

Basic Parameters

AQB	Analytics Querystring Begin (signifies end of the query params, always first, always = 1)
AQE	Analytics Querystring End (signifies end of the query params, always last, always = 1)
bh	Browser Height (viewport)
bw	Browser Width (viewport)
c	Colour depth (in bits)
ce	Content Encoding
fid	The Fallback ID for this user/device
g	url of page (inc url parameters)
gn	paGeName (same as pageName but short parameter name version)
j	Java version installed
k	cooKies enabled?
ndh	Is this originating from a javascript request (1 = yes)
p	browser Plugins installed
pageName	the PAGENAME (same as gn but long parameter name version)
s	Screen resolution
t	Timestamp of request (inc timezone)
v	jaVascript enabled?

Configuration Params

cdp	Cookie Domain Periods
ns	NameSpace
vmf	3rd party domain being Migrated From
vmt	3rd to 1st party cookie migration key

FREE Adobe Analytics Workshop

If you would like an in depth analysis of your Adobe Analytics installation and reporting the why not sign up for a FREE Adobe Analytics Workshop with DMPG. This will allow us to analyse your installation and reporting and answer any questions you have about Adobe Analytics. It's completely free with no obligation to purchase anything.

Custom Params

c1...cN	sProp1 to sPropN - custom metrics
channel	the Channel (or section)
events	List of events (comma separated)
h1...h5	Hierarchy variables 1 to 5
l1...l5	List variables 1 to 5
v0	campaign variable
v1...vN	eVar1 to eVarN - custom dimensions

Custom Links

pe	custom link type
pev1	full url of link clicked (e.g http://www.dmpg.co.uk/who)
pev2	custom link name
pev3	(see media below)

Media Parameters

c.	1st media delimiter
a.	2nd media delimiter
media.	3rd media delimiter
playerName	Name of media Player
length	length of media (seconds)
p_e	type of call (see extra box)
pev3	type of media (e.g. video)

eCommerce

products	the Products string (see note below)
purchaselD	Purchase ID (transaction ID)
state	the STATE of the purchaser
zip	the ZIP of the purchaser
cc	Currency Code

products is a comma delimited list of semi-colon delimited strings! in the format [category];[sku];[qty];[unit price];[incrementor events];[merchandising],[category],[sku2]...etc

ClickMap Parameters

pid	Page Identifier (ClickMap only)
pidt	Page Identifier Type (ClickMap only)
oid	Object Identifier (ClickMap only)
oidt	Object Identifier Type (ClickMap only)
ot	Object Tag name (ClickMap only)
oi	source Index (ClickMap only)

possible pe parameter values

m_s	Media Start
m_i	Media Instance
lnk_o	Other LiNK
lnk_e	Exit LiNK
lnk_d	Download LiNK



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