Yandex Metrica API

Developer's reference guide

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Yandex

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Contents

API compatible with the Google Analytics Core Reporting API

Introduction

This API is compatible with the Google Analytics Core Reporting API (v3) and allows you to perform the following operations:

- Get information about site traffic and other data.
- Integrate Yandex Metrica data with apps that were developed using the Google Analytics Core Reporting API (v3).
- Use familiar request parameters when collecting statistics, if you have previously worked with the Google Analytics Core Reporting API(v3).

You can get statistics and data about your resource using metrics and dimensions.

To use this API, you must authenticate using an access token via the Yandex OAuth server. The access token must be specified in every API request.

API request

Below are parameters you can enter in an API request. The response is sent as a UTF-8–encoded JSON file.

Request syntax

end-date	string	End date of the reporting period. You can specify the date in YYYY-MM-DD format or use comparative time values: `today`, `yesterday`, `NdaysAgo`.
ids	string	ID of the tag whose data you want to obtain. You must specify the prefix `ga:` in front of the tag ID.
metrics	string	Yandex Metrica allows getting data on session statistics and user activity on the site. If you don't specify a dimension in the request, then the API returns a total metric value for the selected time interval without breaking it up into any groups. Please note the following features: • A single request can include no more than 10 metrics. • The majority of metrics can be used in combination with one another, provided that no dimensions are selected. • Not all metrics can be combined with other metrics and dimensions within a single request.
start-date	string	Start date of the reporting period. You can specify the date in YYYY-MM-DD format or use comparative

		time values: `today`, `yesterday`, `NdaysAgo`. **Note:** Comparative time values are relative to your time zone, which is set according to your Yandex Metrica account details.
callback	string	Callback. If specified, the result will be wrapped in a callback(...);
dimensions	string	Dimensions group data by certain criteria. For example, use the parameter `dimensions=ga:browser,ga:city` to: **1.** Get data on the number of sessions. **2.** Group this data by the user's browser and the city during the session. If data on a specified dimension was not received, it returns the value `(not set)`. Please note the following limitations: • A single request can include no more than 7 dimensions. • A request cannot be made entirely from dimensions, but must contain at least one metric. • Not all dimensions can be combined with each other as part of one request.
filters	string	Filter allows you to limit the data returned in a request. Please note the following features: • Filtration by a dimension is performed before using dimensions. The resulting metric thus represents the total value only for data satisfying the condition of the dimension. • Filtration by a metric is performed after the metric is applied. • You can filter using the dimensions and metrics which were not entered as part of your request.
max-results	int	Maximum number of rows which will be shown in report. Combine it with the `start-index` parameter to get a subset of elements, the first of which corresponds to the value specified in the `start-index` parameter. The default setting of the value is 100. The maximum number of rows is 10,000.

		The number of rows in a report can be less than what you specified if there aren't enough entries for the selected segment. For example, for the dimension `ga:country`, you can get no more than 300 entries.
samplingLevel	g_a_sample_accuracy	Use this parameter for indicating the level of sampling (number of sessions used in the calculation of the total value). Default value: DEFAULT Acceptable values: • HIGHER_PRECISION: Shows the most precise value possible using the largest possible sample. In this mode more time may be required to process your data request. • FASTER: Shows quick results based on a limited sample. • DEFAULT: Shows results based on a sample that equally balances between speed and data accuracy.
sort	string	A list of metrics and dimensions can be used for sorting the collected data. By default the sorting is done in ascending order. To sort by descending order, specify the symbol “-” in the request in front of the list of metrics and dimensions. For the value of the `sort` parameter, you can use only those values of dimensions and metrics for which data has been obtained.
start-index	integer	By default, this parameter has the value 1. Use this parameter in combination with the `max-results` parameter when the number of elements in the `totalResults` list exceeds, for example, 10,000, while you need to get 10,001 values. **Note:** The index of the `start-index` parameter is 1-based, not 0-based. Default value: 1

Sample request

```
https://api-metrika.yandex.net/analytics/v3/data/ga?end-date=today&ids=ga%3A29761725&metrics=ga%3Apageviews&start-date=6daysAgo
```

