

GA4 Metrics & Dimensions Cheatsheet

This cheat sheet provides a complete overview of Google Analytics 4 dimensions and metrics.

LEGEND

Group

Dimension ABC

Metric XYZ

count (int or float)

% ratio (percent)

\$ monetary (currency)

s time (sec. or millisec.)

Ecommerce

Currency
Item affiliation
Item brand
Item category
Item category 2
Item category 3
Item category 4
Item category 5
Item coupon
Item ID
Item list ID
Item list name
Item list position
Item location ID
Item name
Item promotion creative name
Item promotion creative slot
Item promotion ID
Item promotion name
Item variant
Local item price
Order coupon
Shipping tier
Transaction ID

Event-scoped

Add to carts
Checkouts
Ecommerce quantity
\$ Gross purchase revenue
Item-list click events
Item-list view events
Item view events
Promotion clicks
Promotion views
\$ Purchase revenue
Purchases
Quantity
\$ Refund amount
\$ Refunds
\$ Shipping amount
\$ Tax amount
Transactions
Transactions per purchaser

Item-scoped

\$ Gross item revenue
\$ Item discount amount
% Item promotion click through rate
Item quantity
\$ Item refund amount
\$ Item revenue
Items added to cart
Items checked out
Items clicked in list
Items clicked in promotion
Items purchased
Items viewed
Items viewed in list
Items viewed in promotion

Revenue

\$ Average revenue per paying user (ARPPU)
\$ Average revenue per active user (ARPU)
\$ Average daily revenue
\$ Average purchase revenue
\$ Average purchase revenue per user
\$ Max daily revenue
\$ Min daily revenue
\$ Total revenue

Gaming

Achievement ID
Character
Level
Virtual currency name

Predictive

% Churn probability
% In-app purchase probability
% Predictive revenue
% Purchase probability

Attribution

Campaign /Campaign ID
Default channel group
Manual campaign ID
Manual campaign name
Manual ad content
Manual medium
Manual source
Manual source / medium
Manual term
Medium
Source
Source/medium
Source platform

Traffic source

User-scoped

First user campaign
First user campaign ID
First user default channel group
First user manual ad content
First user manual campaign ID
First user manual campaign name
First user manual medium
First user manual source
First user manual source / medium
First user manual source platform
First user manual term
First user medium
First user source
First user source / medium
First user source platform

Session-scoped

Session campaign
Session campaign ID
Session default channel group
Session manual ad content
Session manual campaign ID
Session manual campaign name
Session manual medium
Session manual source
Session manual source / medium
Session manual source platform
Session manual term
Session medium

General

File extension
File name
Group ID
Method
Percent scrolled
Search term
Test data filter
Visible

Event

Event name
Is key event event
Key events
Event count
Event count per user
\$ Event value
Events per session
First opens
First visits

Page / screen

Content group
Content ID
Content type
Hostname
Landing page
Page location
Page path + query string
Page path and screen class
Page referrer
Page title
Page title and screen class
Page title and screen name
s Elapsed time from last page request
Entrances
Exits
Views
Views per user

Link

Link classes
Link domain
Link ID
Link text
Link URL
Outbound

Video

Video provider
Video title
Video URL

Time

Date
Date + hour (YYMMDDHH)
Day
Hour
Month
Nth day
Nth hour
Nth month
Nth week
Nth year
Week
Year

Geography

City
City ID
Continent
Continent ID
Country
Country ID
Region
Region ID
Subcontinent
Subcontinent ID

Platform/device

App store
App version
Browser
Browser version
Device
Device brand
Device category
Device model
Language
Language code
Mobile model
Operating system
Operating system version
OS version
Platform
Screen resolution
Stream ID
Stream name

Session

s Average session duration
% Bounce rate
Engaged sessions
Engaged sessions per user
% Engagement rate
Low engagement sessions
% Session key event rate
Sessions
Sessions per user
Views per session

User

Audience name
New/ established
Signed in with user ID
1-day repeat purchases
2-7-day repeat purchases
30-day paid active users
31-90-day repeat purchases
7-day paid active users
8-30-day repeat purchases
90-day paid active users
Active users
Average daily purchasers
s Average engagement time
s Average engagement time per session
% DAU / MAU
% DAU / WAU
First time purchasers
First-time purchaser key event
First-time purchasers per new user
Max daily purchasers
Min daily purchasers
New users
Returning users
% PMAU / DAU
% PWAU / DAU
Total purchasers
Total users
% User key event rate
User engagement
% WAU / MAU

User lifetime

First session date
First visit date
First purchase date
Last active date
Last audience name
Last platform
Last purchase date
\$ Lifetime ad revenue
Lifetime engaged sessions
s Lifetime engagement duration
s Lifetime session duration
Lifetime sessions
Lifetime transactions
\$ Lifetime value

Demographics

Age
Gender
Interests

Google Ads

Google Ads account name
Google Ads ad group ID
Google Ads ad group name
Google Ads ad network type
Google Ads campaign
Google Ads customer ID
Google Ads keyword text
Google Ads query

Display and Video 360

DV360 advertiser ID
DV360 advertiser name
DV360 campaign ID
DV360 campaign name
DV360 creative format
DV360 creative ID
DV360 creative name
DV360 default channel grouping
DV360 exchange ID
DV360 exchange name
DV360 insertion order name
DV360 line item ID
DV360 line item name
DV360 marketing tactic
DV360 medium
DV360 partner ID
DV360 partner name
DV360 site ID
DV360 site name
DV360 source
DV360 source / medium

Search Ads 360

SA360 ad group ID
SA360 ad group name
SA360 campaign ID
SA360 campaign name
SA360 creative format
SA360 default channel grouping
SA360 engine account ID
SA360 engine account name
SA360 engine account type
SA360 keyword
SA360 manager account ID
SA360 manager account name
SA360 marketing tactic
SA360 medium
SA360 query
SA360 source
SA360 source / medium

Advertising

Advertiser Ads clicks
\$ Advertiser Ads cost
\$ Advertiser Ads cost per click
Advertiser Ads impressions
\$ Google Ads video cost
Google Ads video views
Non-Google clicks
\$ Non-Google cost
\$ Non-Google cost per click
\$ Non-Google cost per key event
Non-Google impressions
\$ Return on non-Google ad spend

Publisher

Ad format
Ad source
Ad unit
Ad exposure
\$ Ad revenue
Ad unit exposure

Search Console

Organic Google search average position
% Organic Google search click through rate
Organic Google search clicks
Organic Google search impressions

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