metric filters. The fields in the same FilterExpression need to be either all dimensions or all metrics.

JSON representation

```

{
  // Union field expr can be only one of the following:
  "andGroup": {
    object (FilterExpressionList)
  },
  "orGroup": {
    object (FilterExpressionList)
  },
  "notExpression": {
    object (FilterExpression)
  },
  "filter": {
    object (Filter)
  }
  // End of list of possible types for union field expr.
}

```

Fields

Union field expr. Specify one type of filter expression for FilterExpression. expr can be only one of the following:

andGroup
 object (FilterExpressionList)

The FilterExpressions in andGroup have an AND relationship.

orGroup
 object (FilterExpressionList)

The FilterExpressions in orGroup have an OR relationship.

notExpression
 object (FilterExpression)

The FilterExpression is NOT of notExpression.

filter
 object (Filter)

A primitive filter. In the same FilterExpression, all of the filter's field names need to be either all dimensions or all metrics.

FilterExpressionList
 A list of filter expressions.

JSON representation

```
{
  "expressions": [
    {
      object (FilterExpression)
    }
  ]
}
```

Fields

expressions[]

object (FilterExpression)

A list of filter expressions.

Filter

An expression to filter dimension or metric values.

JSON representation

```
{
  "fieldName": string,

  // Union field one_filter can be only one of the following:
  "stringFilter": {
    object (StringFilter)
  },
  "inListFilter": {
    object (InListFilter)
  },
  "numericFilter": {
    object (NumericFilter)
  },
  "betweenFilter": {
    object (BetweenFilter)
  },
  "emptyFilter": {
    object (EmptyFilter)
  }
  // End of list of possible types for union field one_filter.
}
```

Fields

fieldName

string

The dimension name or metric name.

In most methods, dimensions & metrics can be used for the first time in this field. However in a `RunPivotReportRequest`, this field must be additionally specified by name in the `RunPivotReportRequest`'s dimensions or metrics.

Union field `one_filter`. Specify one type of filter for `Filter`. `one_filter` can be only one of the following:

`stringFilter`

object (`StringFilter`)

Strings related filter.

`inListFilter`

object (`InListFilter`)

A filter for in list values.

`numericFilter`

object (`NumericFilter`)

A filter for numeric or date values.

`betweenFilter`

object (`BetweenFilter`)

A filter for two values.

`emptyFilter`

object (`EmptyFilter`)

A filter for empty values such as "(not set)" and "" values.

`StringFilter`

The filter for string

JSON representation

```
{
  "matchType": enum (MatchType),
  "value": string,
  "caseSensitive": boolean
}
```

Fields

matchType

enum (MatchType)

The match type for this filter.

value

string

The string value used for the matching.

caseSensitive

boolean

If true, the string value is case sensitive.

MatchType

The match type of a string filter

Enums

MATCH_TYPE_UNSPECIFIED Unspecified

EXACT Exact match of the string value.

BEGINS_WITH Begins with the string value.

ENDS_WITH Ends with the string value.

CONTAINS Contains the string value.

FULL_REGEXP Full match for the regular expression with the string value.

PARTIAL_REGEXP Partial match for the regular expression with the string value.

InListFilter

The result needs to be in a list of string values.

JSON representation

```
{
  "values": [
    string
  ],
  "caseSensitive": boolean
}
```

Fields

values[]

string

The list of string values. Must be non-empty.

caseSensitive
boolean

If true, the string value is case sensitive.

NumericFilter
Filters for numeric or date values.

JSON representation

```
{  
  "operation": enum (Operation),  
  "value": {  
    object (NumericValue)  
  }  
}
```

Fields

operation
enum (Operation)

The operation type for this filter.

value
object (NumericValue)

A numeric value or a date value.

Operation
The operation applied to a numeric filter

Enums
OPERATION_UNSPECIFIED Unspecified.
EQUAL Equal
LESS_THAN Less than
LESS_THAN_OR_EQUAL Less than or equal
GREATER_THAN Greater than
GREATER_THAN_OR_EQUAL Greater than or equal
NumericValue
To represent a number.

JSON representation

```
{
```

```
// Union field one_value can be only one of the following:
"int64Value": string,
"doubleValue": number
// End of list of possible types for union field one_value.
}
```

Fields

Union field one_value. One of a numeric value one_value can be only one of the following:

int64Value

string (int64 format)

Integer value

doubleValue

number

Double value

BetweenFilter

To express that the result needs to be between two numbers (inclusive).

JSON representation

```
{
  "fromValue": {
    object (NumericValue)
  },
  "toValue": {
    object (NumericValue)
  }
}
```

Fields

fromValue

object (NumericValue)

Begins with this number.

toValue

object (NumericValue)

Ends with this number.

EmptyFilter

This type has no fields.

Filter for empty values.

Metric

bookmark_border

The quantitative measurements of a report. For example, the metric eventCount is the total number of events. Requests are allowed up to 10 metrics.

JSON representation

```
{  
  "name": string,  
  "expression": string,  
  "invisible": boolean  
}
```

Fields

name
string

The name of the metric. See the API Metrics for the list of metric names supported by core reporting methods such as runReport and batchRunReports. See Realtime Metrics for the list of metric names supported by the runRealtimeReport method. See Funnel Metrics for the list of metric names supported by the runFunnelReport method.

If expression is specified, name can be any string that you would like within the allowed character set. For example if expression is screenPageViews/sessions, you could call that metric's name = viewsPerSession. Metric names that you choose must match the regular expression `^[a-zA-Z0-9_]*$`.

Metrics are referenced by name in metricFilter, orderBy, and metric expression.

expression
string

A mathematical expression for derived metrics. For example, the metric Event count per user is eventCount/totalUsers.

invisible
boolean

Indicates if a metric is invisible in the report response. If a metric is invisible, the metric will not produce a column in the response, but can be used in metricFilter, orderBy, or a metric expression.

MetricAggregation

bookmark_border

Represents aggregation of metrics.

Enums

METRIC_AGGREGATION_UNSPECIFIED Unspecified operator.

TOTAL SUM operator.

MINIMUM Minimum operator.

MAXIMUM Maximum operator.

COUNT Count operator.

MetricHeader

bookmark_border

Describes a metric column in the report. Visible metrics requested in a report produce column entries within rows and MetricHeaders. However, metrics used exclusively within filters or expressions do not produce columns in a report; correspondingly, those metrics do not produce headers.

JSON representation

```
{  
  "name": string,  
  "type": enum (MetricType)  
}
```

Fields

name

string

The metric's name.

type

enum (MetricType)

The metric's data type.

MetricMetadata

bookmark_border

Explains a metric.

JSON representation

```
{
  "apiName": string,
  "uiName": string,
  "description": string,
  "deprecatedApiNames": [
    string
  ],
  "type": enum (MetricType),
  "expression": string,
  "customDefinition": boolean,
  "blockedReasons": [
    enum (BlockedReason)
  ],
  "category": string
}
```

Fields

apiName
string

A metric name. Useable in Metric's name. For example, eventCount.

uiName
string

This metric's name within the Google Analytics user interface. For example, Event count.

description
string

Description of how this metric is used and calculated.

deprecatedApiNames[]
string

Still usable but deprecated names for this metric. If populated, this metric is available by either apiName or one of deprecatedApiNames for a period of time. After the deprecation period, the metric will be available only by apiName.

type
enum (MetricType)

The type of this metric.

expression
string

The mathematical expression for this derived metric. Can be used in Metric's expression field for equivalent reports. Most metrics are not expressions, and for non-expressions, this field is empty.

customDefinition
boolean

True if the metric is a custom metric for this property.

blockedReasons[]
enum (BlockedReason)

If reasons are specified, your access is blocked to this metric for this property. API requests from you to this property for this metric will succeed; however, the report will contain only zeros for this metric. API requests with metric filters on blocked metrics will fail. If reasons are empty, you have access to this metric.

To learn more, see [Access and data-restriction management](#).

category
string

The display name of the category that this metrics belongs to. Similar dimensions and metrics are categorized together.

BlockedReason
Justifications for why this metric is blocked.

Enums
BLOCKED_REASON_UNSPECIFIED Will never be specified in API response.
NO_REVENUE_METRICS If present, your access is blocked to revenue related metrics for this property, and this metric is revenue related.
NO_COST_METRICS If present, your access is blocked to cost related metrics for this property, and this metric is cost related.

MetricType

bookmark_border
A metric's value type.

Enums

METRIC_TYPE_UNSPECIFIED Unspecified type.

TYPE_INTEGER Integer type.

TYPE_FLOAT Floating point type.

TYPE_SECONDS A duration of seconds; a special floating point type.

TYPE_MILLISECONDS A duration in milliseconds; a special floating point type.

TYPE_MINUTES A duration in minutes; a special floating point type.

