

Adobe Analytics Dimensions & Metrics Glossary

using the glossary.

This glossary lists key dimensions and metrics found in Adobe Analytics, categorized by type. Search this guide to learn more about key dimension/metrics. Click the links associated with each dimension/metric below to be taken to Adobe's Help section for more detailed information.

*Note: Dimensions highlighted in **yellow** may not work with your site. They require an advanced implementation or custom work from the Growth Solutions Team.*

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traffic

1. [Occurrences](#) - The number of times a specific value is captured, plus the number of page views for which the given value persisted. In other words, Occurrences are sum of page views and page events
 - a. **Use with any dimension**

2. [Unique Visitor](#) - The number of 'cookies' that have accessed your site, our closest count to unique people during a specified time period. Each visitor is counted once, as long as they are using the same device and haven't cleared their cookies.
 - a. **Use with any dimension**

3. [Visits](#) - The number of times that a unique visitor came to your website during a specified time period. A visit 'times out' after 30 minutes of inactivity, or after continuous activity for 12 hours. Once a visit expires, a new visit is started on any subsequent image request.
 - a. **Use with any dimension**

4. [Pageviews](#) - The number of times your website pages were viewed for the selected time period. This allows you to track page views for each page on your site, as well as an aggregate of page views for your entire site. (For example, if a single visitor views 15 pages during a visit, 15 page views are counted. If a visitor views the same page three times during a visit, three page views are counted.)
 - a. **Use with these dimensions: Page Name or Page URL**

5. Page/Screen Name (evar3) - Shows the page friendly name (based on the site's code).
 - a. **Use with these metrics: visits & unique visitors**

6. Page URL (evar2) - Shows the full page URL.
 - a. **Use with these metrics: visits & unique visitors**

7. [Entry Page \(web\)](#) - Displays which pages on your site are the first pages seen by a new visit.

8. Site/App Name - Shows the server and app name.
 - a. **Use with these metrics: visits, unique visitors, etc**

9. Server - Shows the server name (websites only).
 - a. **Use with these metrics: visits, unique visitors, etc**

10. [Mobile Device Type](#) - Groups devices into mobile phones, tablets, e-readers, gaming consoles, televisions, set-top boxes, media players and other high-level categories to let you see the distribution between device types.
 - a. **Use with these metrics: visits & unique visitors**

11. [Operating System Type](#) - Rolls up the specific versions of Operating Systems into major operating system types (e.g. Android, Apple iOS).
 - a. **Use with these metrics: visits & unique visitors**

12. [Browser Type](#) - Refers to the type of browser being used by the visitor, such as Internet Explorer, Mozilla Firefox, Google Chrome
 - a. **Use with these metrics: visits & unique visitors**

13. [Site Section \(evar5\)](#) - Shows the areas of your site that are accessed most by your visitors (ex. Train and Grow on Cru.org).
14. [First Launch \(app\)](#) - Shows when the app is first installed or after it is re-installed.
15. [Launches \(app\)](#) - Shows when the app is used, but not on an install or an upgrade. *(By default, a new launch triggers when the application is in the background for five or more minutes).*
16. [App ID \(app\)](#) - Shows the Application name and version in the following format: [AppName] [BundleVersion] . For example, myapp 1.1 . Use to view a specific version of the app.
17. [Install Date \(app\)](#) - Date of the first launch after the installation. The date is in the MM/DD/YYYY format.

18. **Crash (app)** - Shows when the application does not correctly exit. This event is sent when the application starts after a crash.
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acquisition

1. [Referrer \(web\)](#) - Referrers are recorded when visitors click a link located on a page on another website (not defined as part of your site) and arrives at your website. Categories = typed/bookmarked, social network, other websites, search engines.
 - a. [Referring Domain](#) - Referring Domain is the domain that a visitor most recently entered your site on.
 - b. [Original Referring Domain](#) - Original Referring Domain is the first referring domain a visitor entered your site on.
 - i. **Use with these metrics: visits & unique visitors**
2. [Marketing Channel \(web\)](#) - The Marketing Channel overview is a more specific breakdown of how visitors arrive on your site, so that you can see which methods are most effective. If you are running a campaign, this report will automatically pick up tracking code parameters to categorize traffic accordingly. Categories = referring domains, typed/bookmarked, natural search, organic search, paid search, email, session refresh, paid social, direct partnerships, direct marketing, display ads, and managed social.
 - a. [Marketing Channel Detail](#) - A breakdown of marketing channel activity.