Response format

```
{
    "kind" :  < string > ,
    "id" :  < string > ,
```

```
    "selfLink" :  < string > ,
    "containsSampledData" :  < boolean > ,
    "sampleSize" :  < string > ,
    "sampleSpace" :  < string > ,
    "query" : {
        "start-date" :  < string > ,
        "end-date" :  < string > ,
        "dimensions" : [  < string > , ... ],
        "metrics" : [  < string > , ... ],
        "sort" : [  < string > , ... ],
        "filters" :  < string > ,
        "start-index" :  < integer > ,
        "max-results" :  < integer >
    },
    "itemsPerPage" :  < integer > ,
    "totalResults" :  < integer > ,
    "columnHeaders" : [ {
        "name" :  < string > ,
        "columnType" :  < string > ,
        "dataType" :  < string >
    }, ... ],
    "totalsForAllResults" : {
        "key_1" :  < string > ,
        "key_2" : ...
    },
    "rows" : [ [  < string > , ... ], ... ]
}
```

Parameters	Description
kind	Displays resource type. Parameter always takes the value `analytics#gaData`.
id	Displays request ID.
selfLink	Displays link to this request.
containsSampledData	Determines whether to use sampling during data collection. If sampling was used, takes the value `true`.
sampleSize	Displays the size of the sample used to gets the results of a request with sampling.
sampleSpace	Displays the overall volume of data available for the implementation of the sample when using sampling.
query	Includes all of the parameters transmitted in the request.
itemsPerPage	Displays the amount of data displayed on the page. By default, the maximum amount is 1000.
totalResults	Displays the total number of results.
columnHeaders	Displays column headers containing a list of dimensions and metrics. The total number of these columns is the total amount of dimensions and metrics used in the request.
totalsForAllResults	Displays the resulting values of requested metrics presented as pairs: the metric name and its value.
rows	Displays a list of rows, each of which contains dimensions and metrics. The order of data corresponds to the order specified in the request.

query	
start-date	Displays start date of the reporting period.
end-date	Displays end date of the reporting period.
dimensions	Displays a list of dimensions in the request.
metrics	Displays a list of metrics in the request.
sort	Displays a list of metrics and dimensions used to sort data.
filters	Displays a list of filters by metrics and dimensions.
start-index	Displays the index of the first entry in the request.
max-results	Displays the maximum number of rows on the page.

columnHeaders	
name	Contains the name of a dimension or metric
columnType	Contains the attribute type Accepts the values `dimension` or `metric`.

columnHeaders	
dataType	Contains the data type. This parameter always takes the value `STRING` for columns with dimensions.

Dimensions and metrics

A *dimension* is an attribute of a session or hit that can be used for grouping data.

In API requests, dimensions are set in the `dimensions` parameter. If you need to list multiple dimensions, separate them with commas.

You can also make a report without dimensions. In this case, the cumulative result is calculated.

A *metric* is a numerical value that is based on an attribute of a hit or session.

In API requests, metrics are set in the `metrics` parameter. If you need to list multiple metrics, separate them with commas.

More about terminology

For a better understanding of the terms “dimension” and “metric”, consider the example of a Yandex Metrica report on the operating system:

Operating system	Page depth
Windows	4.2
IOS	3.1
Linux	1.6

Where

- Operating system is an attribute of a session that is used for grouping report data (a *dimension*).
- Page depth is a value calculated from numerical attributes of sessions (a *metric*) corresponding to the specified dimension.

Note:

If you are familiar with SQL, you can think of dimensions as columns used for grouping, and of metrics as the results returned by aggregate functions.

For example, the report shown above can be imagined as a query to a hypothetical table of sessions:

```
SELECT operatingSystem, avg(depth) from visits GROUP BY operatingSystem
```

You can create the desired report structure by specifying metrics and dimensions in the API request.