TYPE_HOURS A duration in hours; a special floating point type.

TYPE_STANDARD A custom metric of standard type; a special floating point type.

TYPE_CURRENCY An amount of money; a special floating point type.

TYPE_FEET A length in feet; a special floating point type.

TYPE_MILES A length in miles; a special floating point type.

TYPE_METERS A length in meters; a special floating point type.

TYPE_KILOMETERS A length in kilometers; a special floating point type.

OrderBy

bookmark_border

Order bys define how rows will be sorted in the response. For example, ordering rows by descending event count is one ordering, and ordering rows by the event name string is a different ordering.

JSON representation

```
{
  "desc": boolean,

  // Union field one_order_by can be only one of the following:
  "metric": {
    object (MetricOrderBy)
  },
  "dimension": {
    object (DimensionOrderBy)
  },
  "pivot": {
    object (PivotOrderBy)
  }
  // End of list of possible types for union field one_order_by.
}
```

Fields

desc

boolean

If true, sorts by descending order.

Union field `one_order_by`. Specify one type of order by for `OrderBy`. `one_order_by` can be only one of the following:

`metric`

object (`MetricOrderBy`)

Sorts results by a metric's values.

`dimension`

object (`DimensionOrderBy`)

Sorts results by a dimension's values.

`pivot`

object (`PivotOrderBy`)

Sorts results by a metric's values within a pivot column group.

`MetricOrderBy`

Sorts by metric values.

JSON representation

```
{  
  "metricName": string  
}
```

Fields

`metricName`

string

A metric name in the request to order by.

`DimensionOrderBy`

Sorts by dimension values.

JSON representation

```
{  
  "dimensionName": string,  
  "orderType": enum (OrderType)  
}
```

Fields

`dimensionName`

string

A dimension name in the request to order by.

orderType

enum (OrderType)

Controls the rule for dimension value ordering.

OrderType

Rule to order the string dimension values by.

Enums

ORDER_TYPE_UNSPECIFIED Unspecified.

ALPHANUMERIC Alphanumeric sort by Unicode code point. For example, "2" < "A" < "X" < "b" < "z".

CASE_INSENSITIVE_ALPHANUMERIC Case insensitive alphanumeric sort by lower case Unicode code point. For example, "2" < "A" < "b" < "X" < "z".

NUMERIC Dimension values are converted to numbers before sorting. For example in NUMERIC sort, "25" < "100", and in ALPHANUMERIC sort, "100" < "25". Non-numeric dimension values all have equal ordering value below all numeric values.

PivotOrderBy

Sorts by a pivot column group.

JSON representation

```
{
  "metricName": string,
  "pivotSelections": [
    {
      object (PivotSelection)
    }
  ]
}
```

Fields

metricName

string

In the response to order by, order rows by this column. Must be a metric name from the request.

pivotSelections[]

object (PivotSelection)

Used to select a dimension name and value pivot. If multiple pivot selections are given, the sort occurs on rows where all pivot selection dimension name and value pairs match the row's dimension name and value pair.

PivotSelection

A pair of dimension names and values. Rows with this dimension pivot pair are ordered by the metric's value.

For example if pivots = ('browser', 'Chrome') and metricName = "Sessions", then the rows will be sorted based on Sessions in Chrome.

	Chrome	Chrome	Safari
Country	Sessions	Pages/Sessions	Sessions
US	2	2	3
Canada	3	1	4

JSON representation

```
{
  "dimensionName": string,
  "dimensionValue": string
}
```

Fields

dimensionName
string

Must be a dimension name from the request.

dimensionValue
string

Order by only when the named dimension is this value.

Pivot

bookmark_border

Describes the visible dimension columns and rows in the report response.

JSON representation

```

{
  "fieldNames": [
    string
  ],
  "orderBys": [
    {
      object (OrderBy)
    }
  ],
  "offset": string,
  "limit": string,
  "metricAggregations": [
    enum (MetricAggregation)
  ]
}
Fields
fieldNames[]
string

```

Dimension names for visible columns in the report response. Including "dateRange" produces a date range column; for each row in the response, dimension values in the date range column will indicate the corresponding date range from the request.

```

orderBys[]
object (OrderBy)

```

Specifies how dimensions are ordered in the pivot. In the first Pivot, the OrderBys determine Row and PivotDimensionHeader ordering; in subsequent Pivots, the OrderBys determine only PivotDimensionHeader ordering. Dimensions specified in these OrderBys must be a subset of Pivot.field_names.

```

offset
string (int64 format)

```

The row count of the start row. The first row is counted as row 0.

```

limit
string (int64 format)

```

The number of unique combinations of dimension values to return in this pivot. The limit parameter is required. A limit of 10,000 is common for single pivot requests.

The product of the limit for each pivot in a `RunPivotReportRequest` must not exceed 250,000. For example, a two pivot request with limit: 1000 in each pivot will fail because the product is 1,000,000.

`metricAggregations[]`
`enum (MetricAggregation)`

Aggregate the metrics by dimensions in this pivot using the specified `metricAggregations`.

`PropertyQuota`

`bookmark_border`

Current state of all quotas for this Analytics Property. If any quota for a property is exhausted, all requests to that property will return Resource Exhausted errors.

JSON representation

```
{
  "tokensPerDay": {
    object (QuotaStatus)
  },
  "tokensPerHour": {
    object (QuotaStatus)
  },
  "concurrentRequests": {
    object (QuotaStatus)
  },
  "serverErrorsPerProjectPerHour": {
    object (QuotaStatus)
  },
  "potentiallyThresholdedRequestsPerHour": {
    object (QuotaStatus)
  },
  "tokensPerProjectPerHour": {
    object (QuotaStatus)
  }
}
```

Fields

`tokensPerDay`
`object (QuotaStatus)`

Standard Analytics Properties can use up to 200,000 tokens per day; Analytics 360 Properties can use 2,000,000 tokens per day. Most requests consume fewer than 10 tokens.

tokensPerHour
object (QuotaStatus)

Standard Analytics Properties can use up to 40,000 tokens per hour; Analytics 360 Properties can use 400,000 tokens per hour. An API request consumes a single number of tokens, and that number is deducted from all of the hourly, daily, and per project hourly quotas.

concurrentRequests
object (QuotaStatus)

Standard Analytics Properties can send up to 10 concurrent requests; Analytics 360 Properties can use up to 50 concurrent requests.

serverErrorsPerProjectPerHour
object (QuotaStatus)

Standard Analytics Properties and cloud project pairs can have up to 10 server errors per hour; Analytics 360 Properties and cloud project pairs can have up to 50 server errors per hour.

potentiallyThresholdedRequestsPerHour
object (QuotaStatus)

Analytics Properties can send up to 120 requests with potentially thresholded dimensions per hour. In a batch request, each report request is individually counted for this quota if the request contains potentially thresholded dimensions.

tokensPerProjectPerHour
object (QuotaStatus)

Analytics Properties can use up to 35% of their tokens per project per hour. This amounts to standard Analytics Properties can use up to 14,000 tokens per project per hour, and Analytics 360 Properties can use 140,000 tokens per project per hour. An API request consumes a single number of tokens, and that number is deducted from all of the hourly, daily, and per project hourly quotas.

QuotaStatus
Current state for a particular quota group.

JSON representation

```
{
  "consumed": integer,
  "remaining": integer
}
```

Fields

consumed

integer

Quota consumed by this request.

remaining

integer

Quota remaining after this request.

ResponseMetaData

bookmark_border

Response's metadata carrying additional information about the report content.

JSON representation

```
{
  "dataLossFromOtherRow": boolean,
  "samplingMetadatas": [
    {
      object (SamplingMetadata)
    }
  ],
  "schemaRestrictionResponse": {
    object (SchemaRestrictionResponse)
  },
  "currencyCode": string,
  "timeZone": string,
  "emptyReason": string,
  "subjectToThresholding": boolean
}
```

Fields

dataLossFromOtherRow

boolean

If true, indicates some buckets of dimension combinations are rolled into "(other)" row. This can happen for high cardinality reports.

The metadata parameter dataLossFromOtherRow is populated based on the aggregated data table used in the report. The parameter will be accurately populated regardless of the filters and limits in the report.

For example, the (other) row could be dropped from the report because the request contains a filter on sessionSource = google. This parameter will still be populated if data loss from other row was present in the input aggregate data used to generate this report.

To learn more, see [About the \(other\) row and data sampling](#).

samplingMetadatas[]
object (SamplingMetadata)

If this report results is sampled, this describes the percentage of events used in this report. One samplingMetadatas is populated for each date range. Each samplingMetadatas corresponds to a date range in order that date ranges were specified in the request.