- i. **Use with these metrics: visits, unique visitors, tracking code, keywords, any custom event (e.g. email signup or donation)**

- 3. [Search Keyword \(web\)](#) - Displays a breakdown of search keywords that are used to find your site. Categories = Search Keywords- All, Search Keywords - Paid and Search Keywords - Natural.
 - a. [Searches \(web\)](#) - The recommended default metric for search engines and keywords. This metric represents instances of a click-through, and shows the page that is associated with a specific engine or keyword.
 - i. *Search engines stopped providing (in most cases) the search keywords as part of the referrer. As a result, Adobe always classifies the Google (or Bing, or Yahoo) domain as search. Based on the format and contents of the referrer (even without the keywords), Adobe can determine often that it was the result of a search, so the search is counted with the **Keywords Unavailable**.*
 - ii. **Use with these metrics: searches, page views, unique visitors, visits**

- 4. [Search Engine \(web\)](#) - Displays which search engines visitors use for All, Paid, and Natural searches (e.g. Google, Bing, etc).
 - i. **Use with these metrics: searches, page views, unique visitors, visits**

campaigns

1. [Tracking Code \(web\)](#) - Measures campaigns that are running on your website so that you can view the full user journey, and see which campaigns are performing better based on campaign goals. This report references data directly from the s.campaign variable that your team will need to add to your campaign for tracking purposes.
 - a. **Use with these metrics: visits, unique visitors, average time spent on site, entry pages, visit number, any custom event**

engagement

1. [Average Time on Site](#) - The average amount of time a visitor spends on the site. This is calculated differently from Google Analytics; it is based on the time that visitors interact with a specific dimension item, like a page name, a video, or link click.
 - a. **Use with these dimensions: countries, server, page/screen name, page URL, activity map link (region)**

2. [Single Page Visit \(web\)](#) - The number of visits with a single page view. If a visit consists of a single page view and multiple custom link image requests, it is still considered a Single Page Visit. When a second page view is seen in a visit, it is no longer considered a Single Page Visit.
 - a. **Use with these dimensions: countries, server, page/screen name, page URL, single page visit (enabled/disabled), % single page visits**

3. [Bounces \(web\)](#) - The number of visits to your site that contain a single image request. Custom links are included, meaning if a visit consists of a page view and a custom link, that visit is not considered a bounce.
 - a. [Bounce Rate](#): This metric is a percentage of bounces compared to total visits to your site.
 - b. [Weighted Bounce Rate](#): This filter shows the Bounce Rate for the top 30 percent of pages, when sorted by visits.
 - c. **Use with these dimensions: countries, server, page/screen name, page URL**

4. [Activity Map Link \(web\)](#) - Activity Map is an Adobe Analytics application that ranks link activity (kind of like a heat-map) on a page by page basis. It provides information in real-time to monitor audience engagement on your web pages. You can access Activity Map in two places: as a plug-in on your web page or within Adobe Analytics. You can view Activity Map Links data in Adobe Analytics under these dimensions:
 - a. [Activity Map Link](#) - just the link

- b. [Activity Map Page](#) - just the page
 - c. [Activity Map Region](#) - just the region of the page (ex. header/footer)
 - d. [Activity Map Link By Region](#) - the link with its location on the page
 - e. **Use with these metrics: visits, unique visitors, activity map link instances**
5. [Download Link \(web\)](#) - Counts the number of times that a user clicks to download a files (like a pdf) from your site.
- a. **Use with these metrics: visits, unique visitors, download link instances**
6. [Exit Link \(web\)](#) - Shows the most common links people are clicking on that lead to places outside your site (any location where you have implemented an external link).
7. [Mobile Exit Link \(app\)](#) - Shows the most common links people are clicking on that lead to places outside your app (any location where you have implemented an external link).
8. [Email Signup \(event40\)](#) - This metric is triggered upon a successful email signup on a website or in an app, via Adobe Campaign.
9. [Video ID \(web\)](#) - This variable captures the video ID of the video being played. View more video metrics in the 'Video' section below.
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retention