Reference guide on page 8
Unsupported dimensions and metrics on page 28

Reference guide

User

Dimensions	Metrics
ga:userType	ga:users
ga:sessionCount	ga:newUsers
ga:daysSinceLastSession	ga:percentNewSessions

Audience

Dimensions	Metrics
ga:userAgeBracket	
ga:userGender	
ga:interestAffinityCategory	

Page tracking

Dimensions	Metrics
ga:hostname	ga:pageviews
ga:pagePath	ga:pageviewsPerSession
ga:pagePathLevel1	ga:timeOnPage
ga:pagePathLevel2	ga:avgTimeOnPage
ga:pagePathLevel3	
ga:pagePathLevel4	
ga:pageTitle	
ga:landingPagePath	
ga:exitPagePath	
ga:previousPagePath	
ga:pageDepth	

Time

Dimensions	Metrics
ga:date	
ga:year	
ga:month	
ga:week	
ga:day	
ga:hour	
ga:minute	
ga:nthMonth	
ga:nthWeek	
ga:nthDay	
ga:nthMinute	
ga:dayOfWeek	
ga:dayOfWeekName	
ga:dateHour	
ga:yearMonth	
ga:yearWeek	

Geo network

Dimensions	Metrics
ga:continent	
ga:country	
ga:region	
ga:city	
ga:latitude	
ga:longitude	

System

Dimensions	Metrics
ga:language	
ga:screenColors	
ga:screenResolution	

Platform or device

Dimensions	Metrics
ga:browser	
ga:browserVersion	
ga:operatingSystem	
ga:operatingSystemVersion	
ga:mobileDeviceBranding	
ga:mobileDeviceModel	
ga:mobileDeviceInfo	
ga:mobileDeviceMarketingName	
ga:deviceCategory	

Goal conversions

Dimensions	Metrics
	ga:goalXXStarts
	ga:goalStartsAll
	ga:goalXXCompletions
	ga:goalCompletionsAll
	ga:goalXXValue
	ga:goalValueAll
	ga:goalValuePerSession
	ga:goalXXConversionRate
	ga:goalConversionRateAll
	ga:goalXXAbandons
	ga:goalAbandonsAll
	ga:goalXXAbandonRate
	ga:goalAbandonRateAll

Traffic sources

Dimensions	Metrics
ga:referralPath	
ga:fullReferrer	
ga:campaign	
ga:source	
ga:medium	
ga:sourceMedium	
ga:keyword	
ga:adContent	
ga:socialNetwork	
ga:hasSocialSourceReferral	

Session

Dimensions	Metrics
ga:sessionDurationBucket	ga:sessions
	ga:bounces
	ga:bounceRate
	ga:sessionDuration
	ga:avgSessionDuration

Site speed

Dimensions	Metrics
	ga:pageLoadTime
	ga:pageLoadSample
	ga:avgPageLoadTime
	ga:domainLookupTime
	ga:avgDomainLookupTime
	ga:pageDownloadTime
	ga:avgPageDownloadTime
	ga:redirectionTime
	ga:avgRedirectionTime
	ga:serverConnectionTime
	ga:avgServerConnectionTime
	ga:serverResponseTime
	ga:avgServerResponseTime
	ga:speedMetricsSample
	ga:domInteractiveTime
	ga:avgDomInteractiveTime
	ga:domLatencyMetricsSample

User

Dimensions	Metrics
ga:userType	ga:users
ga:sessionCount	ga:newUsers
ga:daysSinceLastSession	ga:percentNewSessions

Dimensions

ga:userType

Site user type: new or returning.

Allowed values: `New Visitor`, `Returning Visitor`.

Data type: `string`.

ga:sessionCount

The number of the user's session.

Data type: `string`.

ga:daysSinceLastSession

Number of days since the user's last visit to the site.

Data type: `string`.

Metrics

ga:users

Number of site users within the specified time period.

Data type: `integer`.

ga:newUsers

Number of unique users visiting the site for the first time.

Data type: `integer`.

ga:percentNewSessions

Share of unique users who visited the site for the first time.

Data type: `percent`.

Audience

Dimensions	Metrics
ga:userAgeBracket	
ga:userGender	
ga:interestAffinityCategory	

Dimensions

ga:userAgeBracket

User's age.

Data type: `string`.

ga:userGender

User's gender.

Data type: `string`.

ga:interestAffinityCategory

User interests.

p>

Data type: `string`.

Metrics

Page tracking

Dimensions	Metrics
ga:hostname	ga:pageviews
ga:pagePath	ga:pageviewsPerSession
ga:pagePathLevel1	ga:timeOnPage
ga:pagePathLevel2	ga:avgTimeOnPage
ga:pagePathLevel3	
ga:pagePathLevel4	
ga:pageTitle	
ga:landingPagePath	
ga:exitPagePath	
ga:previousPagePath	
ga:pageDepth	

Dimensions

ga:hostname

Host name.