However if the results are not sampled, this field will not be defined.

schemaRestrictionResponse
object (SchemaRestrictionResponse)

Describes the schema restrictions actively enforced in creating this report. To learn more, see [Access and data-restriction management](#).

currencyCode
string

The currency code used in this report. Intended to be used in formatting currency metrics like purchaseRevenue for visualization. If currencyCode was specified in the request, this response parameter will echo the request parameter; otherwise, this response parameter is the property's current currencyCode.

Currency codes are string encodings of currency types from the ISO 4217 standard (https://en.wikipedia.org/wiki/ISO_4217); for example "USD", "EUR", "JPY". To learn more, see <https://support.google.com/analytics/answer/9796179>.

timeZone
string

The property's current timezone. Intended to be used to interpret time-based dimensions like hour and minute. Formatted as strings from the IANA Time Zone database (<https://www.iana.org/time-zones>); for example "America/New_York" or "Asia/Tokyo".

emptyReason
string

If empty reason is specified, the report is empty for this reason.

subjectToThresholding
boolean

If subjectToThresholding is true, this report is subject to thresholding and only returns data that meets the minimum aggregation thresholds. It is possible for a request to be subject to thresholding thresholding and no data is absent from the report, and this happens when all data is above the thresholds. To learn more, see [Data thresholds](#).

SchemaRestrictionResponse

The schema restrictions actively enforced in creating this report. To learn more, see [Access and data-restriction management](#).

JSON representation

```
{
  "activeMetricRestrictions": [
    {
      object (ActiveMetricRestriction)
    }
  ]
}
```

Fields

activeMetricRestrictions[]
object (ActiveMetricRestriction)

All restrictions actively enforced in creating the report. For example, purchaseRevenue always has the restriction type REVENUE_DATA. However, this active response restriction is only populated if the user's custom role disallows access to REVENUE_DATA.

ActiveMetricRestriction

A metric actively restricted in creating the report.

JSON representation

```
{
  "restrictedMetricTypes": [
    enum (RestrictedMetricType)
  ],
  "metricName": string
}
```

Fields

restrictedMetricTypes[]
enum (RestrictedMetricType)

The reason for this metric's restriction.

metricName
string

The name of the restricted metric.

RestrictedMetricType
Categories of data that you may be restricted from viewing on certain Google Analytics properties.

Enums
RESTRICTED_METRIC_TYPE_UNSPECIFIED Unspecified type.
COST_DATA Cost metrics such as adCost.
REVENUE_DATA Revenue metrics such as purchaseRevenue.

SamplingMetadata
If this report results is sampled, this describes the percentage of events used in this report. Sampling is the practice of analyzing a subset of all data in order to uncover the meaningful information in the larger data set.

JSON representation

```
{  
  "samplesReadCount": string,  
  "samplingSpaceSize": string  
}
```

Fields
samplesReadCount
string (int64 format)

The total number of events read in this sampled report for a date range. This is the size of the subset this property's data that was analyzed in this report.

samplingSpaceSize
string (int64 format)

The total number of events present in this property's data that could have been analyzed in this report for a date range. Sampling uncovers the meaningful information about the larger data set, and this is the size of the larger data set.

To calculate the percentage of available data that was used in this report, compute samplesReadCount/samplingSpaceSize.

Row

bookmark_border

Report data for each row. For example if RunReportRequest contains:

```
"dimensions": [  
  {  
    "name": "eventName"  
  },  
  {  
    "name": "countryId"  
  }  
],  
"metrics": [  
  {  
    "name": "eventCount"  
  }  
]
```

One row with 'in_app_purchase' as the eventName, 'JP' as the countryId, and 15 as the eventCount, would be:

```
"dimensionValues": [  
  {  
    "value": "in_app_purchase"  
  },  
  {  
    "value": "JP"  
  }  
],  
"metricValues": [  
  {  
    "value": "15"  
  }  
]
```

JSON representation

```
{  
  "dimensionValues": [  
    {  
      object (DimensionValue)  
    }  
  ],  
}
```

```
"metricValues": [
  {
    object (MetricValue)
  }
]
```

Fields

dimensionValues[]

object (DimensionValue)

List of requested dimension values. In a PivotReport, dimensionValues are only listed for dimensions included in a pivot.

metricValues[]

object (MetricValue)

List of requested visible metric values.

MetricValue

The value of a metric.

JSON representation

```
{
  // Union field one_value can be only one of the following:
  "value": string
  // End of list of possible types for union field one_value.
}
```

Fields

Union field one_value. One of metric value one_value can be only one of the following:

value

string

Measurement value. See MetricHeader for type.

RunPivotReportResponse

bookmark_border

The response pivot report table corresponding to a pivot request.

JSON representation

```
{
```

```

"pivotHeaders": [
  {
    object (PivotHeader)
  }
],
"dimensionHeaders": [
  {
    object (DimensionHeader)
  }
],
"metricHeaders": [
  {
    object (MetricHeader)
  }
],
"rows": [
  {
    object (Row)
  }
],
"aggregates": [
  {
    object (Row)
  }
],
"metadata": {
  object (ResponseMetaData)
},
"propertyQuota": {
  object (PropertyQuota)
},
"kind": string
}
Fields
pivotHeaders[]
object (PivotHeader)

```

Summarizes the columns and rows created by a pivot. Each pivot in the request produces one header in the response. If we have a request like this:

```

"pivots": [{
  "fieldNames": ["country",
    "city"]

```

```

},
{
  "fieldNames": "eventName"
}]

```

We will have the following pivotHeaders in the response:

```

"pivotHeaders" : [{
  "dimensionHeaders": [{
    "dimensionValues": [
      { "value": "United Kingdom" },
      { "value": "London" }
    ]
  },
  {
    "dimensionValues": [
      { "value": "Japan" },
      { "value": "Osaka" }
    ]
  }
]},
{
  "dimensionHeaders": [{
    "dimensionValues": [{ "value": "session_start" }]
  },
  {
    "dimensionValues": [{ "value": "scroll" }]
  }
]}
dimensionHeaders[]
object (DimensionHeader)

```

Describes dimension columns. The number of DimensionHeaders and ordering of DimensionHeaders matches the dimensions present in rows.

```

metricHeaders[]
object (MetricHeader)

```

Describes metric columns. The number of MetricHeaders and ordering of MetricHeaders matches the metrics present in rows.

```

rows[]
object (Row)

```

Rows of dimension value combinations and metric values in the report.

aggregates[]
object (Row)

Aggregation of metric values. Can be totals, minimums, or maximums. The returned aggregations are controlled by the metricAggregations in the pivot. The type of aggregation returned in each row is shown by the dimensionValues which are set to "RESERVED_".

metadata
object (ResponseMetaData)

Metadata for the report.

propertyQuota
object (PropertyQuota)

This Google Analytics property's quota state including this request.

kind
string

Identifies what kind of resource this message is. This kind is always the fixed string "analyticsData#runPivotReport". Useful to distinguish between response types in JSON.

PivotHeader
Dimensions' values in a single pivot.

JSON representation

```
{
  "pivotDimensionHeaders": [
    {
      object (PivotDimensionHeader)
    }
  ],
  "rowCount": integer
}
```

Fields

pivotDimensionHeaders[]
object (PivotDimensionHeader)

The size is the same as the cardinality of the corresponding dimension combinations.

rowCount
integer

The cardinality of the pivot. The total number of rows for this pivot's fields regardless of how the parameters offset and limit are specified in the request.

PivotDimensionHeader
Summarizes dimension values from a row for this pivot.

JSON representation

```
{
  "dimensionValues": [
    {
      object (DimensionValue)
    }
  ]
}
```

Fields

dimensionValues[]
object (DimensionValue)

Values of multiple dimensions in a pivot.

RunReportResponse

bookmark_border
The response report table corresponding to a request.

JSON representation

```
{
  "dimensionHeaders": [
    {
      object (DimensionHeader)
    }
  ],
  "metricHeaders": [
    {
      object (MetricHeader)
    }
  ],
  "rows": [
    {
```

```

    object (Row)
  }
],
"totals": [
  {
    object (Row)
  }
],
"maximums": [
  {
    object (Row)
  }
],
"minimums": [
  {
    object (Row)
  }
],
"rowCount": integer,
"metadata": {
  object (ResponseMetaData)
},
"propertyQuota": {
  object (PropertyQuota)
},
"kind": string
}
Fields
dimensionHeaders[]
object (DimensionHeader)

```

Describes dimension columns. The number of DimensionHeaders and ordering of DimensionHeaders matches the dimensions present in rows.

```

metricHeaders[]
object (MetricHeader)

```

Describes metric columns. The number of MetricHeaders and ordering of MetricHeaders matches the metrics present in rows.

```

rows[]
object (Row)

```

Rows of dimension value combinations and metric values in the report.

totals[]
object (Row)

If requested, the totaled values of metrics.

maximums[]
object (Row)

If requested, the maximum values of metrics.

minimums[]
object (Row)

If requested, the minimum values of metrics.

rowCount
integer

The total number of rows in the query result. rowCount is independent of the number of rows returned in the response, the limit request parameter, and the offset request parameter. For example if a query returns 175 rows and includes limit of 50 in the API request, the response will contain rowCount of 175 but only 50 rows.

