

[GA4] Dimensions and metrics

Dimensions and metrics are information collected from the events users trigger on your website or mobile app. This article describes each [dimension](#) and [metric](#) and where you can find them in [reports](#) and [explorations](#).

To find a specific dimension or metric, search the article (using Ctrl+F or Command+F on your keyboard). You can also use the [GA4 Dimensions & Metrics Explorer](#) to see the dimensions and metrics available for a given property.

Dimensions

Dimensions are descriptive attributes or characteristics of your data. For example, the City dimension indicates the city from which a triggered event originates.

Dimension	Description	Reporting
Achievement ID	The ID of an achievement in a game. Populated by the achievement_id event parameter.	Engagement
Ad format	The format of an ad (such as text, image, or video). Typical formats include 'Interstitial', 'Banner', 'Rewarded', and 'Native advanced'.	Monetization
Ad source	The source network that served the ad. Typical sources include 'AdMob Network', 'Liftoff', 'Facebook Audience Network', and 'Mediated house ads'.	Monetization
Ad unit	The name you chose to describe this Ad unit. Ad units are containers you place in your apps to show ads to users.	Firebase Monetization
Age	The age of the user by bracket: 18-24, 25-34, 35-44, 45-54, 55-64, and 65+.	Demographics
App store	The store from which the app was downloaded and installed.	Explorations
App version	The app's versionName (Android) or short bundle version (iOS).	Tech
Audience	The audiences that users belong to when they log events.	Games
Audience name	The given name of an audience. Users are reported in the audiences to which they belonged during the date range of the report. Current user behavior does not affect historical audience membership in reports.	Explorations
Browser	The browser from which user activity originated.	Tech
Browser version	The browser version from which user activity originated.	Tech
Campaign	The name of a marketing campaign. Present only for conversion events.	Explorations
Campaign ID	The identifier of a marketing campaign. Present only for conversion events.	Explorations
Character	The player character in a game for an event. Populated by the character event parameter.	Explorations
City	The city from which user activity originated.	Demographics
Content group	The user-defined collection of content.	Engagement
Country	The country from which user activity originated.	Demographics Firebase

Dimension	Description	Reporting
Date	The date of the event, formatted as YYYYMMDD.	Explorations
Day	The day of the month, a two-digit number from 01 to 31.	Explorations
Default channel grouping	The default channel grouping for a conversion is based primarily on source and medium. Includes 'Direct', 'Organic Search', 'Paid Social', 'Organic Social', 'Email', 'Affiliates', 'Referral', 'Paid Search', 'Video', and 'Display'. Learn more	Explorations
Device brand	The brand name of the mobile device (such as Motorola, LG, or Samsung).	Tech
Device category	The category of the device (such as mobile or tablet).	Tech
Device model	The device model name (such as iPhone 5s or SM-J500M).	Firestore Tech
Event name	The name of the event .	Engagement
File extension	The extension of the downloaded file (for example, 'pdf' or 'txt'). Automatically populated if enhanced measurement is enabled. Populated by the event parameter 'file_extension'.	Explorations
File name	The page path of the downloaded file (for example, '/menus/dinner-menu.pdf'). Automatically populated if enhanced measurement is enabled. Populated by the event parameter 'file_name'.	Explorations
First user ad group ID	The ad-group ID by which the user was first acquired. Based on the Cross-channel last click attribution model.	Games
First user ad group name	The ad-group name by which the user was first acquired. Based on the Cross-channel last click attribution model.	Games
First user ad network type	The ad network by which the user was first acquired. Based on the Cross-channel last click attribution model.	Games
First user campaign	The campaign by which the user was first acquired. Based on the Cross-channel last click attribution model. Learn more	Games
First user campaign ID	The ads creative ID by which the user was first acquired. Based on the Cross-channel last click attribution model. Learn more	Games
First user Google Ads ad group name	The ad-group name by which the user was first acquired. Based on the Cross-channel last click attribution model.	Acquisition
First user Google Ads ad network type	The ad network by which the user was first acquired. Based on the Cross-channel last click attribution model.	Acquisition
First user medium	The medium by which the user was first acquired. Based on the Cross-channel last click attribution model. Learn more	Acquisition Games