Data type: `string`.

ga:pagePath

URL path, including the request parameters. To receive the URL of the site page, use the URL path along with the host name.

Data type: `string`.

ga:pagePathLevel1

First level of the URL path.

Data type: `string`.

ga:pagePathLevel2

Second level of the URL path.

Data type: `string`.

ga:pagePathLevel3

Third level of the URL path.

Data type: `string`.

ga:pagePathLevel4

Fourth level of the URL path.

Data type: `string`.

ga:pageTitle

Page title. Multiple pages can be given the same title.

Data type: `string`.

ga:landingPagePath

The first page of the website that the user visited (the landing page).

Data type: `string`.

ga:exitPagePath

Show the last page of the site viewed by the user (exit page).

Data type: `string`.

ga:previousPagePath

The page that the user visited before they visited the current page of the website. Usually used with the dimension `ga:pagePath`.

Data type: `string`.

ga:pageDepth

Page depth. Groups data by number of pages viewed by the site user during the session (visit).

Data type: `string`.

Metrics

ga:pageviews

Total pageviews on site.

Data type: `integer`.

ga:pageviewsPerSession

Average number of pageviews during the session (visit). This takes into account repeated views of the same page.

Data type: `float`.

ga:timeOnPage

The time users spent on any given page of the site, in seconds. This is the difference between the start time of viewing the current page of the site and viewing the next page.

This metric cannot be used for the exit page.

Data type: `time`.

ga:avgTimeOnPage

Average pageview duration across all pages.

Data type: `time`.

Time

Dimensions	Metrics
ga:date	
ga:year	
ga:month	
ga:week	
ga:day	
ga:hour	
ga:minute	
ga:nthMonth	
ga:nthWeek	
ga:nthDay	
ga:nthMinute	
ga:dayOfWeek	
ga:dayOfWeekName	
ga:dateHour	
ga:yearMonth	
ga:yearWeek	

Dimensions

ga:date

Date of the site session in YYYYMMDD format.

Data type: `string`.

ga:year

Year of the site session as a four-digit number.

Data type: `string`.

ga:month

Month of the site session as a two-digit number.

Data type: `string`.

ga:week

Number of the week during which the session occurred. The value is a number from 01 to 53. The first day of the reporting week is Sunday.

Data type: `string`.

ga:day

Day of month as a two-digit number from 01 to 31.

Data type: `string`.

ga:hour

Time of day as a number from 00 to 23, in the time zone associated with the installed Yandex Metrica tag.

Data type: `string`.

ga:minute

Minute of hour as a number from 00 to 59.

Data type: `string`.

ga:nthMonth

Index of every month for the specified time interval.

The index for the first month has a value of `0`, for the second month, a value of `1`, and so on.

Data type: `string`.

ga:nthWeek

Index of every week for the specified time interval.

The index for the first week has a value of `0`, for the second week, a value of `1`, and so on.

Data type: `string`.

ga:nthDay

Index of every day from the specified time interval.

The index for the first day has a value of `0`, for the second day, a value of `1`, and so on.

Data type: `string`.

ga:nthMinute

Index of every minute for the specified time interval.

The index for the first minute has a value of `0`, for the second minute, a value of `1`, and so on.

Data type: `string`.

ga:dayOfWeek

Day of the week as a number from `0` (Sunday) to `6` (Saturday).

Data type: `string`.

ga:dayOfWeekName

Day of the week in English.

Data type: `string`.

ga:dateHour

Combination of dimensions for the session's date and time: `ga:date` and `ga:hour`.

Data type: `string`.

ga:yearMonth

Shows dimension values for the session's year and month: `ga:year` and `ga:month`.

Data type: `string`.

ga:yearWeek

Shows dimension values for the session's year and week: `ga:year` and `ga:week`.

Data type: `string`.

Metrics

Geo network

Dimensions	Metrics
ga:continent	
ga:country	
ga:region	
ga:city	
ga:latitude	
ga:longitude	

Dimensions

ga:continent

The continents where the site's users are located. They are determined by the IP address.

Data type: `string`.

ga:country

Countries where site users are located. Countries are determined by the IP address.