To learn more about this pagination parameter, see [Pagination](#).

metadata
object (ResponseMetaData)

Metadata for the report.

propertyQuota
object (PropertyQuota)

This Google Analytics property's quota state including this request.

kind
string

Identifies what kind of resource this message is. This kind is always the fixed string "analyticsData#runReport". Useful to distinguish between response types in JSON.

</DOCUMENTATION>

<DIMENSIONS & METRICS>

API Dimensions & Metrics

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The dimensions and metrics you can use in Data API Core Reporting queries.

Dimensions

The following dimensions can be requested in reports for any property. Specify the "API Name" in a Dimension resource's name field for a column of the dimension in the report response.

API Name	UI Name	Description
achievementId	Achievement ID	The achievement ID in a game for an event. Populated by the event parameter <code>achievement_id</code> .
adFormat	Ad format	Describes the way ads looked and where they were located. Typical formats include Interstitial, Banner, Rewarded, and Native advanced.
adSourceName	Ad source	The source network that served the ad. Typical sources include AdMob Network, Liftoff, Facebook Audience Network, and Mediated house ads.
adUnitName	Ad unit	The name you chose to describe this Ad unit. Ad units are containers you place in your apps to show ads to users.
appVersion	App version	The app's versionName (Android) or short bundle version (iOS).
audienceId	Audience ID	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.
audienceName	Audience name	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.
audienceResourceName	Audience resource name	The resource name of this audience. Resource names contain both collection & resource identifiers to uniquely identify a resource; to learn more, see Resource names.
brandingInterest	Interests	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.
browser	Browser	The browsers used to view your website.
campaignId	Campaign ID	The identifier of the marketing campaign. Present only for key events. Includes Google Ads Campaigns, Manual Campaigns, & other Campaigns.
campaignName	Campaign	The name of the marketing campaign. Present only for key events. Includes Google Ads Campaigns, Manual Campaigns, & other Campaigns.
character	Character	The player character in a game for an event. Populated by the event parameter <code>character</code> .
city	City	The city from which the user activity originated.
cityId	City ID	The geographic ID of the city from which the user activity originated, derived from their IP address.

cm360AccountId CM360 account ID The CM360 Account ID that led to the key event. Identifies the CM360 Account.

cm360AccountName CM360 account name The CM360 Account Name that led to the key event. A CM360 account consists of advertisers, sites, campaigns, and user profiles.

cm360AdvertiserId CM360 advertiser ID The CM360 Advertiser ID that led to the key event. A CM360 Advertiser contains a group of campaigns, creative assets, and other settings.

cm360AdvertiserName CM360 advertiser name The CM360 Advertiser Name that led to the key event. A CM360 Advertiser contains a group of campaigns, creative assets, and other settings.

cm360CampaignId CM360 campaign ID 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.

cm360CampaignName CM360 campaign name 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.

cm360CreativeFormat CM360 creative format The CM360 Creative Format that led to the key event. CM360 creative formats are also referred to as creative types.

cm360CreativeId CM360 creative ID The CM360 Creative ID that led to the key event. Identifies a CM360 creative.

cm360CreativeName CM360 creative name The CM360 Creative Name that led to the key event. The name given to a CM360 creative.

cm360CreativeType CM360 creative type 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

cm360CreativeTypeId CM360 creative type ID The CM360 Creative Type ID that led to the key event. Identifies a CM360 creative type.

cm360CreativeVersion CM360 creative version The CM360 Creative Version that led to the key event. The version number helps you keep track of multiple versions of your creative in your reports. If you upload a new asset to an existing creative, the version number is increased by one.

cm360Medium CM360 medium The CM360 Medium that led to the key event. The CM360 medium is also referred to as the placement cost structure.

cm360PlacementCostStructure CM360 placement cost structure The CM360 Placement Cost Structure that led to the key event. Placement cost structures regulate how media cost will be calculated. For example 'CPM'.

cm360PlacementId CM360 placement ID 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.

cm360PlacementName CM360 placement name 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.

cm360RenderingId CM360 rendering ID The CM360 Rendering ID that led to the key event. Identifies a CM360 creative.

cm360SiteId CM360 site ID The CM360 Site ID that led to the key event. Identifies a CM360 site.

cm360SiteName CM360 site name The CM360 Site Name that led to the key event. The CM360 Site name from which the ad space was purchased.

cm360Source CM360 source The CM360 Source that led to the key event. The CM360 source is also referred to as the site name.

cm360SourceMedium CM360 source / medium The CM360 Source Medium that led to the key event. A combination of the source and medium.

cohort Cohort 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.

cohortNthDay Daily cohort 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.

cohortNthMonth Monthly cohort 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.

cohortNthWeek Weekly cohort 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.

contentGroup Content group A category that applies to items of published content. Populated by the event parameter content_group.

contentId Content ID The identifier of the selected content. Populated by the event parameter content_id.

contentType Content type The category of the selected content. Populated by the event parameter content_type.

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

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

country Country The country from which the user activity originated.

countryId Country ID 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.

currencyCode Currency 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.

date Date The date of the event, formatted as YYYYMMDD.

dateHour Date + hour (YYYYMMDDHH) The combined values of date and hour formatted as YYYYMMDDHH.

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

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

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

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

defaultChannelGroup Default channel group 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.

deviceCategory Device category The type of device: Desktop, Tablet, or Mobile.

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

dv360AdvertiserId DV360 advertiser ID The DV360 Advertiser ID that led to the key event. Identifies the DV360 advertiser.

dv360AdvertiserName DV360 advertiser name The DV360 Advertiser Name that led to the key event. DV360 advertisers represent real-life businesses that run advertising campaigns.

dv360CampaignId DV360 campaign ID The DV360 Campaign ID that led to the key event. Identifies the DV360 campaign.

dv360CampaignName DV360 campaign name The DV360 Campaign Name that led to the key event. DV360 campaigns group together related insertion orders with a common business goal.

dv360CreativeFormat DV360 creative format The DV360 Creative Format that led to the key event. Also referred to as the creative type. For example, expandable, video, or native.

dv360CreativeId DV360 creative ID The DV360 Creative ID that led to the key event. Identifies the DV360 creative.

dv360CreativeName DV360 creative name The DV360 Creative Name that led to the key event. The name given to a DV360 creative.

dv360ExchangeId DV360 exchange ID The DV360 Exchange ID that led to the key event. Identifies the DV360 exchange.

dv360ExchangeName DV360 exchange name The DV360 Exchange Name that led to the key event. The DV360 ad exchange involved in the ad click. To learn more, see managing exchanges.

dv360InsertionOrderId DV360 insertion order ID The DV360 Insertion Order ID that led to the key event. Identifies the DV360 insertion order.

dv360InsertionOrderName DV360 insertion order name The DV360 Insertion Order Name that led to the key event. A DV360 insertion order contains a set of line items that are related to the same advertising campaign.

dv360LineItemId DV360 line item ID The DV360 Line Item ID that led to the key event. Identifies the DV360 line item.

dv360LineItemName DV360 line item name The DV360 Line Item Name that led to the key event. A DV360 line item bids on impressions and serves creatives to inventory sources.

dv360Medium DV360 medium The DV360 Medium that led to the key event. The billable outcome of the insertion order. For example, cpm.

dv360PartnerId DV360 partner ID The DV360 Partner ID that led to the key event. Identifies the DV360 partner.

dv360PartnerName DV360 partner name The DV360 Partner Name that led to the key event. DV360 partners represent agencies, trading desks, or large individual advertisers.

dv360Source DV360 source The DV360 Source that led to the key event. The DV360 site name where your ad was displayed.

dv360SourceMedium DV360 source / medium The DV360 Source Medium that led to the key event. A combination of the source and medium.

eventName Event name The name of the event.

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

fileName File name 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.