Dimension	Description	Reporting
First user source	The source by which the user was first acquired. Based on the Cross-channel last click attribution model. Learn more	Acquisition Games
First user source / medium	The source and medium by which the user was first acquired. Based on the Cross-channel last click attribution model. Learn more	Acquisition Games
First visit date	The date when a user first visited your website or app. Learn more	Explorations
Gender	The gender of the user (male or female).	Demographics
Google Ads account name	The name in Google Ads for the conversion event's campaign. Corresponding to customer.descriptive_name in the Google Ads API.	Explorations
Google Ads ad group ID	The ad group id attributed the conversion event.	Explorations
Google Ads customer ID	The 10-digit Google Ads Customer ID.	Explorations
Google Ads keyword text	The matched keyword that led to the conversion event. Keywords are words or phrases that describe your product or service that you choose to get your ad in front of the right customers.	Explorations
Google Ads query	The search query that led to the conversion event.	Explorations
Group ID	The player group ID in a game for an event. Populated by the event parameter 'group_id'.	Explorations
Interests	The interests of the user (such as Arts & Entertainment, Games, Sports). Users can be counted in multiple interest categories.	Demographics
Is conversion event	The string 'true' for conversion events.	Explorations
Item brand	The brand of the item. Populated by the event parameter 'item_brand'.	Monetization
Item category	The hierarchical category in which the item is classified. For example, in Apparel/Mens/Summer/Shirts/T-shirts, Apparel is the item category. Populated by the event parameter 'item_category'.	Monetization
Item category 2	The hierarchical category in which the item is classified. For example, in Apparel/Mens/Summer/Shirts/T-shirts, Mens is the item category 2. Populated by the event parameter 'item_category2'.	Monetization
Item category 3	The hierarchical category in which the item is classified. For example, in Apparel/Mens/Summer/Shirts/T-shirts, Summer is the item category 3. Populated by the event parameter 'item_category3'.	Monetization

Dimension	Description	Reporting
Item category 4	The hierarchical category in which the item is classified. For example, in Apparel/Mens/Summer/Shirts/T-shirts, Shirts is the item category 4. Populated by the event parameter 'item_category4'.	Monetization
Item category 5	The hierarchical category in which the item is classified. For example, in Apparel/Mens/Summer/Shirts/T-shirts, T-shirts is the item category 5. Populated by the event parameter 'item_category5'.	Monetization
Item coupon	The coupon used to purchase an item. Populated by the event parameter 'coupon'.	Explorations
Item ID	The ID of the item. Populated by the event parameter 'item_id'.	Monetization
Item list ID	The ID of the item list. Populated by the event parameter 'item_list_id'.	Monetization
Item list name	The name of the item list. Populated by the event parameter 'item_list_name'.	Monetization
Item list position	The position of the item in an item list. Populated by the event parameter 'index'.	Explorations
Item location ID	The location ID of the item list. Populated by the event parameter 'location_id'.	Explorations
Item name	The name of the item. Populated by the event parameter 'item_name'.	Monetization
Item promotion creative slot	The name of the promotional creative slot associated with the event. Populated by the event parameter 'creative_slot'.	Explorations
Item promotion creative name	The name of the item-promotion creative. Populated by the event parameter 'creative_name'.	Monetization
Item promotion ID	The ID of the item promotion. Populated by the event parameter 'promotion_id'.	Monetization
Item promotion name	The name of the item promotion. Populated by the event parameter 'promotion_name'.	Monetization
Language	The language setting of the device OS (such as en-us or pt-br).	Demographics
Last active date	The date that the user last engaged with your site or app.	Explorations
Last audience name	The audiences to which users currently belong.	Explorations
Last platform	The last platform from which the user visited your site or app.	Explorations
Last purchase date	The last date when the user made an in-app purchase or ecommerce purchase.	Explorations