Data type: `string`.

ga:region

The regions where the site's users are located. Regions are determined by the IP address.

For example, Moscow and Moscow Region, Saratov Oblast, Krasnoyarsk Territory.

Data type: `string`.

ga:city

Cities where site users are located. Cities are determined by the IP address.

Data type: `string`.

ga:latitude

The latitude of cities where the site's users are located. Coordinates north of the equator have positive values, and coordinates south of the equator have negative values.

Data type: `string`.

ga:longitude

The longitude of the cities where the site's users are located. The coordinates to the east of the Prime Meridian have a positive value, while those to the west have a negative value.

Data type: `string`.

Metrics

System

Dimensions	Metrics
ga:language	
ga:screenColors	
ga:screenResolution	

Dimensions

ga:language

The language of the site's users.

The API retrieves language data from the HTTP request to the browser of the site user. Values are displayed according to the ISO-639 standard. For example, `ru` for Russian, `uk` for Ukrainian, and `en` for English.

Data type: `string`.

ga:screenColors

Color depth of the site user's computer monitor. For example, `8-bit`, `16-bit`, or `32-bit`.

ga:screenResolution

The resolution of the site user's monitor. For example, `1024×738`.

Data type: `string`.

Metrics

Platform or device

Dimensions	Metrics
ga:browser	
ga:browserVersion	
ga:operatingSystem	
ga:operatingSystemVersion	
ga:mobileDeviceBranding	
ga:mobileDeviceModel	
ga:mobileDeviceInfo	
ga:mobileDeviceMarketingName	
ga:deviceCategory	

Dimensions

ga:browser

Browser used by the site user. For example, `Internet Explorer` or `Firefox`.

Data type: `string`.

ga:browserVersion

Browser version used by the site user. For example, `2.0.0.14`.

Data type: `string`.

ga:operatingSystem

Operating system used by the site user. For example, `Windows`, `Linux`, `Macintosh`, or `iOS`.

Data type: `string`.

ga:operatingSystemVersion

Version of the operating system used by the site user. For example, XP for Windows.

Data type: `string`.

ga:mobileDeviceBranding

Manufacturer of the device that the user used when clicking through to the site.

Data type: `string`.

ga:mobileDeviceModel
Model of the mobile device that the user used when clicking through to the site.

Data type: `string`.

ga:mobileDeviceInfo

Information about the mobile device that the user used to click through to the site. This includes the device's manufacturer, model, and marketing name.

Data type: `string`.

ga:mobileDeviceMarketingName

Marketing name of the mobile device that the user used to click through to the site.

Data type: `string`.

ga:deviceCategory

Type of the device used by the site user:

- Desktop computer (desktop)
- Mobile device (mobile)
- Tablet device (tablet).

Data type: `string`.

Metrics

Goal conversions

Dimensions	Metrics
	ga:goalXXStarts
	ga:goalStartsAll
	ga:goalXXCompletions
	ga:goalCompletionsAll
	ga:goalXXValue
	ga:goalValueAll
	ga:goalValuePerSession
	ga:goalXXConversionRate
	ga:goalConversionRateAll
	ga:goalXXAbandons
	ga:goalAbandonsAll
	ga:goalXXAbandonRate
	ga:goalAbandonRateAll

Dimensions
Metrics

ga:goalXXStarts

The number of sessions (visits) in which users performed the first step toward completing the specified goal.

```
&metrics=ga:goal5Starts
```

Where 5 is the goal number.

Data type: `integer`.

ga:goalStartsAll

The number of sessions (visits) in which users performed the first step toward completed all goals created for the tag.

Data type: `integer`.

ga:goalXXCompletions

The number of goal completions.

```
&metrics=ga:goal5Completions
```

Where 5 is the goal number.

Data type: `integer`.

ga:goalCompletionsAll

Number of completions for all goals created for the tag.

Data type: `integer`.

ga:goalXXValue

Total cost of the given goal.

Data type: `currency`.

ga:goalValueAll

Cost of all goals.

Data type: `currency`.

ga:goalValuePerSession

Average cost of session (visit) goal.

Data type: `currency`.

ga:goalXXConversionRate

Share of sessions in which a conversion occurred for the given goal.

```
&metrics=ga:goal5ConversionRate
```

Where 5 is the goal number.

