Cheatography

Google Universal Analytics URL Collect Parameters Cheat Sheet

by Tom Marianczak (dmpg_tom) via cheatography.com/18888/cs/2003/

Google UA is closing. Are you GA4 Ready?

Did you know that as of July 2023, **Universal Analytics will stop collecting and processing data**. To continue using GA you'll need to migrate to GA4. This is a complete change in architecture of implementation and data analysis.

DMPG can help you migrate to GA4 and **we offer a free audit of your existing GA implementation along with migration recommendations**.

Main Parameters

a	Random number used to link Google Analytics to Adsense (currently not working)	#
cid	Client ID number	*
de	Document Encoding type	
dl	The Document Location	
dt	Document Title	
fl	FLash version	
je	Java Enabled? (1=yes, 0=no)	
ni	Non-Interaction hit type (set as true or '1' in code. Shows as 1 or 0 in parameters)	
_s	hit Sequence - increments each time an event (inc pageview)	
sd	Screen Depth	
sr	Screen Resolution	
t	the Type of tracking call this is (e.g. pageview, event)	*
tid	Tracking ID (your UA number)	*
_u	Verification code generated by GA analytics.js	+
ul	User Language code	
_v	SDK Version number	
v	protocol Version	*
vp	View Port size (browser window visible area)	
z	cache buster	

equivalent of the classic analytics utmhid parameter

* must be present on EVERY call to be accepted by GA servers.

+ see http://stackoverflow.com/questions/2-6849042/u-parameter-in-universal-google-analytics-collect-hits for full explanation

Override Parameters

Events Parameters

ea	Event Action
ec	Event Category
el	Event Label
ev	Event Value

You will only see any of these when t (type) = event

Custom Parameters

cd1...cdN	Custom Dimension value with index number (free=1 to 20, premium=1 to 200)
cm1...cmN	Custom Metric value with index number (free=1 to 20, premium=1 to 200)
cg1...cgN	Content Grouping value with index number (1 to 5)

Campaign Variable Parameters

cn	Campaign Name
cs	Campaign Source
cm	Campaign Medium
ck	Campaign Keyword
cc	Campaign Content
ci	Campaign Id
glcid	Google adwords ID
dclid	google Display ads ID

To register any campaign variables (c*) you MUST populate Campaign Source AND Campaign Medium as a minimum.

Timing Parameters

eCommerce Parameters

cu	CUrrency that the transaction takes place in
in	Item Name
ic	Item Code (sku)
ip	Item Price (per unit)
iq	Item Quantity
iv	Item Variation (normally category)
ta	Transaction Affiliation
ti	Transaction Identification number
tr	Transaction Revenue value
ts	Transaction Shipping value
tt	Transaction Tax value

You will only see these when t (Type) = transaction or item.

App Tracking Parameters

aid	Application ID
aiid	Application Installer ID
an	Application Name
av	Application Version
ht	HiT sequence number

Other Parameters

aip	Anonymize IP (see note below)
jid	JoinID (binding your GA cookie to DoubleClick cookie)
qt	Queue Time (for collecting offline data)
sc	Session Control
uid	User ID (known uid as opposed to cid)

aip: The value of this parameter can be absolutely anything to cause the IP to be anonymized. This includes a blank value. $aip=, $aip=0, &aip=1 will all cause anonymity.

Google Experiments Parameters

xid	Experiment ID
xvar	Experiment VARiant

dh	Document Host name override
dp	Document Path - used when overriding the standard page name
ua	User Agent override
uip	User IP override
cd	sCreen name - mainly used in app tracking
linkid	Link ID of a clicked DOM element

utc	User Timing Catergory (not universal coordinated time)
utv	User Timing Variable name
utt	User Timing Time
utl	User Timing Label
plt	Page Load Time
dns	DNS time
pdt	Page Download Time
rrt	Redirect Response Time
tcp	TCP connect time
srt	Server Response Time
exd	EXception Description
exf	is EXception Fatal?

Social Tracking Parameters	
sn	Social Network
sa	Social Action
st	Social action Targt (normally a url)

By **Tom Marianczak**
(dmpg_tom)
cheatography.com/dmpg-tom/
www.dmpgteam.com

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