1. [Visit Number \(web\)](#) - Helps you gauge visitor loyalty by tracking the number of times each visitor visits your site. During your selected time period, you can see whether more of the visits were from visitors that came to your site for the first time or the 20th time. The visit number is based on the lifetime of the visitor, not the selected date range.
2. [Visit Depth](#) - Displays the number of pages on your site that a visitor views during a single visit (not averaged out). This metric is valuable in determining how far within a visit your audience reaches a given page.
3. [New/Repeat Visit \(evar21\)](#) - Determines whether a visitor is a new visitor or a repeat visitor based on browsing history (ex. What percentage of my visitors are new (as opposed to repeat) visitors?).
4. [Return Frequency \(web\)](#) - Shows the length of time that passes between visits from returning visitors, and the number of visits that fall into each time length category. Use the report to see the average amount of time that repeat visitors go without visiting your site, and the trends in repeat customers. This report does not record first time visitors.
5. [Average Page Depth \(web\)](#) - Displays on average the number of pages on your site that a visitor views during a single visit. This metric is valuable in

determining how far within a visit your audience reaches a given page, on average.

6. **Launch Number (app)** - Shows the number of times the app was launched or brought out of the background.
 7. **Launches/User (app)** - Shows the number of times that the app was launched or brought out of the background per user on average.
 8. **States Per Launch (app)** - The number of screens a user sees during a given mobile session (page views / launches).
 9. **Days since first use (app)** - Shows the number of days since the app was first run.
 10. **Days since last use (app)** - Shows the number of days since the app was last used.
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visitor profile

1. [Language](#) - Captures the default browser language and displays the languages that visitors use most often on your site (ex. Someone browsing everystudent.com with French set as their browser language).
 - a. **Use with these metrics: visits, unique visitors, language instances**

2. [System Language \(evar61\)](#) - Captures the system language of the device (ex. en-US, en-AU).
 - a. **Use with these metrics: visits, unique visitors, system language instances**

3. [Countries](#) - The largest geographic division. In addition to the standard Ranked and Trended views available on most reports, there is also a Map view that color-codes the countries according to their relative contribution to your total traffic.
 - a. **Use with these metrics: visits, unique visitors, any custom dimension**

4. [Regions](#) - A geographic area that is smaller than a country but larger than a city. In some countries, a region is a state, province, or prefecture. In other areas, it is a constituent country, department, or metropolitan region.
 - a. **Use with these metrics: visits, unique visitors, row count, any custom dimension**

5. [Cities](#) - The city that users are located in, based on end users' IP addresses.
 - a. **Use with these metrics: visits, unique visitors, any custom dimension**

6. [US States](#) - The US state that users are located in, based on end users' IP addresses.

- a. **Use with these metrics: visits, unique visitors, any custom dimension**
7. [Zip Code](#) - The zip code that users are located in, based on end users' IP addresses.
 - a. **Use with these metrics: visits, unique visitors, any custom dimension**
 8. **Employee** - A count of users identified as Cru employees and staff through Adobe Campaign (being that they received a staff communication during that reporting period)
 - a. **Use with this metric: Count of Employee**
 9. **Content Language (evar55)** - This tracks the language of content on a website or app (ex. A GodTools App tool in German).
 10. **Content Language Secondary (evar54)**- This tracks the name of a secondary language of content (if applicable)
 - a. **Use with these metrics: visits, unique visitors, content language instances.**
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IDs | known & moving

1. ECID- a universal, persistent ID that identifies a browser cookie across all the solutions that we own in the Experience Cloud (e.g. Adobe Campaign - email system, Adobe Experience Manager - CMS, Adobe Target - personalization).
 - a. **Use with these metrics: Use with these metrics: row count, visits, unique visitors, count of ecid_placement, average time spent on site, any custom dimension**

2. ECID Placement - A placement calculated based on the browsing history viewed by each ECID.
 - a. *A user is considered 'placed' when we have a measurement of where they may be on the Scale of Belief. This can be determined through self-assessments, patterns in behavioral data, or Machine Learning. As we learn about our users, they are assigned a score based on their most likely placement on a 10 point scale (1=curious, 10=guide).*

3. SSO GUID (evar31) - This is captured when a user logs into a site or app using Single Sign On. This is a useful count for unique user if a login is present on your site or in your app.
 - a. **Use with these metrics: row count, visits, unique visitors, count of placement, average time spent on site, any custom dimension**

