



Parameter Name	Parameter Type	Parameter	Value Type	Default Value	Max Length	Supported Hit Types	Required?	Best Practice?	Notes
Protocol Version	General	v	text	None	None	all	Required		
Tracking ID / Web Property ID	General	tid	text	None	None	all	Required		
Anonymize IP	General	aip	boolean	None	None	all	Optional		
Data Source	General	ds	text	None	None	all	Optional		
Queue Time	General	qt	integer	None	None	all	Optional		
Cache Buster	General	z	text	None	None	all	Optional		If used, this should be the LAST parameter on the hit.
Client ID	User	cid	text	None	None	all	Optional	yes	This field is required if User ID (uid) is not specified in the request
User ID	User	uid	text	None	None	all	Optional	yes	nice to have if we have user Id enabled view, and This field is required if Client ID (cid) is not specified in the request.
Session Control	Session	sc	text	None	None	all	Optional		
IP Override	Session	uip	text	None	None	all	Optional		
User Agent Override	Session	ua	text	None	None	all	Optional		
Geographical Override	Session	geoid	text	None	None	all	Optional		
Document Referrer	Traffic Sources	dr	text	None	2048 Bytes	all	Optional		
Campaign Name	Traffic Sources	cn	text	None	100 Bytes	all	Optional		
Campaign Source	Traffic Sources	cs	text	None	100 Bytes	all	Optional		
Campaign Medium	Traffic Sources	cm	text	None	50 Bytes	all	Optional		
Campaign Keyword	Traffic Sources	ck	text	None	500 Bytes	all	Optional		
Campaign Content	Traffic Sources	cc	text	None	500 Bytes	all	Optional		
Campaign ID	Traffic Sources	ci	text	None	100 Bytes	all	Optional	yes	Nice to have
Google AdWords ID	Traffic Sources	gclid	text	None	None	all	Optional		
Google Display Ads ID	Traffic Sources	dclid	text	None	None	all	Optional		
Screen Resolution	System Info	sr	text	None	20 Bytes	all	Optional		
Viewport size	System Info	vp	text	None	20 Bytes	all	Optional		
Document Encoding	System Info	de	text	UTF-8	20 Bytes	all	Optional		
Screen Colors	System Info	sd	text	None	20 Bytes	all	Optional		
User Language	System Info	ul	text	None	20 Bytes	all	Optional		
Java Enabled	System Info	je	boolean	None	None	all	Optional		
Flash Version	System Info	fl	text	None	20 Bytes	all	Optional		
Hit type	Hit	t	text	None	None	all	Required		
Non-Interaction Hit	Hit	ni	boolean	None	None	all	Optional		
Document location URL	Content Information	dl	text	None	2048 Bytes	all	Optional		
Document Host Name	Content Information	dh	text	None	100 Bytes	all	Optional	yes	
Document Path	Content Information	dp	text	None	2048 Bytes	all	Optional	yes	
Document Title	Content Information	dt	text	None	1500 Bytes	all	Optional	yes	
Screen Name	Content Information	cd	text	None	2048 Bytes	screenview	Required		
Content Group	Content Information	cg<groupIndex>	text	None	100 Bytes	all	Optional		
Link ID	Content Information	linkid	text	None	None	all	Optional		
Application Name	App Tracking	an	text	None	100 Bytes	all	Optional		
Application ID	App Tracking	aid	text	None	150 Bytes	all	Optional		
Application Version	App Tracking	av	text	None	100 Bytes	all	Optional		
Application Installer ID	App Tracking	aiid	text	None	150 Bytes	all	Optional		
Event Category	Event Tracking	ec	text	None	150 Bytes	event	Required		
Event Action	Event Tracking	ea	text	None	500 Bytes	event	Required		
Event Label	Event Tracking	el	text	None	500 Bytes	event	Optional		
Event Value	Event Tracking	ev	integer	None	None	event	Optional		
Transaction ID	E-Commerce	ti	text	None	500 Bytes	transaction, item	Required		
Transaction Affiliation	E-Commerce	ta	text	None	500 Bytes	transaction	Optional		