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

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

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

firstUserCm360AccountId First user CM360 account ID The CM360 Account ID that originally acquired the user. Identifies the CM360 account.

firstUserCm360AccountName First user CM360 account name The CM360 Account Name that originally acquired the user. A CM360 account consists of advertisers, sites, campaigns, and user profiles.

firstUserCm360AdvertiserId First user CM360 advertiser ID The CM360 Advertiser ID that originally acquired the user. Identifies the CM360 advertiser.

firstUserCm360AdvertiserName First user CM360 advertiser name The CM360 Advertiser Name that originally acquired the user. A CM360 Advertiser contains a group of campaigns, creative assets, and other settings.

firstUserCm360CampaignId First user CM360 campaign ID The CM360 Campaign ID that originally acquired the user. Identifies the CM360 campaign.

firstUserCm360CampaignName First user CM360 campaign name 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.

firstUserCm360CreativeFormat First user CM360 creative format The CM360 Creative Format that originally acquired the user. CM360 creative formats are also referred to as creative types.

firstUserCm360CreativeId First user CM360 creative ID The CM360 Creative ID that originally acquired the user. Identifies a CM360 creative.

firstUserCm360CreativeName First user CM360 creative name The CM360 Creative Name that originally acquired the user. The name given to a CM360 creative.

firstUserCm360CreativeType First user CM360 creative type The CM360 Creative Type that originally acquired the user. A category of CM360 creatives like 'Display' or 'Tracking'. To learn more, see manage creatives

firstUserCm360CreativeTypeId First user CM360 creative type ID The CM360 Creative Type ID that originally acquired the user. Identifies a CM360 creative type.

firstUserCm360CreativeVersion First user CM360 creative version 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.

firstUserCm360Medium First user CM360 medium The CM360 Medium that originally acquired the user. The CM360 medium is also referred to as the placement cost structure.

firstUserCm360PlacementCostStructure First user CM360 placement cost structure The CM360 Placement Cost Structure that originally acquired the user. Placement cost structures regulate how media cost will be calculated. For example 'CPM'.

firstUserCm360PlacementId First user CM360 placement ID 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.

firstUserCm360PlacementName First user CM360 placement name 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.

firstUserCm360RenderingId First user CM360 rendering ID The CM360 Rendering ID that originally acquired the user. Identifies a CM360 creative.

firstUserCm360SiteId First user CM360 site ID The CM360 Site ID that originally acquired the user. Identifies a CM360 site.

firstUserCm360SiteName First user CM360 site name The CM360 Site Name that originally acquired the user. The CM360 Site name from which the ad space was purchased.

firstUserCm360Source First user CM360 source The CM360 Source that originally acquired the user. The CM360 source is also referred to as the site name.

firstUserCm360SourceMedium First user CM360 source / medium The CM360 Source Medium that originally acquired the user. A combination of the source and medium.

firstUserDefaultChannelGroup First user default channel group 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.

firstUserDv360AdvertiserId First user DV360 advertiser ID The DV360 Advertiser ID that originally acquired the user. Identifies the DV360 advertiser.

firstUserDv360AdvertiserName First user DV360 advertiser name The DV360 Advertiser Name that originally acquired the user. DV360 advertisers represent real-life businesses that run advertising campaigns.

firstUserDv360CampaignId First user DV360 campaign ID The DV360 Campaign ID that originally acquired the user. Identifies the DV360 campaign.

firstUserDv360CampaignName First user DV360 campaign name The DV360 Campaign Name that originally acquired the user. DV360 campaigns group together related insertion orders with a common business goal.

firstUserDv360CreativeFormat First user DV360 creative format The DV360 Creative Format that originally acquired the user. Also referred to as the creative type. For example, expandable, video, or native.

firstUserDv360CreativeId First user DV360 creative ID The DV360 Creative ID that originally acquired the user. Identifies the DV360 creative.

firstUserDv360CreativeName First user DV360 creative name The DV360 Creative Name that originally acquired the user. The name given to a DV360 creative.

firstUserDv360Exchangeld First user DV360 exchange ID The DV360 Exchange ID that originally acquired the user. Identifies the DV360 exchange.

firstUserDv360ExchangeName First user DV360 exchange name The DV360 Exchange Name that originally acquired the user. The DV360 ad exchange involved in the ad click. To learn more, see managing exchanges.

firstUserDv360InsertionOrderId First user DV360 insertion order ID The DV360 Insertion Order ID that originally acquired the user. Identifies the DV360 insertion order.

firstUserDv360InsertionOrderName First user DV360 insertion order name The DV360 Insertion Order Name that originally acquired the user. A DV360 insertion order contains a set of line items that are related to the same advertising campaign.

firstUserDv360LineItemId First user DV360 line item ID The DV360 Line Item ID that originally acquired the user. Identifies the DV360 line item.

firstUserDv360LineItemName First user DV360 line item name The DV360 Line Item Name that originally acquired the user. A DV360 line item bids on impressions and serves creatives to inventory sources.

firstUserDv360Medium First user DV360 medium The DV360 Medium that originally acquired the user. The billable outcome of the insertion order. For example, cpm.

firstUserDv360PartnerId First user DV360 partner ID The DV360 Partner ID that originally acquired the user. Identifies the DV360 partner.

firstUserDv360PartnerName First user DV360 partner name The DV360 Partner Name that originally acquired the user. DV360 partners represent agencies, trading desks, or large individual advertisers.

firstUserDv360Source First user DV360 source The DV360 Source that originally acquired the user. The DV360 site name where your ad was displayed.

firstUserDv360SourceMedium First user DV360 source / medium The DV360 Source Medium that originally acquired the user. A combination of the source and medium.

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

firstUserGoogleAdsAdGroupId First user Google Ads ad group ID The Ad Group Id in Google Ads that first acquired the user.

firstUserGoogleAdsAdGroupName First user Google Ads ad group name The Ad Group Name in Google Ads that first acquired the user.

firstUserGoogleAdsAdNetworkType First user Google Ads ad network type 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).

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

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

firstUserGoogleAdsCampaignType First user Google Ads campaign type 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](#).

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

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

firstUserGoogleAdsKeyword First user Google Ads keyword text First user Google Ads keyword text

firstUserGoogleAdsQuery First user Google Ads query The search query that first acquired the user.

firstUserManualAdContent First user manual ad content The ad content that first acquired the user. Populated by the `utm_content` parameter.

firstUserManualCampaignId First user manual campaign ID The manual Campaign ID that originally acquired the user. Identifies the manual campaign. Populated by `utm_id` URL parameter.

firstUserManualCampaignName First user manual campaign name The manual Campaign Name that originally acquired the user. The name of the manual campaign. Populated by `utm_campaign` URL parameter. To learn more, see [Collect campaign data with custom URLs](#).

firstUserManualCreativeFormat First user manual creative format The manual Creative Format that originally acquired the user. Identifies the creative format used in the ad. Populated by `utm_creative_format` URL parameter.

firstUserManualMarketingTactic First user manual marketing tactic The manual Marketing Tactic that originally acquired the user. The targeting criteria applied to a campaign. For example, remarketing or prospecting. Populated by `utm_marketing_tactic` URL parameter.

firstUserManualMedium First user manual medium The manual Medium that originally acquired the user. The marketing medium used in the referral. For example, cpc. Populated by `utm_medium` URL parameter.

firstUserManualSource First user manual source The manual Source that originally acquired the user. The referrer. Populated by `utm_source` URL parameter.

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

firstUserManualSourcePlatform First user manual source platform The manual Source Platform that originally acquired the user. The platform responsible for directing traffic to a given Analytics property. Populated by `utm_source_platform` URL parameter.

firstUserManualTerm First user manual term The term that first acquired the user. Populated by the utm_term parameter.

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

firstUserPrimaryChannelGroup First user primary channel group 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.

firstUserSa360AdGroupId First user SA360 ad group ID The SA360 Ad Group ID that originally acquired the user. Identifies the SA360 ad group.

firstUserSa360AdGroupName First user SA360 ad group name The SA360 Ad Group Name that originally acquired the user. SA360 Ad groups contain ads and keywords that relate to each other.

firstUserSa360CampaignId First user SA360 campaign ID The SA360 Campaign ID that originally acquired the user. Identifies the SA360 campaign.

firstUserSa360CampaignName First user SA360 campaign The SA360 Campaign Name that originally acquired the user. A SA360 campaign lets you organize your ads and define a goal for your advertising.

firstUserSa360CreativeFormat First user SA360 creative format The SA360 Creative Format that originally acquired the user. The creative format is the specific layout or design of the advertisement used in a campaign.

firstUserSa360EngineAccountId First user SA360 engine account ID The SA360 Engine Account ID that originally acquired the user. Identifies the SA360 engine account.

firstUserSa360EngineAccountName First user SA360 engine account name The SA360 Engine Account Name that originally acquired the user. A SA360 engine account contains campaigns, ad groups, and other items from an advertising account.

firstUserSa360EngineAccountType First user SA360 engine account type The SA360 Engine Account Type that originally acquired the user. The type of engine used by the search engine account.

firstUserSa360KeywordText First user SA360 keyword text The SA360 Keyword Text that originally acquired the user. The keywords that matched the search query.

firstUserSa360ManagerAccountId First user SA360 manager account ID The SA360 Manager Account ID that originally acquired the user. Identifies the SA360 manager account.

firstUserSa360ManagerAccountName First user SA360 manager account name 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.

firstUserSa360Medium First user SA360 medium The SA360 Medium that originally acquired the user. The payment mode used in ad buying. For example, cpc.

firstUserSa360Query First user SA360 query The SA360 Query that originally acquired the user. The search query typed by the user.

firstUserSa360Source First user SA360 source The SA360 Source that originally acquired the user. The search query happened on this site.

firstUserSa360SourceMedium First user SA360 source / medium The SA360 Source Medium that originally acquired the user. A combination of the source and medium.