4. Placement - A more confident placement than the ECID placement, calculated based on the browsing history viewed by each SSO GUID.
 5. grMasterPersonID (evar48) - This is captured when a user is identified in our global registry so that we have their email or phone number, whether captured via single sign-on or somewhere else in the site/app. This is our most accurate count of users.
 - a. *We consider a person 'identified' for the Known and Moving project when we have at least a Global Registry (GR) Master Person ID (MPID) for that user.*
 - b. Use with these metrics: row count, visits, unique visitors, average time spent on site, any custom dimension**
 6. Row Count - This metric gauges the approx number of rows in a table.
 - a. **Use with these dimensions: SSO GUIDs, grMasterPersonID, Server, any custom dimension**
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custom dimensions

1. **Action Name (app)** - Actions are events that occur in your Android or iOS app that you want to measure. Each action has a corresponding metrics that is incremented each time the event occurs. For example, you might send a trackAction call for each new subscription, each time an article is viewed, or

each time a level is completed. Actions are not tracked automatically and require custom work (e.g. Task Completed is an action that we track in the MPDX App, and Share Button Engaged is an action that we track in GodTools).

- a. **Use with associated custom metric (e.g. count of task completed or count of share button engaged)**

2. **LMI (web & app)** - Local Movement Indicators (LMIs) are faith action metrics captured across web and app products within Adobe Analytics via custom implementation. You can locate LMIs in Adobe Analytics by typing 'LMI-' into 'search' on the left side panel of Workspace. Click the 'i' next to each LMI for a specific description regarding that faith action.

- a. **Use with these dimensions: server, site/app name, page/screen name, page URL**
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video

1. **Video Name (evar34)** - This variable captures the friendly video name of a YouTube video being played.
2. **Video ID (evar33)** - This variable captures the video ID of the video being played.
 - a. **Video Starts (event19)** - This event fires to track the start of a YouTube video.

- b. **25% Progress Marker** - This event fires to track when a user has viewed 25% of a YouTube video.
 - c. **50% Progress Marker** - This event fires to track when a user has viewed 50% of a YouTube video.
 - d. **75% Progress Marker** - This event fires to track when a user has viewed 75% of a YouTube video.
 - e. **Video Completes (event23)** - This event fires to track when a user has viewed 100% of a YouTube video.
 - f. **Video Time Viewed (hh:mm:ss)** - Captures the length of a YouTube video viewed. Recorded in seconds of video watched.
 - g. **Average Video Time Viewed** - Video Time viewed / Video time started, time viewed on average during the reporting period
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e-commerce

1. **Donation Type (evar26)** - Merchandising eVar for products; for donations, it specifies whether it is a "One-Time Donation" or a "Recurring Donation".
Used on give.cru.org.
2. **Donation Frequency (evar27)** - Merchandising eVar for recurring donation 'products', specifying frequency - single, monthly, quarterly or annually.
Used on give.cru.org.
3. **Donor Account Number (evar23)** - Account number of logged in donor. Used on give.cru.org.

4. **Donor Class** - This tracks whether the gift was from an individual or an organization. Used on give.cru.org.
 - a. **Cart Flow Steps** - Custom events that fire throughout cart checkout. Used on give.cru.org.
 - i. **Cart Flow Step 1 (event13)**- Fires on the first page of a cart checkout (CheckoutMailingAddress)
 - ii. **Cart Flow Step 2 (event14)**- Fires on the second page of a cart checkout (CheckoutMailingAddress)
 - iii. **Cart Flow Step 3 (event15)**- Fires on the third page of a cart checkout (CheckoutMailingAddress)
 - b. **Carts** - This tracks the number of times that a cart was opened. Used on give.cru.org.
 - c. **Cart Views** - This tracks the number of times that a cart was viewed. Used on give.cru.org.
 - d. **Cart Addition** - This tracks the number of additions to a cart. Used on give.cru.org.
 - e. **Cart Removal** - This tracks the number of removals from a cart. Used on give.cru.org.
5. **Order ID (evar45)** - This tracks the Siebel Purchase number. Used on give.cru.org.
 - a. **Orders / Visits** - This track the number of orders made per visit.
 - b. **Orders / Visitor** - This track the number of orders made per visitor.
 - c. **Payment Method Added** - This event fires on the site when there is a payment method added. Used on give.cru.org.

- d. **Payment Method Deleted** - This event fires on the site when there is a payment method deleted. Used on give.cru.org.
- 6. **Product** - Merchandising eVar for products (project, staff, scholarship, national staff, etc) on give site, populated with siebel's s_prod_int.type value. Used on give.cru.org.
 - a. **Product Views** - This tracks the number of times that a product (project, staff, scholarship, national staff, etc) was viewed. Used on give.cru.org.