



MEASURE
MINDS

GA4 cheatsheet sheet (values)

view_promotion	view_item	add_to_wishlist / add_to_cart	purchase
promotion_id	ecommerce.items[n].item_id	ecommerce.items[n].item_id	ecommerce.transaction_id
promotion_name	ecommerce.items[n].item_name	ecommerce.currency	ecommerce.currency
creative_name	ecommerce.items[n].item_brand	ecommerce.coupon	ecommerce.coupon
creative_slot	ecommerce.items[n].item_variation	ecommerce.discount	ecommerce.discount
placement	ecommerce.items[n].item_category	ecommerce.tax	ecommerce.tax
page_view	ecommerce.items[n].price	ecommerce.value	ecommerce.value
content_id	ecommerce.items[n].index	ecommerce.total_excluding_tax_and_shipping	ecommerce.total_excluding_tax_and_shipping
page_title	ecommerce.items[n].item_list_id	ecommerce.shipping	ecommerce.shipping
page_location	ecommerce.items[n].item_list_name	ecommerce.shipping_tier	ecommerce.shipping_tier
ecommerce_pagetype	ecommerce_pagetype	ecommerce_pagetype	ecommerce_pagetype
page_language	ecommerce_rec_prodid	ecommerce_rec_prodid	ecommerce.payment_type
page_country_code	share	login (Profile & Segments)	ecommerce.items[n].item_id
page_brand	social_network	user_id	ecommerce.items[n].item_name
content_group	social_action	user_email (for hashing)	ecommerce.items[n].item_variation
content_category	method (of sharing)	method (of login)	ecommerce.items[n].item_brand
content_category2	search	user_is_loggedin	ecommerce.items[n].item_category
content_seo_item_type	search_term	user_classification	ecommerce.items[n].price
content_type	q_search_result_range	user_persona	ecommerce.items[n].quantity
content_source_type	q_is_search_redirect	user_is_newletter_optin	purchase (Billing Address)
content_author	events	user_is_new_registration	address_city
content_accessibility	event_category	user_is_new_customer	address_region
content_lifetime	event_action	user_first_purchase_date	address_country
content_publication_reason	event_label	user_customer_lifetime_value	address_postal_region
variant_id	event_value	user_total_number_orders	Version, Environment and Status
experiment_id	newsletter_list	user_age_range	debug_mode=true
optimize_personalization_id	alert_channel	user_gender	traffic_type=internal
is_app_running_standalone_mode	alert_frequency	user_quality_score	page_environment= dev staging production



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GA4 cheatsheet sheet (keys)

view_promotion	view_item	add_to_wishlist / add_to_cart	purchase
{id of prominence slot}	sku123456	sku123456	trans123456
{name of prominence slot}	Laurel Hill Suites In Upper Hill, Nairobi	EUR	GBP
{my creative banner1}	yourbrandname	10OFFCOUPON	10OFFCOUPON
{list item N}	Featured Listing	10000	10000
top middle bottom right hand column	Sale/Townhouses/Westlands/4+ Bed	0	0
page_view	90000	90000	90000
88888888888888	0 1 2 3 4	Ground, Air, Next-day	Ground, Air, Next-day
Property in Kenya - Rent & Buy Real Estate	related_products	0	0
https://www.yourdomain.com/	Related Products	0	0
home >> category searchresults	offerdetail	conversionintent	conversion
en	sku222222	sku222222	Credit Card
GB	share	login (Profile & Segments)	sku123456
yourbrandname	facebook twitter	user123456789	Laurel Hill Suites In Upper Hill, Nairobi
content_group	share like tweet	bob@gmail.com	buyrentkenya
{category}	email whatsapp facebook messenger telegram	google facebook onsite form apple	Featured Listing
{sub category}	search	true	Sale/Townhouses/Westlands/4+ Bed
organization website webpage news	search_term	seeker business private seller	90000
content_type	0 1-3 4-9 10-30 over 30 results	user_persona	1
original syndicated	redirected not redirected	true	purchase (Billing Address)
{author name}	events	true	Mountain View
free metered access paywalled	youtube	true	California
evergreen seasonal time limited	click:start	2022-01-01	United States
sponsored editorial	Explainer Video	1000.00	CA
k0Gx80X7R0me-2_sp9pQlw	0	10	Version, Environment and Status
Original Variation1 Variation2	{newsletter list name}	18-25	debug_mode=true
gaid::Lo1qVUniR8GYcL-lcPMW1w	email browser	male	traffic_type=internal
true	hourly daily weekly	50/100	page_environment= dev staging production