Data type: `percent`.

ga:goalConversionRateAll

Share of sessions (visits) where there was a conversion for any of the goals created for the tag.

Data type: `percent`.

ga:goalXXAbandons

Number of sessions (visits) where the user initiated the conversion process for the specified goal, but didn't go through all the steps of this process.

```
&metrics=ga:goal5Abandons
```

Where 5 is the goal number.

Data type: `integer`.

ga:goalAbandonsAll

The number of sessions (visits) where the user initiated the conversion process for all goals created for the tag, but didn't go through all the steps of this process.

Data type: `integer`.

ga:goalXXAbandonRate

Share of sessions (visits) during which the process of conversion for the specified goal was not completed.

```
&metrics=ga:goal5AbandonRate
```

Where 5 is the goal number.

Data type: `percent`.

ga:goalAbandonRateAll

Share of sessions during which the user did not complete any conversion for the goals created for this tag.

Data type: `percent`.

Traffic sources

Dimensions	Metrics
ga:referralPath	
ga:fullReferrer	
ga:campaign	
ga:source	
ga:medium	
ga:sourceMedium	
ga:keyword	
ga:adContent	
ga:socialNetwork	
ga:hasSocialSourceReferral	

Dimensions

ga:referralPath

The URL path that refers to your site.

Data type: `string`.

ga:fullReferrer

The full URL of the referring resource, including the host address and the full path of the URL.

Data type: `string`.

ga:campaign

The ad campaign's UTM tag (`utm_campaign`). If a tag hasn't been set, a `(not set)` value is returned.

Data type: `string`.

ga:source

The ad campaign's UTM tag (`utm_source`). If a tag hasn't been set, the source domain is shown. The port number can also be shown.

If the user visited the site directly (didn't follow a link), then the `(direct)` value is returned.

Data type: `string`.

ga:medium

The ad campaign's UTM tag (`utm_medium`).

If a user came to the site from a search engine, the `organic` value is returned.

If the referral source is not a search engine, then the `referral` value is returned.

If the user came to the site directly, and the `document.referrer` parameter is empty, then the value `(none)` is returned.

Data type: `string`.

ga:sourceMedium

Combination of the dimensions ga:source and ga:medium.

Data type: `string`.

ga:keyword

The ad campaign's UTM tag (`utm_keyword`).

If the user came to the site from a search engine, returns a list of keywords that were used to find your site. Otherwise, returns the `(not set)` value.

Data type: `string`.

ga:adContent

UTM tag of the campaign (`utm_keyword`). If the tag is not set, the `(not set)` value is returned.

Data type: `string`.

ga:socialNetwork

The name of the social network from which the user came to the site. For example, VK, Facebook, etc.

Data type: `string`.

ga:hasSocialSourceReferral

Clicks from social networks to your site. Acceptable values: `Yes` or `No`.

Data type: `string`.

Metrics

Session

Dimensions	Metrics
ga:sessionDurationBucket	ga:sessions
	ga:bounces
	ga:bounceRate
	ga:sessionDuration
	ga:avgSessionDuration

Dimensions

ga:sessionDurationBucket

The user's time on site during one session (visit), in seconds.

Data type: `string`.

Metrics

ga:sessions

The number of sessions (visits).

Data type: `string`.

ga:bounces

Number of sessions (visits) with only one viewed page.

Data type: `integer`.

ga:bounceRate

Share of sessions (visits) with only one viewed page.

Data type: `percent`.

ga:sessionDuration

Data type: `time`.

Total duration of site users' sessions, in seconds.

ga:avgSessionDuration

Average session (visit) duration, in seconds.

Data type: `time`.

Site speed

Dimensions	Metrics
	ga:pageLoadTime
	ga:pageLoadSample
	ga:avgPageLoadTime
	ga:domainLookupTime
	ga:avgDomainLookupTime
	ga:pageDownloadTime
	ga:avgPageDownloadTime
	ga:redirectionTime
	ga:avgRedirectionTime
	ga:serverConnectionTime
	ga:avgServerConnectionTime
	ga:serverResponseTime
	ga:avgServerResponseTime
	ga:speedMetricsSample
	ga:domInteractiveTime
	ga:avgDomInteractiveTime
	ga:domLatencyMetricsSample

Dimensions

Metrics

ga:pageLoadTime

Time in milliseconds from the moment of referral to the page fully loading in the browser.