Dimension	Description	Reporting
Level	The player's experience level in a game; a numeric indicator of a player's progress in the game.	Explorations
Medium	The medium attributed to the conversion event. Learn more	Explorations
Message ID	The ID of the Firebase Cloud Messaging campaign.	Explorations
Message name	The name of the Firebase Cloud Messaging campaign.	Explorations
Message time	The time that the Firebase Cloud Messaging campaign was started.	Explorations
Method	The method by which an event was triggered. Populated by the event parameter 'method'.	Explorations
Month	The month of the event, a two digit integer from 01 to 12.	Explorations
New / established	New: First opened the site or app within the last 7 days. Established: First opened the site or app more than 7 days ago.	Explorations
Nth day	The number of days since the start of the date range.	Explorations
Nth month	The number of months since the start of a date range. The starting month is 0000.	Explorations
Nth week	The number of weeks since the start of a date range.	Explorations
Nth year	The number of years since the start of the date range. The starting year is 0000.	Explorations
Operating system	The operating system used by visitors to your website or mobile app.	Tech
Operating system with version OS with version	The operating system and the version used by visitors to your website or mobile app.	Engagement
Order coupon	The code for the order-level coupon. Populated by the event parameter 'coupon'.	Monetization
OS version	The operating system version used by visitors to your website or mobile app (such as 9.3.2 or 5.1.1).	Tech
Page path and screen class	The webpage path and default app screen class. The webpage path is the part of the URL that comes after the domain and before the query strings. The screen class comes from the class name of the <code>UIViewController</code> or <code>Activity</code> that is currently in focus. Learn more about screenviews.	Engagement Monetization

Dimension	Description	Reporting
Page title and screen class	<p>The webpage title and default app screen class.</p> <p>The webpage title comes from the <code><title></code> tag in your HTML. You can add the <code>page_title</code> parameter to the <code>config</code> command to send a different title to Analytics.</p> <p>The screen class comes from the class name of the <code>UIViewController</code> or <code>Activity</code> that is currently in focus. Learn more about screenviews.</p>	Engagement Firebase
Page title and screen name	<p>The webpage title and default app screen name.</p> <p>The webpage title comes from the <code><title></code> tag in your HTML. You can add the <code>page_title</code> parameter to the <code>config</code> command to send a different title to Analytics.</p>	Engagement
Percent scrolled	The percentage down the page that the user scrolled. For example, '90' means the user scrolled at least 90% of the page. Automatically populated if enhanced measurement is enabled. Populated by the event parameter 'percent_scrolled'.	Explorations
Product ID	The product code of items sold.	Monetization
Platform	The platform on which your website or mobile app ran (such as web, iOS, or Android).	Tech
Platform / device category	The platform and device on which your website or mobile app ran.	Tech
Region	The geographic region from which user activity originated.	Demographics
Screen resolution	The resolution of the screen used to engage with your site or app.	Tech
Session campaign	The campaign that referred the user's session. Learn more	Acquisition
Session default channel grouping	Channel groupings are rule-based definitions of your traffic sources. These default system definitions reflect Analytics' current view of what constitutes each channel. Learn more	Acquisition
Session medium	The channel that referred the user's session. Learn more	Acquisition
Session source	The site that referred the user's session. Learn more	Acquisition
Session source / medium	The site and channel that referred the user's session. Learn more	Acquisition
Signed in with user ID	The string 'yes' if the user signed in with the User-ID feature .	Explorations
Source	The source attributed to the conversion event. Learn more	Explorations
Source / medium	The source and medium attributed to the conversion event. Learn more	Explorations

Dimension	Description	Reporting
Subcontinent	The subcontinent from which user activity originated.	Demographics
Test data filter name	The name of data filters in testing state. You use data filters to include or exclude event data from your reports based on event-parameter values.	Explorations
Topic	The topic associated with the Firebase Cloud Messaging campaign.	Explorations
Traffic origin	The traffic origin of the conversion event's campaign.	Explorations
Transaction ID	The ID of an ecommerce transaction.	Monetization
Video URL	The url of the video. Automatically populated for embedded videos if enhanced measurement is enabled. Populated by the event parameter 'video_url'.	Explorations
Video provider	The source of the video (for example, 'youtube'). Automatically populated for embedded videos if enhanced measurement is enabled. Populated by the event parameter 'video_provider'.	Explorations
Video title	The title of the video. Automatically populated for embedded videos if enhanced measurement is enabled. Populated by the event parameter 'video_title'.	Explorations
Week	The week of the event, a two-digit number from 01 to 53.	Explorations
Year	The four-digit year of the event e.g. 2020.	Explorations

Metrics

Metrics are quantitative measurements, such as averages and ratios. For example, the Event count metric is the total number of times an individual event was triggered.

