# Cheatography

## Google Analytics Limits Cheat Sheet
by Nikalytics via cheatography.com/2684/cs/687/

### Accounts & Profiles

| | | |
|---|---|---|
| 25 | Accounts per login | Can create a max of 25, a login can be given access to unlimited accounts |
| 50 | Profiles per account | |
| 100 | Custom reports per account | Custom report at login access |
| 20 | Goals per profile | |
| 100 | Custom Segments per login | |
| 5 | Custom Vars | GA Premium:50 |
| 20 | Custom Dimensions | *Universal Analytics; Ga Premium:200 |
| 200 | Custom Metrics | *Universal Analytics |
| 25 | Data Sources per property | *Universal Analytics |

### Reports

| | |
|---|---|
| 4 | Advanced segments (*applied at same time*) |
| 5 | Report tabs (*added to a custom report*) |
| 5 | Metric Groups (*added to a custom report*) |
| 5 | Dimensions Drilldowns (*added to a custom report*) |
| 5 | Filters (*added to a custom report*) |
| 10 | Metrics (*added to a custom report*) |

### Data

| | | |
|---|---|---|
| 50.000 | rows | above this limit, data is aggregated in "other" |
| 20.000 | data export limit | |
| 10.000 | rows via API | |

### Hits

| | | |
|---|---|---|
| 500 | per Session | same por Premium |
| 1 million | per profile per day | GA Premium: |
| 10 million | pageviews per month | GA Premium:1 billion |

### API

| | | |
|---|---|---|
| 50.000 | Requests | per project per day |
| 10 | Queries | per second per IP |
| 4 | Requests | per IP |
| 10.000 | Requests | per profile per day |
| 10 | Requests | per profile |

### Sampling

| | | |
|---|---|---|
| 500.000 / 1 mill | Special Queries / Unique dimensions combinations | Above this limit, data is sampled |
| 50 mill | Unique dimensions combinations | GA Premium:Above this limit, data is sampled |

### Characters

| | |
|---|---|
| 128 | characters in a Custom Var |
| 256 | characters in a Regex |
| 255 | ccharacters in Filters Pattern |

### Other

| | | |
|---|---|---|
| 30 minutes | utmb cookie | |
| 6 months | utmz cookie | *can be changed in the ui |
| 1 | Adsense associate accounts | |
| Unlimited | Adwords associate accounts | |
| 2 years | Data storage | |