Parameter Name	Parameter Type	Parameter	Value Type	Default Value	Max Length	Supported Hit Types	Required?	Best Practice?	Notes
Transaction Revenue	E-Commerce	tr	currency		0 None	transaction	Optional	yes	
Transaction Shipping	E-Commerce	ts	currency		0 None	transaction	Optional		
Transaction Tax	E-Commerce	tt	currency		0 None	transaction	Optional		
Item Name	E-Commerce	in	text	None	500 Bytes	item	Required		
Item Price	E-Commerce	ip	currency		0 None	item	Optional	yes	will be used to calculate the revenue
Item Quantity	E-Commerce	iq	integer		0 None	item	Optional	yes	will be used to calculate the revenue
Item Code	E-Commerce	ic	text	None	500 Bytes	item	Optional	yes	
Item Category	E-Commerce	iv	text	None	500 Bytes	item	Optional		
Product SKU	Enhanced E-Commerce	pr<productIndex>id	text	None	500 Bytes	all	Optional	yes	
Product Name	Enhanced E-Commerce	pr<productIndex>nm	text	None	500 Bytes	all	Optional	yes	
Product Brand	Enhanced E-Commerce	pr<productIndex>br	text	None	500 Bytes	all	Optional		
Product Category	Enhanced E-Commerce	pr<productIndex>ca	text	None	500 Bytes	all	Optional		
Product Variant	Enhanced E-Commerce	pr<productIndex>va	text	None	500 Bytes	all	Optional		
Product Price	Enhanced E-Commerce	pr<productIndex>pr	currency	None	None	all	Optional	yes	will be used to calculate the revenue
Product Quantity	Enhanced E-Commerce	pr<productIndex>qt	integer	None	None	all	Optional	yes	will be used to calculate the revenue
Product Coupon Code	Enhanced E-Commerce	pr<productIndex>cc	text	None	500 Bytes	all	Optional		
Product Position	Enhanced E-Commerce	pr<productIndex>ps	integer	None	None	all	Optional		
Product Custom Dimension	Enhanced E-Commerce	pr<productIndex>cd<dimensionIndex>	text	None	150 Bytes	all	Optional		
Product Custom Metric	Enhanced E-Commerce	pr<productIndex>cm<metricIndex>	integer	None	None	all	Optional		
Product Action	Enhanced E-Commerce	pa	text	None	None	all	Optional		
Transaction ID	Enhanced E-Commerce	ti	text	None	None	all	Optional	yes	
Affiliation	Enhanced E-Commerce	ta	text	None	None	all	Optional		
Revenue	Enhanced E-Commerce	tr	currency	None	None	all	Optional	yes	it will be calculated automatically using the quantity and price if they have been sent, otherwise it is required to sent the total amount value as a revenue here
Tax	Enhanced E-Commerce	tt	currency	None	None	all	Optional		
Shipping	Enhanced E-Commerce	ts	currency	None	None	all	Optional		
Coupon Code	Enhanced E-Commerce	tcc	text	None	None	all	Optional		
Product Action List	Enhanced E-Commerce	pal	text	None	None	all	Optional		
Checkout Step	Enhanced E-Commerce	cos	integer	None	None	all	Optional		
Checkout Step Option	Enhanced E-Commerce	col	text	None	None	all	Optional		
Product Impression List Name	Enhanced E-Commerce	il<listIndex>nm	text	None	None	all	Optional		
Product Impression SKU	Enhanced E-Commerce	il<listIndex>pi<productIndex>id	text	None	None	all	Optional		
Product Impression Name	Enhanced E-Commerce	il<listIndex>pi<productIndex>nm	text	None	None	all	Optional		
Product Impression Brand	Enhanced E-Commerce	il<listIndex>pi<productIndex>br	text	None	None	all	Optional		
Product Impression Category	Enhanced E-Commerce	il<listIndex>pi<productIndex>ca	text	None	None	all	Optional		
Product Impression Variant	Enhanced E-Commerce	il<listIndex>pi<productIndex>va	text	None	None	all	Optional		
Product Impression Position	Enhanced E-Commerce	il<listIndex>pi<productIndex>ps	integer	None	None	all	Optional		
Product Impression Price	Enhanced E-Commerce	il<listIndex>pi<productIndex>pr	currency	None	None	all	Optional		
Product Impression Custom Dimension	Enhanced E-Commerce	il<listIndex>pi<productIndex>cd<dimensionIndex>	text	None	None	all	Optional		
Product Impression Custom Metric	Enhanced E-Commerce	il<listIndex>pi<productIndex>cm<metricIndex>	integer	None	None	all	Optional		
Promotion ID	Enhanced E-Commerce	promo<promoIndex>id	text	None	None	all	Optional		
Promotion Name	Enhanced E-Commerce	promo<promoIndex>nm	text	None	None	all	Optional		
Promotion Creative	Enhanced E-Commerce	promo<promoIndex>cr	text	None	None	all	Optional		
Promotion Position	Enhanced E-Commerce	promo<promoIndex>ps	text	None	None	all	Optional		
Promotion Action	Enhanced E-Commerce	promoa	text	None	None	all	Optional		
Currency Code	Enhanced E-Commerce	cu	text	None	10 Bytes	all	Optional	yes	This will help in understanding the numbers easily and quickly in the GA reports
Social Network	Social Interactions	sn	text	None	50 Bytes	social	Required		



Parameter Name	Parameter Type	Parameter	Value Type	Default Value	Max Length	Supported Hit Types	Required?	Best Practice?	Notes
Social Action	Social Interactions	sa	text	None	50 Bytes	social	Required		
Social Action Target	Social Interactions	st	text	None	2048 Bytes	social	Required		
User timing category	Timing	utc	text	None	150 Bytes	timing	Required		
User timing variable name	Timing	utv	text	None	500 Bytes	timing	Required		
User timing time	Timing	utt	integer	None	None	timing	Required		
User timing label	Timing	utl	text	None	500 Bytes	timing	Optional		
Page Load Time	Timing	plt	integer	None	None	timing	Optional		
DNS Time	Timing	dns	integer	None	None	timing	Optional		
Page Download Time	Timing	pdt	integer	None	None	timing	Optional		
Redirect Response Time	Timing	rrt	integer	None	None	timing	Optional		
TCP Connect Time	Timing	tcp	integer	None	None	timing	Optional		
Server Response Time	Timing	srt	integer	None	None	timing	Optional		
DOM Interactive Time	Timing	dit	integer	None	None	timing	Optional		
Content Load Time	Timing	clt	integer	None	None	timing	Optional		
Exception Description	Exceptions	exd	text	None	150 Bytes	exception	Optional		
Is Exception Fatal?	Exceptions	exf	boolean	1	None	exception	Optional		
Custom Dimension	Custom Dimensions / Metrics	cd<dimensionIndex>	text	None	150 Bytes	all	Optional		
Custom Metric	Custom Dimensions / Metrics	cm<metricIndex>	number	None	None	all	Optional		
Experiment ID	Content Experiments	xid	text	None	40 Bytes	all	Optional		
Experiment Variant	Content Experiments	xvar	text	None	None	all	Optional		