

# Google Analytics & GTM Limits – A Reference Guide

## Google Analytics Specific

Limit	Value	Description	Comment
<b>Number of hits per month</b>	10 million	This is at your <i>account</i> level. As specified in the terms of service agreement.	A data hit includes pageviews, events, transactions, or transaction items (anything that causes a <code>__utm.gif</code> hit to be sent).  If you regularly exceed this limit, you will need to either sample your data collection or upgrade to <b>GA360</b> (20 billion hit limit).
<b>Data storage</b>	25 months		If you require longer, upgrade to <b>GA360</b> (36 months).
<b>Table aggregation</b>	50,000 rows	The number of data rows in a table before aggregation is applied.	Once this value is reached, further data rows are aggregated into a single entry, labeled “other.”  For <b>GA360</b> , limit = 1 million for most “standard” reports i.e. not every report has this feature.
<b>User Explorer report</b>	From 09-Mar-2016 forward	The report shows the top 10,000 users for the sorting criteria you apply.	The same limit applies to both free and <b>GA360</b> .
<b>Custom variables</b>	5	Each custom variable (dimension or metric) can have multiple values, with 3 scopes available: page, visit, visitor.  CD/CM limited at the property level.	<b>GA360</b> , limits: 20
<b>Custom dimensions &amp; metrics</b>	20 20		200 200
<b>Hits per session</b>	500	(ga.js) A hit includes pageviews, events, transactions, or transaction items (anything that causes a <code>__utm.gif</code> hit to be sent).  Any hits sent after this threshold are ignored.	Universal Analytics (analytics.js) does not include e-commerce hits in this limit (item and transaction hit types).  For <b>GA360</b> limit = 2,000 though this is on request only (i.e. not an automatic extension of the limit).
<b>Hits per user per day</b>	200,000		Any hits sent after this threshold are ignored. This limit applies to <b>GA360</b> as well.

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<b>Events per session</b>	Rate limiting system	<p>ga.js A visitor starts with 10 tokens and awards a new token every 1 second. A maximum of 10 taken can be accumulated.</p> <p>analytics.js A visitor starts with 20 tokens and earns 2 tokens per second.</p>	Sending out a burst of event hits will exhaust the 10 (or 20) available tokens immediately and send out only a max of 1 (or 2) tokens per second until the event has slowed down long enough for the user to accumulate more than one token.
<b>E-commerce transactions per day</b>	50,000		This is actually the same as the table aggregation limit.
<b>Unique dimension combinations</b>	1 million	See: <a href="http://code.google.com/apis/analytics/docs/concepts/gaConceptsSampling.html#reportSampling">http://code.google.com/apis/analytics/docs/concepts/gaConceptsSampling.html#reportSampling</a>	Above this limit, your report data is sampled.
<b>1. Sampling (Standard reports)</b>	500,000 sessions	<p>All standard reports are pre-calculated and <b>not</b> sampled regardless of data volume.</p> <p>However, applying a secondary dimension, or building a custom report, is an ad-hoc query back to Google Analytics. Above this limit, your report data is sampled.</p>	<p>Applied at the property level. That is, a filtered View with less sessions does not change this limit.</p> <p>See: <a href="http://code.google.com/apis/analytics/docs/concepts/gaConceptsSampling.html#reportSampling">http://code.google.com/apis/analytics/docs/concepts/gaConceptsSampling.html#reportSampling</a></p> <p>For <b>GA360</b>, the sampling threshold is 200 million sessions, or users (whichever is the greater number).</p> <p>Updated April 2016</p>
<b>2. Sampling (Multi-Channel reports)</b>	1 million conversions	Applied at the <i>View</i> level. That is, a filtered View with less sessions will improve your report accuracy.	There is currently no difference in this limit for <b>GA360</b> .
<b>3. Sampling (Flow Visualisation reports)</b>	100,000 sessions	Applied at the property level. That is, a filtered View with less sessions does not change this limit.	There is currently no difference in this limit for <b>GA360</b> .
<b>Goals per profile</b>	20		<p>Four goal sets containing up to 5 goals each.</p> <p>There is currently no difference in this limit for <b>GA360</b>.</p>

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<b>Funnel steps per goal</b>	20		There is currently no difference in this limit for <b>GA360</b> .
<b>Number of visits per profile per day for <i>intraday</i> processing</b>	50,000	Above this limit, data is processed only once per day (around midnight, PST).  <a href="http://support.google.com/analytics/bin/answer.py?hl=en&amp;answer=1070983">http://support.google.com/analytics/bin/answer.py?hl=en&amp;answer=1070983</a>	<b>GA360</b> limit = 1 million sessions.  Updated April 2016
<b>Number of profiles per account</b>	50		
<b>Number of advanced segments per user login</b>	100		
<b>Number of characters to define a profile filter</b>	256		
<b>Data export limit</b>	20,000		
<b>__utm.gif request size</b>	8,192 bytes	<a href="http://analytics.blogspot.com/2011/04/leading-industry-with-tracking-code.html">http://analytics.blogspot.com/2011/04/leading-industry-with-tracking-code.html</a>	Requests longer than 2,048 bytes are sent via POST.
<b>Custom variable length</b>	128 bytes	<a href="http://code.google.com/apis/analytics/docs/gaJS/gaJSApiBasicConfiguration.html#_gat.GA_Tracker_.setCustomVar">http://code.google.com/apis/analytics/docs/gaJS/gaJSApiBasicConfiguration.html#_gat.GA_Tracker_.setCustomVar</a>  <i>(note line wraps)</i>	Combined length cannot exceed this. Equivalent to 128 characters for single-byte character sets. The length is checked prior to any encoding.
<b>Rows returned by a Core Reporting API request</b>	10,000		
<b>View filter variable limit</b>	5	Field A: ^(var1)(var2)(var3)(var4)(var5)(var6)\$  Output To --> Constructor: \$A1\$A2\$A3\$A4\$A5\$A6  \$A6 will not be reported. It will be written \$A6 i.e. not substituted	If you needed more than 5 variables, use multiple 'cascading' View filters.

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<b>Number of accounts per login</b>	25	The number of accounts you can create from within your Google Analytics account login.	If you reach this limit, create another Google login and use this for your next 25 accounts. There is no limit to the number of accounts you can be granted access to.
<b>Dashboard widgets</b>	12	The number of dashboard widgets per dashboard	
<b>Number of Dashboards in a single profile / account</b>	20 / 1000		
<b>Max length of Event label</b>	500 bytes		Equivalent to 500 characters (unless you use double byte characters such as Chinese, Japanese, Korean)
<b>Custom Dimension length</b>	150 bytes	Equivalent to 150 characters (unless you use double byte characters such as Chinese, Japanese, Korean)	Dimension limitations may not be strictly enforced but be careful with large strings as HTTP Hit payload is limited to 8000 bytes.
<b>Remarketing Audiences</b>	2000	Remarketing Audiences per Analytics account	

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## Google Tag Manager Specific

Limit	Value	Description	Comment
<b>Number of accounts per user</b>	400		Limit for number of accounts that can be created per Google account (no limit based on organisation)
<b>Number of containers per account</b>	500		Limit for number of containers that can be created per GTM account (no limit based on organisation)
<b>Number of Tags, Variables, and Triggers per container</b>	1000		Limited to 1000 each, per container