Metric	Description	Reporting
1-day repeat purchasers	The customers who complete 1 or more purchases in 2 consecutive days.	Explorations
2-7-day repeat purchasers	The customers who purchased one day and anytime between 2 and 7 days prior.	Explorations
30-day paid active users	The customers who complete 1 or more purchases in the last 30 days.	Explorations
31-90-day repeat purchasers	The customers who purchased one day and anytime between 31 and 90 days prior.	Explorations
7-day paid active users	The customers who complete 1 or more purchases in the last 7 days.	Explorations
8-30-day repeat purchasers	The customers who purchased one day and anytime between 8 and 30 days prior.	Explorations
90-day paid active users	The customers who complete 1 or more purchases in the last 90 days.	Explorations

Metric	Description	Reporting
Active users	<p>The number of distinct users who visited your site or app.</p> <p>Analytics determines an active user as any user who has an engaged session or when Analytics collects:</p> <ul style="list-style-type: none"> the first_visit event or <code>engagement_time_msec</code> parameter from your website the first_open event or <code>engagement_time_msec</code> parameter from your Android app the first_open or <code>user_engagement</code> event from your iOS app 	Explorations
Ad exposure	The time that an ad was exposed to a user, in milliseconds.	Explorations
Ad revenue	The sum of all advertising revenue.	Monetization
Ad unit exposure	The length of time that an ad unit was exposed to a user.	Monetization
Add-to-carts	The number of times users added an item to their shopping cart. Populated by the event 'add_to_cart'.	Monetization
ARPPU	<p>The total purchase revenue per active user who logged a purchase event on a given day.</p> <p>Calculation: average revenue / paying users</p>	Games
ARPU	<p>The average revenue per user, including AdMob estimated earnings.</p> <p>Calculation: revenue / active users</p>	Games
Average daily purchasers	The average number of daily buyers for the selected date range.	Explorations
Average daily revenue	The average daily revenue for the selected date range.	Explorations
Average engagement time	<p>The average length of time that the app was in the foreground or the website had focus in the browser.</p> <p>Calculation: the sum of user engagement durations divided by the number of active users.</p>	Acquisition Demographics Engagement Firebase Games Tech
Average engagement time per session	<p>The average length of time that the app was in the foreground or the website had focus in the browser during each session.</p> <p>Calculation the sum of user engagement durations divided by the number of sessions.</p>	Acquisition Engagement Firebase
Average product revenue	<p>The average revenue for all products sold.</p> <p>Calculation: number of products sold / total product revenue</p>	Monetization

Metric	Description	Reporting
Average purchase revenue	The average purchase revenue in the transaction group of events.	Explorations
Average purchase revenue per user	The average revenue per user.	Firebase
Average transaction revenue	The average revenue of every purchase transaction.	Games
Buyer conversion	The percentage of unique users who made 1 or more purchase transactions, normalized by active users.	Games
Buyers	The number of unique users who made 1 or more purchase transactions.	Games
Cart-to-view rate	The number of users who added products to their cart divided by the number of users who viewed the products. For example, '0.1132' means 11.32% of users who viewed a product also added the same product to their cart.	Monetization
Checkouts	The number of times users started the checkout process.	Monetization
Churn probability	The probability that users won't be active on your site or app in the next 7 days.	Explorations
Conversions	The number of times an individual conversion event was triggered, or the overall number of conversion events that were triggered.	Acquisition Demographics Engagement Firebase Tech
DAU / MAU	The rolling daily percent of 30-day active users who are also 1-day active users. Learn more Calculation: daily active users / monthly active users	Engagement
DAU / WAU	The rolling daily percent of 7-day active users who are also 1-day active users. Learn more Calculation: daily active users / weekly active users	Engagement
Ecommerce purchase quantity	The number of items included in an ecommerce event.	Monetization
Ecommerce purchases	The number of times users completed a purchase.	Monetization
Ecommerce quantity	The number of items included in an ecommerce event.	Explorations

