

Google Analytics and Google Analytics Premium: limits and quotas

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Data collection & Processing limits

- 10 million hits per month per property. Virtually unlimited for GA Premium
- 200,000 hits per user per day
- 500 hits per session (excluding E-Commerce hits)
- Timing hits are limited to 1% of pageviews processed for the property for the previous day. Can be changed in GA tracker
- Hits sent per second per tracker
 - Universal Analytics (analytics.js): starts with 20 hits that are replenished at a rate of 2 hit per second (ecommerce: item and/or transaction are not counted in this limit)
 - Android SDK, iOS SDK: each app instance starts with 60 hits that are replenished at a rate of 1 hit every 2 seconds (E-Commerce: item and/or transaction are not counted in this limit)
- 20 Custom Dimensions. 200 for Premium
- 20 Custom Metrics. 200 for Premium
- 200,000 Sessions per day will result in reports being refreshed only once per day delaying up to 48 hours. For Premium this limit is one billion hits per month
- Data Import
 - 25 Data Sources per Property
 - 1GB file size limit
 - 1MB row limit

Accounts and Profiles

- 100 Google Analytics Accounts per Google Account. Might be increased
- 50 Properties per Google Analytics Account. Might be increased
- 25 Views per Property. Might be increased to 200 based on a number of hits
- 20 Custom Dimensions. 200 for Premium
- 20 Custom Metrics. 200 for Premium
- 5 Custom Variables. 50 for Premium
- 100 Custom Tables. Only for Premium

Reports

- 4 Advanced Segments in a single report at a time
- 100 Custom Segments per login
- 5 tabs can be created in Custom Report
- 1 Secondary Dimension can be added to standard report
- 10 Metrics can be added to Custom Report in Explorer mode
- 25 Metrics can be added to Custom Report in Flat Table mode
- 5 Custom Dimensions can be added to Custom Report
- 5 filters can be defined in Custom Report
- 50 characters are allowed in the Custom Report name, Custom Report tab name and Metric Group name
- 100 Custom Reports per Account
- 50k of rows/distinct values in table before aggregation begins. 75k for Premium and not applicable if report is backed-up with Custom Table (Premium only feature)
- 1 million of conversions are used in Multi-Channel Funnel reports. After that GA will sample
- 200,000 of unique conversion paths per day, others will be aggregated under (other)
- 100,000 of sessions are analysed in Flow visualisation reports before sampling occurs

Admin Area

- 20 Goals per View
- 20 Funnel steps per Goal
- 10,000,000,000 is a maximum Goal Value
- 20 private Dashboards per View per user
- 50 shared Dashboards per View per GA Account
- 12 widgets per Dashboard

Google Analytics data fields Lengths

- 80 characters are allowed in Custom Alert Name
- 256 characters in filter pattern
- 128 characters in Custom Variable
- 1500 bytes for Document Title
- 2048 bytes for Document Path
- 100 bytes for Document Hostname
- 2048 bytes for Document Location URL
- 2048 bytes for document Referrer
- Campaigns
 - 100 bytes for Campaign Name
 - 100 bytes for Campaign Source
 - 50 bytes for Campaign Medium
 - 500 bytes for Campaign Keyword
 - 500 bytes for Campaign Content
 - 100 bytes for Campaign ID
- Events
 - 150 bytes (explain bytes) for Event Category
 - 500 bytes for Event Category
 - 500 bytes for Event Action
 - 500 bytes for Event Label
 - Non-negative Integer as Event Value. If you you pass floating point value as Event Value, the hit might not get processed
- 150 bytes for Custom Dimension value

- 40 bytes for Content Experiment ID (generated by GA)
- E-Commerce
 - 500 bytes for Transaction ID
 - 500 bytes for Transaction Affiliation
 - 500 bytes for Item Name
 - 500 bytes for Item Code
 - 500 bytes for Item Category
 - 10 bytes for Currency Code
- Enhanced E-Commerce
 - 200 products per Transaction
 - 500 bytes for Product SKU
 - 500 bytes for Product Name
 - 500 bytes for Product Brand
 - 500 bytes for Product Category
 - 500 bytes for Product Variant
 - 500 bytes for Product Coupon code
- Social
 - 50 bytes for Social Network name
 - 50 bytes for Social Action
 - 2048 bytes for Social Action Target
- Timing
 - 150 bytes for User Timing Category
 - 500 bytes for User timing Variable name
 - 500 bytes for User Timing Label
- Mobile Properties
 - 150 bytes for Exception Description
 - 150 bytes for Application Installer ID
 - 100 bytes for Application Version
 - 150 bytes for Application ID
 - 100 bytes for Application Name
 - 2048 bytes for Screen Name

Google Analytics API

- 50,000 requests per project per day. Can be increased
- 10 queries per second per IP
- 500 write requests per project per day
- Extended Data Import storage limit
 - Processing Time Import Mode. Premium only
 - 1 TB per property
 - 20 GB per data set
 - Query Time Import Mode. Premium only
 - 1 GB per property
 - 1 GB per data set
 - Non-Premium:
 - 10 GB per property
 - 10 GB per data set
- 50 Upload operations per property per day