

### Basic Parameters

|          |                                                                                           |
|----------|-------------------------------------------------------------------------------------------|
| AQB      | Analytics Querystring Begin (signifies end of the query params, always first, always = 1) |
| AQE      | Analytics Querystring End (signifies end of the query params, always last, always = 1)    |
| bh       | Browser Height (viewport)                                                                 |
| bw       | Browser Width (viewport)                                                                  |
| c        | Colour depth (in bits)                                                                    |
| ce       | Content Encoding                                                                          |
| fid      | The Fallback ID for this user/device                                                      |
| g        | url of page (inc url parameters)                                                          |
| gn       | paGeName (same as pageName but short parameter name version)                              |
| j        | Java version installed                                                                    |
| k        | cooKies enabled?                                                                          |
| ndh      | Is this originating from a javascript request (1 = yes)                                   |
| p        | browser Plugins installed                                                                 |
| pageName | the PAGENAME (same as gn but long parameter name version)                                 |
| s        | Screen resolution                                                                         |
| t        | Timestamp of request (inc timezone)                                                       |
| v        | jaVascript enabled?                                                                       |

### Configuration Params

|     |                                       |
|-----|---------------------------------------|
| cdp | Cookie Domain Periods                 |
| ns  | NameSpace                             |
| vmf | 3rd party domain being Migrated From  |
| vmt | 3rd to 1st party cookie migration key |

### FREE Adobe Analytics Workshop

If you would like an in depth analysis of your Adobe Analytics installation and reporting the why not [sign up for a FREE Adobe Analytics Workshop with DMPG](#). This will allow us to analyse your installation and reporting and answer any questions you have about Adobe Analytics. It's completely free with no obligation to purchase anything.

### Custom Params

|         |                                    |
|---------|------------------------------------|
| c1...cN | sProp1 to sPropN - custom metrics  |
| channel | the Channel (or section)           |
| events  | List of events (comma separated)   |
| h1...h5 | Hierarchy variables 1 to 5         |
| l1...l5 | List variables 1 to 5              |
| v0      | campaign variable                  |
| v1...vN | eVar1 to eVarN - custom dimensions |

### Custom Links

|      |                                                                                                   |
|------|---------------------------------------------------------------------------------------------------|
| pe   | custom link type                                                                                  |
| pev1 | full url of link clicked (e.g <a href="http://www.dmpg.co.uk/who">http://www.dmpg.co.uk/who</a> ) |
| pev2 | custom link name                                                                                  |
| pev3 | (see media below)                                                                                 |

### Media Parameters

|            |                              |
|------------|------------------------------|
| c.         | 1st media delimiter          |
| a.         | 2nd media delimiter          |
| media.     | 3rd media delimiter          |
| playerName | Name of media Player         |
| length     | length of media (seconds)    |
| p_e        | type of call (see extra box) |
| pev3       | type of media (e.g. video)   |

### eCommerce

|                                                                                                                                                                                    |                                      |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------|
| products                                                                                                                                                                           | the Products string (see note below) |
| purchasID                                                                                                                                                                          | Purchase ID (transaction ID)         |
| state                                                                                                                                                                              | the STATE of the purchaser           |
| zip                                                                                                                                                                                | the ZIP of the purchaser             |
| cc                                                                                                                                                                                 | Currency Code                        |
| products is a comma delimited list of semi-colon delimited strings! in the format [category];[sku];[qty];[unit price];[incrementor events];[merchandising],[category],[sku2]...etc |                                      |

### ClickMap Parameters

|      |                                        |
|------|----------------------------------------|
| pid  | Page Identifier (ClickMap only)        |
| pidt | Page Identifier Type (ClickMap only)   |
| oid  | Object Identifier (ClickMap only)      |
| oidt | Object Identifier Type (ClickMap only) |
| ot   | Object Tag name (ClickMap only)        |
| oi   | source Index (ClickMap only)           |

### possible pe parameter values

|       |                |
|-------|----------------|
| m_s   | Media Start    |
| m_i   | Media Instance |
| Ink_o | Other LiNK     |
| Ink_e | Exit LiNK      |
| Ink_d | Download LiNK  |



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