Metric	Description	Reporting
Engaged sessions	The number of sessions that lasted 10 seconds or longer, or had 1 or more conversion events or 2 or more page views.	Acquisition Demographics Firebase Tech
Engaged sessions per user	The average number of engaged sessions per user. Calculation: engaged sessions / active users	Acquisition Demographics Engagement Games Tech
Engagement rate	The percentage of engaged sessions. Calculation: engaged sessions / sessions	Acquisition Demographics Tech
Entrances	The number of times that the first event recorded for a session occurred on a particular screen. Learn more	Explorations
Event count	The number of times an individual event was triggered, or the overall number of events triggered.	Acquisition Demographics Engagement Firebase Monetization Tech
Event count per user	The average number of events triggered by each user. Calculation: events / users	Engagement
Event value	The sum of all 'value' parameters supplied with the event. Use this context-sensitive metric to track any data that is valuable to your site or app (for example, revenue, time, distance).	Explorations
Events per session	The average number of events for all sessions. Calculation: events / sessions	Acquisition
Exits	The number of times that the last event recorded for a session occurred on a particular screen. Learn more	Explorations
First-time buyer	The number of active users who made their first purchase.	Games
First-time buyer conversion	The percentage of unique users who made their first purchase. Calculation: first-time buyers / daily active users	Games
First-time buyers	The number of users who made a purchase for the first time.	Monetization

Metric	Description	Reporting
First-time buyers per new users	The percentage of unique new users to the game who made their first purchase. Calculation: first-time buyers / new users	Games
First time purchasers	The number of users who completed their first purchase event.	Monetization
First-time purchaser conversion	First-time buyer (FTB). Percentage of active users who completed their first purchase event for the time period selected.	Explorations
First-time purchasers per new user	First-time buyers (FTB) per new users. Ratio of active users who completed their first purchase event divided by new users for the time period selected. These two populations are exclusive.	Explorations
First-time-buyer rate	The percentage of buyers for whom today is their first purchase date.	Games
First opens	The number of times your users opened your app for the first time. Populated by the event 'first_open'.	Explorations
Google Ads clicks	The number of times users clicked on your AdMob ads (event triggered: ad_click). Note that clicks and sessions (event triggered: session_start) often differ.	Explorations
Google Ads cost	The total amount you paid for your TrueView ads.	Explorations
Google Ads cost per click	The average cost you paid for each click on your AdMob ads.	Explorations
In-app purchase probability	The probability that users make at least one in-app purchase in the next 7 days.	Explorations
Item list click-through rate	The rate at which users clicked the item in an item list to view the item details.	Monetization
Item list clicks	The number of times users clicked on an item when it appeared in a list.	Monetization
Item list views	The number of times the item list was viewed.	Monetization
Item promotion click-through rate	The number of users who selected 1 or more promotions divided by the number of users who viewed the same promotions.	Monetization
Item promotion clicks	The number of times an item promotion was clicked.	Monetization
Item promotion views	The number of times an item promotion was viewed.	Monetization

Metric	Description	Reporting
Item purchase quantity	The number of units for a single item included in ecommerce events.	Monetization
Item quantity	The number of units for a single item included in ecommerce events.	Explorations
Item revenue	The total revenue from items only, excluding tax and shipping.	Monetization
Item views	The number of times the item list was viewed.	Monetization
Lifetime engaged sessions	The count of engaged sessions by a user since they first visited your site or app.	Explorations
Lifetime engagement duration	The length of time since their first visit that users were active on your site or app while it was in the foreground.	Explorations
Lifetime session duration	The total duration of user sessions, from the their first session until the current session expires, including time when the site or app is in the background.	Explorations
Lifetime sessions	The total number of sessions by users since their first visit to your site or app.	Explorations
Lifetime value (LTV)	For each new user, Analytics calculates the sum of purchase events on your websites and apps, and AdMob earnings events during the user's first 120 days of app usage. The lifetime value (LTV) is the average of this metric for all users.	Acquisition Retention
Max daily revenue	The maximum number of daily buyers for the selected date range.	Explorations
Min daily revenue	The minimum number of daily buyers for the selected date range.	Explorations
New users	The number of users who interacted with your site or launched your app for the first time. Calculation: distinct users, where event name = first_open or first_visit	Acquisition Demographics Engagement Firebase Games Retention Tech
PAU / DAU	The percentage of active users who made 1 or more purchases.	Engagement Games
Paying active users	The number of active users who made 1 or more purchases.	Games
Predicted revenue	The Average Revenue Per User expected from users who were active in the last 28 days within the prediction window.	Explorations
Product count	The total number of products sold.	Monetization

