

# GA4 Key Trackable Dimensions

|                         |                              |                                   |                        |                                 |
|-------------------------|------------------------------|-----------------------------------|------------------------|---------------------------------|
| <b>Website Activity</b> | <b>Event Name</b>            | <b>Conversions</b>                | <b>Search Term</b>     | <b>Pct. Scrolled</b>            |
| <b>Geography</b>        | <b>City</b>                  | <b>Country</b>                    | <b>Region</b>          | <b>Continent</b>                |
| <b>eCommerce</b>        | <b>Brand</b>                 | <b>Category</b>                   | <b>Item ID or Name</b> | <b>Promotion or Coupon Name</b> |
| <b>Time</b>             | <b>Day</b>                   | <b>Hour</b>                       | <b>Week</b>            | <b>Year</b>                     |
| <b>User</b>             | <b>Content Group or Type</b> | <b>Landing Page or Page Title</b> | <b>Device</b>          | <b>Browser</b>                  |