

Enhanced Ecommerce Universal Analytics Cheat Sheet by Nikalytics via cheatography.com/2684/cs/2322/

Product Impressions		
il[index]nm	il (impression list) The list or collection to which product belongs (Example:il1nm)	
il[index]pi[ind- ex]nm	The name of the product impression (product impression) #	
il[index]pi[ind- ex]id	The product ID or SKU of the product impression #	
il[index]pi[ind- ex]pr	The price of the product impression #	
il[index]pi[ind- ex]br	The brand of the product impression #	
il[index]pi[ind- ex]ca	The category of the product impression #	
il[index]pi[ind- ex]va	The variant of the product impression #	
il[index]pi[ind- ex]ps	The product's position in a list of the product impression #	
il[index]pi[ind- ex]cd[index]	The product's custom dimension index #	
il[index]pi[ind- ex]cm[index]	The product's custom metric index #	

Promotion Impressions	
promo[index]id	Promotion ID #
promo[index]nm	Promotion Name #
promo[index]cr	Promotion Creative #
promo[index]ps	Promotion Position #

Product Info	
ра	product action (click, detail,add,remove,checkout,checkout_option,purchase,refund)
pr[ind- ex]nm	product # Name
pr[index]id	product # ID or SKU
pr[index]pr	product # Price
pr[index]va	product # Variant
pr[index]qt	product # Quantity
pr[index]- cd[index]	product # Custom Dimension #
pr[index]- cm[index]	product # Custom Metric #
pr[ind- ex]nm	product # Name

Checkout Options		
col	Step Number	
cos	Step Name	



By **Nikalytics** cheatography.com/nikalytics/

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