Metric	Description	Reporting
Publisher ad clicks	The number of times an ad was clicked on the publisher's site.	Firebase Monetization
Publisher ad impressions	The number of times an ad was displayed on the publisher's site.	Firebase Monetization
Purchase probability	The probability that users make at least one purchase in the next 7 days.	Explorations
Purchase revenue	The sum of revenue from purchases made in your app or site.	Monetization
Purchase-to-view rate	The number of users who purchased products divided by the number of users who viewed the same products. For example, '0.128' means 12.8% of users that viewed a product also purchased the same product.	Monetization
PMAU / DAU	The rolling daily percent of daily active users who are also paying monthly active users. This ratio tells you what percentage of your active users have made a purchase event in the prior month. Calculation: paid monthly active users / daily active users	Explorations
PWAU / DAU	The rolling daily percent of daily active users who are also paying weekly active users. This ratio tells you the percentage of your active users have made a purchase event in the prior week. Calculation: paid weekly active users / daily active users	Explorations
Quantity	The total quantity of an item sold.	Monetization
Repeat buyers (1 day ago)	The percentage of buyers who made a purchase today and 1 day prior.	Games
Repeat buyers (N-M days ago)	The percentage of buyers who made a purchase today and anytime between N1 and M2 days prior.	Games
Returning users	The number of users who have initiated at least one previous session.	Acquisition Firebase Retention
Revenue heartbeat trend	The trends of the lowest performing revenue day, the highest performing revenue day, and the average daily revenue for a given month.	Games
Sessions	The number of sessions that began on your site or app. Populated by the event 'session_start'.	Acquisition
Sessions per user	The average number of sessions per user. Calculation: sessions / active users	Explorations

Metric	Description	Reporting
Total ad revenue	The total revenue generated by an ad (includes AdMob and third-party advertisers).	Firebase Monetization
Total buyers Total purchasers	The total number of users who purchased a product.	Monetization
Total revenue	The sum of revenue from purchases, subscriptions, and advertising. Calculation: purchase revenue + subscription revenue + ad revenue	Acquisition Demographics Engagement Firebase Monetization Tech
Total users	The total number of unique users who triggered any event.	Engagement
Transactions	The total number of completed purchases on your site.	Explorations
Transactions per buyer	The average number of purchase transactions per buyer.	Games
Unique user scrolls	The number of unique users who scrolled 90% of the depth of the page at least once.	Engagement
User activity over time	The number of active users per 1/7/30 days.	Engagement
User engagement	The average engagement time of retained users from first_open. Learn more	Retention
User engagement (AVG. TIME)	The average engagement time of new users. Learn more Calculation: The sum of user engagement durations divided by the number of triggered events.	Engagement
User engagement by cohort	The average engagement time of new users on charted date who return each day. This metric is a look-forward view and will only calculate if there is enough data available.	Retention
User retention	The percentage of new users who return each day.	Retention
User retention by cohort	The percentage of new-user cohort on charted date who return each day. This metric is a look-forward view and will only calculate if there is enough data available.	Retention
User stickiness	Ratios of active users per relative time periods, such as DAU / MAU or WAU / MAU.	Engagement
Views	The number of times an app screen or a web page was viewed. Repeated views of a single page or screen are counted. Calculation: screen_view + page_view events	Engagement Firebase

Metric	Description	Reporting
Views per user	The average number of app screens or web pages viewed by each user. Calculation: views / active users	Engagement
WAU / MAU	The rolling daily percent of 30-day users who are also weekly active users. Learn more Calculation: weekly active users / monthly active users	Engagement

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