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

firstUserSourceMedium First user source / medium The combined values of the dimensions firstUserSource and firstUserMedium.

firstUserSourcePlatform First user source platform 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.

fullPageUrl Full page URL 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.

googleAdsAccountName Google Ads account name 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.

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

googleAdsAdGroupName Google Ads ad group name The ad group name attributed to the key event.

googleAdsAdNetworkType Google Ads ad network type 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).

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

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

googleAdsCampaignType Google Ads campaign type 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](#).

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

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

googleAdsKeyword Google Ads keyword text The matched keyword that led to the key event. Keywords are words or phrases describing your product or service that you choose to get your ad in front of the right customers. To learn more about Keywords, see [Keywords: Definition](#).

googleAdsQuery Google Ads query The search query that led to the key event.

groupId Group ID The player group ID in a game for an event. Populated by the event parameter group_id.

hostname **Hostname** Includes the subdomain and domain names of a URL; for example, the Host Name of www.example.com/contact.html is www.example.com.

hour **Hour** 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.

isKeyEvent **Is key event** The string true if the event is a key event. Marking an event as a key event affects reports from time of creation. 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.

isoWeek **ISO week of the year** 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.

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

isoYearIsoWeek **ISO week of ISO year** The combined values of `isoWeek` and `isoYear`. Example values include 201652 & 201701.

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

itemBrand **Item brand** Brand name of the item.

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

itemCategory2 **Item category 2** The hierarchical category in which the item is classified. For example, in `Apparel/Mens/Summer/Shirts/T-shirts`, `Mens` is the item category 2.

itemCategory3 **Item category 3** The hierarchical category in which the item is classified. For example, in `Apparel/Mens/Summer/Shirts/T-shirts`, `Summer` is the item category 3.

itemCategory4 **Item category 4** The hierarchical category in which the item is classified. For example, in `Apparel/Mens/Summer/Shirts/T-shirts`, `Shirts` is the item category 4.

itemCategory5 **Item category 5** 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.

itemId **Item ID** The ID of the item.

itemListId **Item list ID** The ID of the item list.

itemListName **Item list name** The name of the item list.

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

itemLocationID **Item location ID** The physical location associated with the item. For example, the physical store location. It's recommended to use the Google 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.

itemName **Item name** The name of the item.

itemPromotionCreativeName **Item promotion creative name** The name of the item-promotion creative.

itemPromotionCreativeSlot **Item promotion creative slot** The name of the promotional creative slot associated with the item. This dimension can be specified in 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.

itemPromotionId Item promotion ID The ID of the item promotion.

itemPromotionName Item promotion name The name of the promotion for the item.

itemVariant Item variant The specific variation of a product. For example, XS, S, M, or L for size; or Red, Blue, Green, or Black for color. Populated by the item_variant parameter.

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

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

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

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

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

linkClasses Link classes The HTML class attribute for an outbound link. For example if a user clicks a link , this dimension will return center. Automatically populated if Enhanced Measurement is enabled. Populated by the event parameter link_classes.

linkDomain Link domain The destination domain of the outbound link. For example if a user clicks a link , this dimension will return youtube.com. Automatically populated if Enhanced Measurement is enabled. Populated by the event parameter link_domain.

linkId Link ID The HTML ID attribute for an outbound link or file download. For example if a user clicks a link , this dimension will return socialLinks. Automatically populated if Enhanced Measurement is enabled. Populated by the event parameter link_id.

linkText Link text The link text of the file download. Automatically populated if Enhanced Measurement is enabled. Populated by the event parameter link_text.

linkUrl Link URL The full URL for an outbound link or file download. For example if a user clicks a link , 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.

manualAdContent Manual ad content The ad content attributed to the key event. Populated by the utm_content parameter.

manualCampaignId Manual campaign ID The manual Campaign ID that led to the key event. Identifies the manual campaign. Populated by utm_id URL parameter.

manualCampaignName Manual campaign name 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.

manualCreativeFormat Manual creative format 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.

manualMarketingTactic Manual marketing tactic 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.

manualMedium Manual medium 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.

manualSourceManual source The manual Source that led to the key event. The referrer. Populated by utm_source URL parameter.

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

manualSourcePlatform Manual source platform 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.

manualTerm Manual term The term attributed to the key event. Populated by the utm_term parameter.

medium Medium The medium attributed to the key event.

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

minute Minute 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.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

orderCoupon Order coupon Code for the order-level coupon.

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

pageLocation Page location 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.

pagePath Page path 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.

pagePathPlusQueryString Page path + query string 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.

pageReferrer Page referrer 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.

pageTitle Page title The web page titles used on your site.

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

platform Platform 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.

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

primaryChannelGroup Primary channel group 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.

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

sa360AdGroupId SA360 ad group ID The SA360 Ad Group ID that led to the key event. Identifies the SA360 ad group.

sa360AdGroupName SA360 ad group name The SA360 Ad Group Name that led to the key event. SA360 Ad groups contain ads and keywords that relate to each other.

sa360CampaignId SA360 campaign ID The SA360 Campaign ID that led to the key event. Identifies the SA360 campaign.

sa360CampaignName SA360 campaign 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.

sa360CreativeFormat SA360 creative format 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.

sa360EngineAccountId SA360 engine account ID The SA360 Engine Account ID that led to the key event. Identifies the SA360 engine account.

sa360EngineAccountName SA360 engine account name The SA360 Engine Account Name that led to the key event. A SA360 engine account contains campaigns, ad groups, and other items from an advertising account.

sa360EngineAccountType SA360 engine account type The SA360 Engine Account Type that led to the key event. The type of engine used by the search engine account.

sa360KeywordText SA360 keyword text The SA360 Keyword Text that led to the key event. The keywords that matched the search query.

sa360ManagerAccountId SA360 manager account ID The SA360 Manager Account ID that led to the key event. Identifies the SA360 manager account.

sa360ManagerAccountName SA360 manager account name The SA360 Manager Account Name that led to the key event. The top level of the Search Ads 360 account hierarchy and is used for administration and reporting across the lower-level sub-manager and client accounts.

sa360Medium SA360 medium The SA360 Medium that led to the key event. The payment mode used in ad buying. For example, cpc.

sa360Query SA360 query The SA360 Query that led to the key event. The search query typed by the user.

sa360Source SA360 source The SA360 Source that led to the key event. The search query happened on this site.

sa360SourceMedium SA360 source / medium The SA360 Source Medium that led to the key event. A combination of the source and medium.

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

searchTerm Search term The term searched by the user. For example if the user 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.

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

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

sessionCm360AccountId Session CM360 account ID The CM360 Account ID that led to the session. Identifies the CM360 account.

sessionCm360AccountName Session CM360 account name The CM360 Account Name that led to the session. A CM360 account consists of advertisers, sites, campaigns, and user profiles.

sessionCm360AdvertiserId Session CM360 advertiser ID The CM360 Advertiser ID that led to the session. Identifies the CM360 advertiser.

sessionCm360AdvertiserName Session CM360 advertiser name The CM360 Advertiser Name that led to the session. A CM360 Advertiser contains a group of campaigns, creative assets, and other settings.

sessionCm360CampaignId Session CM360 campaign ID The CM360 Campaign ID that led to the session. Identifies the CM360 campaign.

sessionCm360CampaignName Session CM360 campaign name 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.

sessionCm360CreativeFormat Session CM360 creative format The CM360 Creative Format that led to the session. CM360 creative formats are also referred to as creative types.

sessionCm360CreativeId Session CM360 creative ID The CM360 Creative ID that led to the session. Identifies a CM360 creative.

sessionCm360CreativeName Session CM360 creative name The CM360 Creative Name that led to the session. The name given to a CM360 creative.

sessionCm360CreativeType Session CM360 creative type The CM360 Creative Type that led to the session. A category of CM360 creatives like 'Display' or 'Tracking'. To learn more, see [manage creatives](#)

sessionCm360CreativeTypeId Session CM360 creative type ID The CM360 Creative Type ID that led to the session. Identifies a CM360 creative type.

sessionCm360CreativeVersion Session CM360 creative version 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.

sessionCm360Medium Session CM360 medium The CM360 Medium that led to the session. The CM360 medium is also referred to as the placement cost structure.

sessionCm360PlacementCostStructure Session CM360 placement cost structure The CM360 Placement Cost Structure that led to the session. Placement cost structures regulate how media cost will be calculated. For example 'CPM'.

