

User

Days since first session
Days since last order
Days since last session
Returning visitor
Session number

Session

Abandoned carts in session
Bounced session
Content impressions in session
Content interactions in session
Cookie ID
Custom events in session
Date
Downloads in session
Events in session
Gclid
Goal conversions in session
Local time (hour)
Outlinks in session
Page views in session
Session entry URL
Session entry title
Session exit URL
Session exit title
Session goals
Session second URL
Session second title
Session time
Site searches in session
Unique content impressions in session
Unique content interactions in session
Unique custom events in session
Unique downloads in session
Unique outlinks in session
Unique page views in session
Unique site searches in session
User ID
Visitor ID
Bounces
Entries
Events
Events per session
Exits
Sessions
Users
Visitor IPs
Visitors
% Page bounce rate
% of returning visitors
% Bounce rate
% Entry rate
% Exit rate

Traffic

Campaign ID
Campaign content
Campaign name
Channel
Keyword
Medium
Referrer URL
Source
Source / medium

Location

City
Continent
Country
Designated market area
Latitude
Longitude
Organization
Provider
Subdivision
Subdivision 2

Device & platform

Browser engine
Browser language
Browser name
Browser version
Cookie support
Device brand
Device model
Device type
Director plugin
Flash plugin
Gears plugin
Java plugin
Operating system
Operating system version
PDF plugin
QuickTime plugin
RealPlayer plugin
Resolution
Resolution height
Resolution width
Silverlight Plugin
Windows Media Player plugin

Event

Content interaction
Content name
Content piece
Content target
Download URL
Event type
Goal name
Goal revenue
Lost revenue
Next page view URL
Next page view title
Outlink URL
Page URL
Page generation time
Page title
Previous page view URL
Previous page view title
Search category
Search keyword
Search results count
Time on page
Content impressions
Custom events
Downloads
Goal conversions
Outlinks
Page views
Searches
Unique content impressions
Unique content interactions
Unique custom events
Unique downloads
Unique goal conversions
Unique outlinks
Unique page views
Unique searches
% Content interaction rate
% Goal conversion rate

Custom event

Custom event action
Custom event category
Custom event name
Custom event value

Ecommerce

Abandoned cart value
Abandoned carts in session
Adds to cart in session
Discount
Order ID
Orders in session
Product SKU
Product brand
Product category
Product category (Level 1)
Product category (Level 2)
Product category (Level 3)
Product category (Level 4)
Product category (Level 5)
Product detail views in session
Product name
Product price
Product quantity
Product revenue
Product variant
Removes from cart in session
Revenue
Shipping
Shopping stage
Subtotal
Tax
Unique product count
Abandoned carts
Adds to cart
Orders
Product detail views
Removes from cart
% Cart abandonment rate
% Cart-to-detail rate
% Order rate
% Order-to-detail rate

Consent

Consent action
Consent form button
Consent scope
Consent source
Consent to A/B testing and personalization
Consent to analytics
Consent to conversion tracking
Consent to marketing automation
Consent to remarketing
Consent to user feedback
Custom consent
Any consents
Changed consents
Consent form clicks
Consent form impressions
Consents to A/B testing and personalization
Consents to analytics
Consents to conversion tracking
Consents to marketing automation
Consents to remarketing
Consents to user feedback
Custom consents
First consents
Full consents
No consents
No decisions

Google Ads

Account ID (Google Ads)
Ad group ID (Google Ads)
Campaign ID (Google Ads)
Account (Google Ads)
Ad group ad ID (Google Ads)
Ad group name (Google Ads)
Ad network type (Google Ads)
Campaign name (Google Ads)
Keyword match type (Google Ads)
Clicks (Google Ads)
Impressions (Google Ads)
\$ Average CPC (Google Ads)
% CTR (Google Ads)
\$ Cost (Google Ads)
\$ ROAS (Google Ads)

Google Search Console

Search engine keyword
Clicks
Impressions
Average position
% CTR

Website performance

Domain lookup time
Page rendering time
Server connection time
Server response time
Time of redirections
Time to interact
Time until DOM is ready

Piwik PRO

Metrics & Dimensions

Cheatsheet

This cheat sheet provides a complete overview of Piwik PRO dimensions and metrics.

LEGEND

Group

Dimension ABC

Metric XYZ

count (int or float)

% ratio (percent)

\$ monetary (currency)

s time (sec. or millisec.)