

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 |
| gclid | 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 | sScreen name - mainly used in app tracking |
| linkid | Link ID of a clicked DOM element |

| | |
|------|---|
| utc | User Timing Category (not universal coordinated time) |
| utv | User Timing Variable name |
| utt | User Timing Time |
| utl | User Timing Label |
| plt | Page Load Time |
| dns | DNS time |
| pdtd | 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 Target (normally a url) |



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