sessionCm360PlacementId Session CM360 placement ID 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.

sessionCm360PlacementName Session CM360 placement name 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.

sessionCm360RenderingId Session CM360 rendering ID The CM360 Rendering ID that led to the session. Identifies a CM360 creative.

sessionCm360SiteId Session CM360 site ID The CM360 Site ID that led to the session. Identifies a CM360 site.

sessionCm360SiteName Session CM360 site name The CM360 Site Name that led to the session. The CM360 Site name from which the ad space was purchased.

sessionCm360Source Session CM360 source The CM360 Source that led to the session. The CM360 source is also referred to as the site name.

sessionCm360SourceMedium Session CM360 source / medium The CM360 Source Medium that led to the session. A combination of the source and medium.

sessionDefaultChannelGroup Session default channel group 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.

sessionDv360AdvertiserId Session DV360 advertiser ID The DV360 Advertiser ID that led to the session. Identifies the DV360 advertiser.

sessionDv360AdvertiserName Session DV360 advertiser name The DV360 Advertiser Name that led to the session. DV360 advertisers represent real-life businesses that run advertising campaigns.

sessionDv360CampaignId Session DV360 campaign ID The DV360 Campaign ID that led to the session. Identifies the DV360 campaign.

sessionDv360CampaignName Session DV360 campaign name The DV360 Campaign Name that led to the session. DV360 campaigns group together related insertion orders with a common business goal.

sessionDv360CreativeFormat Session DV360 creative format The DV360 Creative Format that led to the session. Also referred to as the creative type. For example, expandable, video, or native.

sessionDv360CreativeId Session DV360 creative ID The DV360 Creative ID that led to the session. Identifies the DV360 creative.

sessionDv360CreativeName Session DV360 creative name The DV360 Creative Name that led to the session. The name given to a DV360 creative.

sessionDv360Exchangeld Session DV360 exchange ID The DV360 Exchange ID that led to the session. Identifies the DV360 exchange.

sessionDv360ExchangeName Session DV360 exchange name The DV360 Exchange Name that led to the session. The DV360 ad exchange involved in the ad click. To learn more, see managing exchanges.

sessionDv360InsertionOrderId Session DV360 insertion order ID The DV360 Insertion Order ID that led to the session. Identifies the DV360 insertion order.

sessionDv360InsertionOrderName Session DV360 insertion order name 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.

sessionDv360LineItemId Session DV360 line item ID The DV360 Line Item ID that led to the session. Identifies the DV360 line item.

sessionDv360LineItemName Session DV360 line item name The DV360 Line Item Name that led to the session. A DV360 line item bids on impressions and serves creatives to inventory sources.

sessionDv360Medium Session DV360 medium The DV360 Medium that led to the session. The billable outcome of the insertion order. For example, cpm.

sessionDv360PartnerId Session DV360 partner ID The DV360 Partner ID that led to the session. Identifies the DV360 partner.

sessionDv360PartnerName Session DV360 partner name The DV360 Partner Name that led to the session. DV360 partners represent agencies, trading desks, or large individual advertisers.

`sessionDv360Source` Session DV360 source The DV360 Source that led to the session. The DV360 site name where your ad was displayed.

`sessionDv360SourceMedium` Session DV360 source / medium The DV360 Source Medium that led to the session. A combination of the source and medium.

`sessionGoogleAdsAccountName` Session Google Ads account name The Account name from Google Ads that led to the session. Corresponds to `customer.descriptive_name` in the Google Ads API.

`sessionGoogleAdsAdGroupId` Session Google Ads ad group ID The Ad Group Id in Google Ads for a session.

`sessionGoogleAdsAdGroupName` Session Google Ads ad group name The Ad Group Name in Google Ads for a session.

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

`sessionGoogleAdsCampaignId` Session Google Ads campaign ID The Campaign ID for the Google Ads Campaign that led to this session.

`sessionGoogleAdsCampaignName` Session Google Ads campaign The Campaign name for the Google Ads Campaign that led to this session.

`sessionGoogleAdsCampaignType` Session Google Ads campaign type The campaign type for the Google Ads campaign that led to this session. Campaign types determine where 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](#).

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

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

`sessionGoogleAdsKeyword` Session Google Ads keyword text The matched keyword that led to the session. Keywords are words or phrases describing your product or service that you choose to get your ad in front of the right customers. To learn more about Keywords, see [Keywords: Definition](#).

`sessionGoogleAdsQuery` Session Google Ads query The search query that led to the session.

`sessionManualAdContent` Session manual ad content The ad content that led to a session. Populated by the `utm_content` parameter.

`sessionManualCampaignId` Session manual campaign ID The manual Campaign ID that led to the session. Identifies the manual campaign. Populated by `utm_id` URL parameter.

`sessionManualCampaignName` Session manual campaign name 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](#).

sessionManualCreativeFormat Session manual creative format The manual Creative Format that led to the session. Identifies the creative format used in the ad. Populated by utm_creative_format URL parameter.

sessionManualMarketingTactic Session manual marketing tactic 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.

sessionManualMedium Session manual medium The manual Medium that led to the session. The marketing medium used in the referral. For example, cpc. Populated by utm_medium URL parameter.

sessionManualSource Session manual source The manual Source that led to the session. The referrer. Populated by utm_source URL parameter.

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

sessionManualSourcePlatform Session manual source platform 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.

sessionManualTerm Session manual term The term that led to a session. Populated by the utm_term parameter.

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

sessionPrimaryChannelGroup Session primary channel group 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.

sessionSa360AdGroupId Session SA360 ad group ID The SA360 Ad Group ID that led to the session. Identifies the SA360 ad group.

sessionSa360AdGroupName Session SA360 ad group name The SA360 Ad Group Name that led to the session. SA360 Ad groups contain ads and keywords that relate to each other.

sessionSa360CampaignId Session SA360 campaign ID The SA360 Campaign ID that led to the session. Identifies the SA360 campaign.

sessionSa360CampaignName Session SA360 campaign The SA360 Campaign Name that led to the session. A SA360 campaign lets you organize your ads and define a goal for your advertising.

sessionSa360CreativeFormat Session SA360 creative format 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.

sessionSa360EngineAccountId Session SA360 engine account ID The SA360 Engine Account ID that led to the session. Identifies the SA360 engine account.

sessionSa360EngineAccountName Session SA360 engine account name 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.

sessionSa360EngineAccountType Session SA360 engine account type 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.

sessionSa360Keyword Session SA360 keyword text The SA360 Keyword Text that led to the session. The keywords that matched the search query.

sessionSa360ManagerAccountId Session SA360 manager account ID The SA360 Manager Account ID that led to the session. Identifies the SA360 manager account.

sessionSa360ManagerAccountName Session SA360 manager account name The SA360 Manager Account Name that led to the session. The top level of the Search Ads 360 account hierarchy and is used for administration and reporting across the lower-level sub-manager and client accounts.

sessionSa360Medium Session SA360 medium The SA360 Medium that led to the session. The payment mode used in ad buying. For example, cpc.

sessionSa360Query Session SA360 query The SA360 Query that led to the session. The search query typed by the user.

sessionSa360Source Session SA360 source The SA360 Source that led to the session. The search query happened on this site.

sessionSa360SourceMedium Session SA360 source / medium The SA360 Source Medium that led to the session. A combination of the source and medium.

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

sessionSourceMedium Session source / medium The combined values of the dimensions sessionSource and sessionMedium.

sessionSourcePlatform Session source platform 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.

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

signedInWithUserId Signed in with user ID 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.

source Source The source attributed to the key event.

sourceMedium Source / medium The combined values of the dimensions source and medium.

sourcePlatform Source platform 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.

streamId Stream ID The numeric data stream identifier for your app or website.

streamName Stream name The data stream name for your app or website.

testDataFilterId Test data filter ID 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.

testDataFilterName Test data filter name 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.

transactionId Transaction ID The ID of the ecommerce transaction.

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

unifiedPageScreen Page path + query string and screen class The page path and query string (web) or screen class (app) on which the event was logged.
unifiedScreenClass Page title and screen class The page title (web) or screen class (app) on which the event was logged.
unifiedScreenName Page title and screen name The page title (web) or screen name (app) on which the event was logged.
userAgeBracket Age User age brackets.
userGender Gender User gender.
videoProvider Video provider The source of the video (for example, youtube). Automatically populated for embedded videos if Enhanced Measurement is enabled. Populated by the event parameter `video_provider`.
videoTitle Video title The title of the video. Automatically populated for embedded videos if Enhanced Measurement is enabled. Populated by the event parameter `video_title`.
videoUrl Video URL The URL of the video. Automatically populated for embedded videos if Enhanced Measurement is enabled. Populated by the event parameter `video_url`.
virtualCurrencyName Virtual currency name The name of a virtual currency with which the user is interacting. Such as spending or purchasing gems in a game. Populated by the `virtual_currency_name` event parameter.
visible Visible Returns true if the content is visible. Automatically populated for embedded videos if Enhanced Measurement is enabled. Populated by the event parameter `visible`.
week Week The week of the event, a two-digit number from 01 to 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.
year Year The four-digit year of the event. For example, 2020 or 2024.
yearMonth Year month The combined values of year and month. Example values include 202212 or 202301.
yearWeek Year week The combined values of year and week. Example values include 202253 or 202301.