Data type: `integer`.

ga:pageLoadSample

Number of pages that were used to calculate average load time of one page.

Data type: `integer`.

ga:avgPageLoadTime

Average time in seconds spent to load the page, from the moment of referral to the page fully loading in the browser.

Calculation formula: (ga:pageLoadTime/ga:pageLoadSample/1000).

Data type: `float`.

ga:domainLookupTime

Time in milliseconds spent processing requests to the DNS server while loading the page.

Data type: `integer`.

ga:avgDomainLookupTime

Average time in seconds spent processing requests to the DNS server while loading the page.

Calculation formula: (ga:domainLookupTime/ga:speedMetricsSample/1000).

Data type: `float`.

ga:pageDownloadTime

Time in milliseconds taken to load the page.

Data type: `integer`.

ga:avgPageDownloadTime

Average time in seconds taken to load the page.

Calculation formula: (ga:pageDownloadTime/ga:speedMetricsSample/1000).

Data type: `float`.

ga:redirectionTime

Time in milliseconds taken to process the HTTP redirect while loading the page. If there was no HTTP redirect, the value of this metric will be 0.

Data type: `integer`.

ga:avgRedirectionTime

Average time in milliseconds spent processing the HTTP redirect while loading the page. If the HTTP redirect couldn't be processes, the value of this metric will be 0.

Data type: `float`.

ga:serverConnectionTime

Time in milliseconds that the browser waited to connect to the HTTP server while getting the page content.

Network delays and site load affect this parameter.

Data type: `integer`.

ga:avgServerConnectionTime

Average time in seconds spent on establishing a TCP connection for this page.

Calculation formula: (ga:serverConnectionTime/ga:speedMetricsSample/1000).

Data type: `float`.

ga:serverResponseTime

Time in milliseconds during which a response with page content is sent from the HTTP server to the browser.

The web server's response generation speed, page size, and the bandwidth speed between the user and the web server affect this parameter.

Data type: `integer`.

ga:avgServerResponseTime

Average time in seconds that it takes to transmit a response with the page content from the HTTP server to the browser.

Calculation formula: (ga:serverResponseTime/ga:speedMetricsSample/1000).

Data type: `float`.

ga:speedMetricsSample

This metric is used to calculate the average site speed. For example, ga:avgDomainLookupTime, ga:avgPageDownloadTime, ga:avgRedirectionTime, ga:avgServerConnectionTime, and ga:avgServerResponseTime.

Data type: `integer`.

ga:domInteractiveTime

Time in milliseconds the browser requires to process the document object model (DOM), including time spent connecting the user to the server.

Data type: `integer`.

ga:avgDomInteractiveTime

Average time in seconds the browsers requires to process the document object model (DOM), including time spent connecting the user to the server.

Calculation formula: (ga:domInteractiveTime/ga:domLatencyMetricsSample/1000).

Data type: `float`.

ga:domLatencyMetricsSample

This metric is used to calculate the average DOM processing speed. For example, ga:avgDomInteractiveTime.

Data type: `integer`.

Unsupported dimensions and metrics

The following groups are completely not supported:

- Internal Search
- Social Interactions
- E-commerce
- Event Tracking
- User Timings
- Content Experiments
- Exceptions
- App Tracking
- Adwords
- Social Activities
- Custom Variables or Columns
- Adsense

The following groups are partially supported. Below are dimensions and metrics that are not supported:

User

Dimensions:

- ga:userDefinedValue

Audience

Dimensions:

- ga:interestOtherCategory
- ga:interestInMarketCategory

Page Tracking

Dimensions:

- ga:secondPagePath
- ga:nextPagePath

Metrics:

- ga:pageValue
- ga:entrances
- ga:entranceRate
- ga:uniquePageviews
- ga:exits
- ga:exitRate

Time

Dimensions:

- ga:isoWeek
- ga:isoYear
- ga:isoYearIsoWeek

Geo Network

Dimensions:

- ga:subContinent
- ga:metro
- ga:networkDomain
- ga:networkLocation

Platform or Device

Dimensions:

- ga:mobileInputSelector

Goal Conversions

Dimensions:

- ga:goalCompletionLocation
- ga:goalPreviousStep1
- ga:goalPreviousStep2
- ga:goalPreviousStep3

Traffic Sources

Metrics:

- ga:organicSearches

Site Speed

Metrics:

- ga:domContentLoadedTime
- ga:avgDomContentLoadedTime

System

Dimensions:

- ga:flashVersion
- ga:javaEnabled

Segmentation

Segmentation allows restricting data returned in the request response. Use the `filters` parameter to segment a request.

