Accounts & Profiles

25	Accounts per login	Can create a max of 25, a login can be given access to unlimited accounts
50	Profiles per account	
100	Custom reports per account	Custom report at login access
20	Goals per profile	
100	Custom Segments per login	
5	Custom Vars	GA Premium:50
20	Custom Dimensions	*Universal Analytics; Ga Premium:200
200	Custom Metrics	*Universal Analytics
25	Data Sources per property	*Universal Analytics

Reports

4	Advanced segments (applied at same time)
5	Report tabs (added to a custom report)
5	Metric Groups (added to a custom report)
5	Dimensions Drilldowns (added to a custom report)
5	Filters (added to a custom report)
10	Metrics (added to a custom report)

Data

50.000	rows	above this limit, data is aggregated in "other"
20.000	data export limit	
10.000	rows via API	

Hits

500	per Session	same por Premium
1 million	per profile per day	GA Premium:
10 million	pageviews per month	GA Premium:1 billion

API

50.000	Requests	per project per day
10	Queries	per second per IP
4	Requests	per IP
10.000	Requests	per profile per day
10	Requests	per profile

Sampling

500.000 / 1 mill	Special Queries / Unique dimensions combinations	Above this limit, data is sampled
50 mill	Unique dimensions combinations	GA Premium:Above this limit, data is sampled

Characters

128	characters in a Custom Var
256	characters in a Regex
255	ccharacters in Filters Pattern

Other

30 minutes	utmb cookie	
6 months	utmz cookie	*can be changed in the ui
1	Adsense associate accounts	
Unlimited	Adwords associate accounts	
2 years	Data storage	