Cheatography

Google Analytics Limits and Quotas Cheat Sheet

by Dmitry Klymenko via cheatography.com/25319/cs/6593/

Data Collection & Processing

10 mln hits per month	Premium: virtually unlimited
200,000 hits per user per day	
500 hits per session	Excluding E-Commerce
Timing hits == 1% of pageviews	Can be configured in GA Tracker
200,000 sessions per day and more - 48 hours data freshness	Premium: Up to 1 billion

Hits per second per tracker

Starts with 20, replenish rate 2 per sec	Universal Analytics (analytics.js)
starts with 60 hits that are replenished at a rate of 1 per 2 sec	Android SDK, iOS SDK

Data Import

Data Sources per Property	25
File size limit	1GB
Row limit	1MB

Accounts and Profiles

100 GA Accounts per login	Might be increased
50 properties per GA Account	Might be increased
25 Views per Property	Might be increased to 200
100 Custom Tables	Premium only
20 Custom Dimensions	Premium: 200
20 Custom Metrics	Premium: 200
5 Custom Variables	Premium: 50
Every 6 hours BigQuery Export	Premium only

API limits

50,000 requests	per project per day. Can be increased
10 queries	per second per IP
500 write requests	per project per day
50 Upload operations	per property per day

https://developers.google.com/analytics/devguides/config/mgmt/v3/limits-quotas

Data Import

10 GB	per property
10 GB	per data set

Admin

20 Goals	per View
20 Funnel steps	per Goal
10,000,000	maximum Goal Value
20 Private Dashboards	per user per View
50 Shared Dashboards	per View per Account
12 widgets	in Dashboard

Reports

4 Advanced Segments	Per report in portal
100 Custom Segments	Per login
5 tabs	In Custom Report
1 Secondary Dimension	In standard reports
10 Metrics	in custom Report, Explorer mode
25 Metrics	in custom Report, Flat Table mode
5 Dimensions	in Custom Report
5 Filters	in Custom Report

Reports (cont)

50 Characters	for Custom Report entity names
100 Custom Reports	per account
50k of rows/distinct values before aggregation	Premium: 75
1 mln conversions	used in Multi--Channel Funnel before sampling
200,000 unique conversion paths	per day. Others aggregated
100,000 session	in Flow Visualization reports

Mobile Properties

2048 bytes	Screen Name
150 bytes	Exception Description
150 bytes	Application Installer ID
100 bytes	Application Version
150 bytes	Application ID
100 bytes	Application Name

Data Import Processing Time

1 TB	per Property	Premium only
20 GB	per Data Set	Premium Only

Data Import Query Time

1 GB	per property	Premium only
1 GB	per data set	Premium only

Data

Some strings data size is provided in bytes to support internationalization. Strings are encoded in UTF-8. Every latin character uses 1 bytes, non-latin - 2 and more

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Data Fields Length

80 characters	Custom Alert name
256 characters	in Filter pattern
128 characters	in Custom Variable
1500 bytes	Document Title
2048 bytes	Document Path
100 bytes	Document Hostname
2048 bytes	Document Location URL
2048 bytes	Document Referrer
150 bytes	Custom Dimension Value
40 bytes	Content Experiment ID

Events

150 bytes	Event Name
500 bytes	Event Category
500 bytes	Event Action
500 bytes	Event Label
Non-negative Integer	Event Value

Campaigns Parameters

100 bytes	Campaign Name
100 bytes	Campaign Source
50 bytes	Campaign Medium
500 bytes	Campaign Keyword
500 bytes	Campaign Content
100 bytes	Campaign ID

E-Commerce

500 bytes	Transaction ID
500 bytes	Transaction Affiliation
500 bytes	Item Name
500 bytes	Item Code
500 bytes	Item Category

Enhanced E-Commerce

200 products	per Transaction
500 bytes	Product SKU
500 bytes	Product Name
500 bytes	Product Brand
500 bytes	Product Category
500 bytes	Product Variant
500 bytes	Product Coupon code

Social

50 bytes	Social Network name
50 bytes	Social Action
2048 bytes	Social Action Target

Timing

150 bytes	User Timing Category
500 bytes	User Timing Variable name
500 bytes	User Timing Label

Source

Google Analytics help
http://www.internetrix.com.au/blog/google--analytics-limits-and-quotas

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