You can segment a request by dimensions and metrics. The following should be noted:

- Filtration by a dimension is performed before using dimensions. The resulting metric thus represents the total value only for data satisfying the condition of the dimension.
- Filtration by a metric is performed after the metric is applied.
- You can filter using dimensions and metrics that are not included in your request.

```
&filters=ga:<dimension or metric> <filter operator for specified metrics> <filter operator for attributes>
```

In addition, the following limits are imposed: a maximum of 10 unique dimensions and metrics, 20 separate filters, and 2000 characters in the filter string.

Filtration operators for metrics

Operator	Description	Encoded form	Example
==	Equal to	%3D%3D	The time spent on a page is equal to 10 seconds: `filters=ga:timeOnPage%3D%3D10`.
!=	Not equal to	!%3D	The time spent on a page is not equal to 10 seconds: `filters=ga:timeOnPage!%3D%3D10`.
>	Greater than	%3E	The time spent on a page is greater than 10 seconds: `filters=ga:timeOnPage%3E10`.

Operator	Description	Encoded form	Example
<	Less than	%3C	The time spent on a page is less than 10 seconds: `filters=ga:timeOnPage%3C10`.
>=	Greater than or equal to	%3E%3D	The time spent on a page is greater than or equal to 10 seconds: `filters=ga:timeOnPage%3E%3D10`.
<=	Less than or equal to	%3C%3D	The time spent on a page is less than or equal to 10 seconds: `filters=ga:timeOnPage %3C%3D10`.

Filtration operators for attributes

Condition	Description	Encoded form	Example
==	Exact match	%3D%3D	Selects data used for calculating metrics for the city of Moscow: `filters=ga:city%3D %3DMoscow`.
!=	Does not match	!%3D	Selects data used for calculating metrics for all cities other than Moscow: `filters=ga:city! %3DMoscow`.
=@	Contains substring	%3D@	Selects data used for calculating metrics for a city. The name of the city matches the value “Moscow”: `filters=ga:city%3D@Moscow`.
!@	Does not contain substring	!@	Selects data used for calculating metrics for a city. The name of the city does not match the value “Moscow”: `filters= ga:city! @Moscow`.
=~	Matches a regular expression	%3D~	Selects data used for calculating metrics for a city. The name of the city starts with the value “Moscow”: `filters=ga:city%3D~ %5EMoscow.*`
!~	Does not match a regular expression	!~	Selects data used for calculating metrics for a city. The name of the city does not start with the value “Moscow”: `filters=ga:city!~ %5EMoscow.*`

You can use multiple data filtration conditions in a request simultaneously.

When forming compound filters:

- The following regular expression operators are allowed: =~ and !~.
- Special characters (like &) must be encoded according to the URL encoding format.

You can also use conditional operators: `AND` or `OR`.

Using the `AND` operator:

```
<!--Country is Russia, language is not Russian.-->
ga:country==Russia;ga:language!~^ru.*
```

Using the `OR` operator:

```
<!--Country is Russia or Ukraine.-->
ga:country==Russia,ga:country==Ukraine
```

Error descriptions

This section contains the response format describing the error, as well as a list of errors returned by API methods that are compatible with Google Analytics Core Reporting API (v3).

Error format

```
{
    "error" : {
        "code" :  < int > ,
        "message" :  < string >
    }
}
```

Parameters	Description
error	no description

error	
code	HTTP error code
message	Error description

Types of errors

Type of error	Description
invalidParameter (400)	Incorrect value in the request parameter. The `locationType` and `location` fields provide details about the parameter where the error was detected.
badRequest (400)	Error in the request. For instance, an invalid combination of dimensions and metrics.
invalidCredentials (401)	Access token has expired or is invalid.
quotaExceeded (403)	Exceeded the quota for maximum parallel requests.
backendError (503)	The server returned an error message.