Custom Dimensions

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

If an Event-scoped Custom Dimension was registered before October 2020, the dimension must be specified in an API request with its event name. For example, include `"customEvent:achievement_id[level_up]"` for the Event-scoped Custom Dimension with parameter name `"achievement_id"` and event name `"level_up"`. In October 2020, Analytics

replaced Custom-parameter reporting with Event-scoped custom dimensions and metrics reporting.

The following are the general syntax for Custom Dimensions. You can query the Metadata API method to list all Custom Dimensions for a Property; here is an example of using the Metadata API method.

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

Custom Channel Groups

The Data API can create reports on Custom Channel Groups. To learn more about Custom channel groups, see Custom channel groups in Google Analytics. Custom Channel Groups are specified in an API report request by the dimension's scope and channel group ID. For example, include "sessionCustomChannelGroup:9432931" in a Data API request to create a report for the Session-scoped Custom Channel with an ID of 9432931. This API request will fail if the property does not have a custom channel with this ID.

The following are the general syntax for Custom Channel Groups. You can query the Metadata API method to list all Custom Channel Groups for a Property.

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

Metrics

The following metrics can be requested in reports for any property. Specify the "API Name" in a Metric resource's name field for a column of the metric in the report response.

API Name	UI Name	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 includes 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 includes the last day in the report's date range.
activeUsers	Active users	The number of distinct users who visited your site or 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 to 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 Ads accounts. Also includes uploaded cost from data import; to learn more, see Import cost data.

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

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

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

averagePurchaseRevenue Average purchase revenue The average purchase revenue in the transaction group of events.

averagePurchaseRevenuePerPayingUser ARPPU Average revenue per paying user (ARPPU) is the total purchase revenue per active user that logged a purchase event. The summary metric is for the time period selected.

averagePurchaseRevenuePerUser Average purchase revenue per user The average purchase revenue per active user is the total purchase revenue per active user that logged any event. The summary metric is for the time period selected.

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

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

bounceRate Bounce rate The percentage of sessions that were not engaged ((Sessions Minus Engaged sessions) divided by Sessions). This metric is returned as a fraction; for example, 0.2761 means 27.61% of sessions were bounces.

cartToViewRate Cart-to-view rate The number of users who added a product(s) to 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.

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 metrics 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. Item revenue excludes tax and shipping values; tax & shipping values are specified at the event and not item level. Gross item revenue does not include refunds.

grossPurchaseRevenue Gross purchase revenue The sum of revenue from purchases made in your app or site. Gross purchase revenue sums the revenue for these events:

purchase, ecommerce_purchase, in_app_purchase, app_store_subscription_convert, and app_store_subscription_renew. Purchase revenue is specified by the value parameter in tagging.

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

itemListClickEvents Item-list click events The number of times users clicked an item when it appeared in a list. This metric counts the occurrence of the select_item event.

itemListClickThroughRate Item list click through rate The number of users who selected a list(s) divided by the number of users who viewed the same list(s). This metric is returned as a fraction; for example, 0.2145 means 21.45% of users who viewed a list also selected the same list.

itemListViewEvents Item-list view events The number of times the item list was viewed. This metric counts the occurrence of the view_item_list event.

itemPromotionClickThroughRate Item promotion click through rate The number of users who selected a promotion(s) divided by the number of users who viewed the same promotion(s). This metric is returned as a fraction; for example, 0.1382 means 13.82% of users who viewed a promotion also selected the promotion.

itemRefundAmount Item refund amount Item refund amount is the total refunded transaction revenue from items only. Item refund amount is the product of price and quantity for the refund event.

itemRevenue Item revenue The total revenue from purchases minus refunded transaction revenue from items only. Item revenue is the product of its price and quantity. Item revenue excludes tax and shipping values; tax & shipping values are specified at the event and not item level.

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 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.

newUsers New users The number of users who interacted with your site or launched your app for the first time (event triggered: first_open or first_visit).

organicGoogleSearchAveragePosition Organic Google Search average position 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.

organicGoogleSearchClickThroughRate Organic Google Search click through rate The organic Google Search click through rate reported from Search Console. Click through rate is clicks per impression. This metric is returned as a fraction; for example, 0.0588 means about 5.88% of impressions resulted in a click. This metric requires an active Search Console link.

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

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

promotionClicks Promotion clicks The number of times an item promotion was clicked. This metric counts the occurrence of the select_promotion event.

promotionViews Promotion views The number of times an item promotion was viewed. This metric counts the occurrence of the view_promotion event.

publisherAdClicks Publisher ad clicks The number of ad_click events.

publisherAdImpressions Publisher ad impressions The number of ad_impression events.

purchaseRevenue Purchase revenue The sum of revenue from purchases minus refunded transaction revenue made in your app or site. Purchase revenue sums the revenue for these events: purchase, ecommerce_purchase, in_app_purchase, app_store_subscription_convert, and app_store_subscription_renew. Purchase revenue is specified by the value parameter in tagging.

purchaseToViewRate Purchase-to-view rate The number of users who purchased a product(s) divided by the number of users who viewed the same product(s). This metric is returned as a fraction; for example, 0.128 means 12.8% of users that viewed a product(s) also purchased the same product(s).

purchaserRate Purchaser rate The percentage of active users who made 1 or more purchase transactions. This metric is returned as a fraction; for example, 0.412 means 41.2% of users were purchasers.

refundAmount Refund amount The total refunded transaction revenues. Refund amount sums refunded revenue for the refund and app_store_refund events.

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

screenPageViews Views The number of app screens or web pages your users viewed. Repeated views of a single page or screen are counted. (screen_view + page_view events).

screenPageViewsPerSession Views per session The number of app screens or web pages your users viewed per session. Repeated views of a single page or screen are counted. $(\text{screen_view} + \text{page_view events}) / \text{sessions}$.

screenPageViewsPerUser Views per user The number of app screens or web pages your users viewed per active user. Repeated views of a single page or screen are counted. $(\text{screen_view} + \text{page_view events}) / \text{active users}$.

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 $(\text{Sessions divided by Active Users})$.

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

totalUsers Total users The number of distinct users who have logged at least one event, regardless of whether the site or app was in use when that event was logged.

transactions Transactions The count of transaction events with purchase revenue. Transaction events are in_app_purchase, ecommerce_purchase, purchase, app_store_subscription_renew, app_store_subscription_convert, and refund.

transactionsPerPurchaser Transactions per purchaser The average number of transactions per purchaser.

userEngagementDuration User 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.

Custom Metrics

The Data API can create reports on Event scoped Custom Metrics. See Event-scoped custom dimensions and metrics reporting to learn more about custom metrics. Custom metrics are specified in an API report request by the metric's parameter name and scope. For example, include "customEvent:levels_unlocked" in a Data API request to create a report for the

Event-scoped Custom Metric with parameter name "levels_unlocked". This API request will fail if the property has not registered this Event-scoped Custom Metric.

If an Event-scoped Custom Metric was registered before October 2020, the metric must be specified in an API request with its event name. For example, include "customEvent:levels_unlocked\[tutorial_start\]" for the Event-scoped Custom Metric with parameter name "levels_unlocked" and event name "tutorial_start". In October 2020, Analytics replaced Custom-parameter reporting with Event-scoped custom dimensions and metrics reporting.

The following are the general syntax for Custom Metrics. You can query the Metadata API method to list all Custom Metrics for a Property; here is an example of using the Metadata API method.

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

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

You can query the Metadata API method to list all variants of Custom Metrics for a Property; here is an example of using the Metadata API method for a custom average.

Generic API Name	Description
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customEvent:parameter_name	The sum of an Event-scoped Custom Metric for parameter_name
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averageCustomEvent:parameter_name	The average value of an Event-scoped Custom Metric for parameter_name
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countCustomEvent:parameter_name	The number of occurrences of an Event-scoped Custom Metric for parameter_name
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Key Event Rate Metrics For Each Key Event

Each key event that you register on a property creates Key Event Rate metrics that you can request in reports. There are two rate metrics for each key event: session-based key event rate and user-based key event rate.

You can query the Metadata API method to list all key event rate metrics for a Property. If you try to request the key event rate for an event that is not registered as a key event, the request will fail. Here is an example of using the Metadata API method for a key event rate metric for one key event.

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

</DIMENSIONS & METRICS>