

Report	Skip	Report Type	Priority	Filter Dimension	Filter Dimension Values	
Audience Overview	TRUE					
Audience Active Users	FALSE	separate_metrics		2		
Audience Lifetime Value	TRUE					
Audience Cohort Analysis	TRUE					
Audience Audiences	TRUE					
Audience User Explorer	TRUE					
Audience Demographics Overview	TRUE					
Audience Demographics Age	FALSE	with_secondary_dimensions		2		
Audience Demographics Gender	FALSE	with_secondary_dimensions		2		
Audience Interests Overview	TRUE					
Audience Interests Affinity Categories	FALSE	with_secondary_dimensions		2		
Audience Interests In-Market Segments	FALSE	with_secondary_dimensions		2		
Audience Interests Other Categories	FALSE	with_secondary_dimensions		2		
Audience Geo Language	FALSE	with_secondary_dimensions		2		
Audience Geo Location	FALSE	with_secondary_dimensions		1		
Audience Behavior New vs Returning	FALSE	with_secondary_dimensions		2		
Audience Behavior Frequency & Recency	FALSE	only_primary_dimensions		2		
Audience Behavior Engagement	FALSE	only_primary_dimensions		2		
Audience Behavior Session Quality	TRUE					
Audience Behavior Conversion Probability	TRUE					
Audience Technology Browser & OS	FALSE	with_secondary_dimensions		2		
Audience Technology Network	FALSE	with_secondary_dimensions		2		
Audience Mobile Overview	FALSE	with_secondary_dimensions		2		
Audience Mobile Devices	FALSE	with_secondary_dimensions		2	ga:deviceCategory	tablet,mobile
Audience Cross Device Device Overlap	TRUE					
Audience Cross Device Device Paths	TRUE					
Audience Cross Device Channels	TRUE					
Audience Cross Device Acquisition Device	TRUE					
Audience Custom Custom Variables	TRUE					
Audience Custom User Defined	TRUE					
Audience Benchmarking Channels	TRUE					
Audience Benchmarking Location	TRUE					
Audience Benchmarking Devices	TRUE					
Audience Users Flow	TRUE					
Acquisition Overview	TRUE					
Acquisition All Traffic Channels	FALSE	with_secondary_dimensions		1		
Acquisition All Traffic Treemaps	TRUE					
Acquisition All Traffic Source Medium	FALSE	with_secondary_dimensions		2		
Acquisition All Traffic Referrals	FALSE	with_secondary_dimensions		2		
Acquisition Google Ads Accounts	FALSE	with_secondary_dimensions		2	ga:sourceMedium	google / cpc.google / ppc
Acquisition Google Ads Campaigns	FALSE	with_secondary_dimensions		2	ga:sourceMedium	google / cpc.google / ppc
Acquisition Google Ads Treemaps	TRUE			2		
Acquisition Google Ads Sitelinks	TRUE			2		
Acquisition Google Ads Bid Adjustments	TRUE					
Acquisition Google Ads Keywords	FALSE	with_secondary_dimensions		2	ga:sourceMedium	google / cpc.google / ppc
Acquisition Google Ads Search Queries	FALSE	with_secondary_dimensions		2	ga:sourceMedium	google / cpc.google / ppc
Acquisition Google Ads Hour of Day	FALSE	with_secondary_dimensions		2	ga:sourceMedium	google / cpc.google / ppc
Acquisition Google Ads Final URLs	FALSE	with_secondary_dimensions		2	ga:sourceMedium	google / cpc.google / ppc
Acquisition Google Ads Display Targeting	TRUE	with_secondary_dimensions		2		
Acquisition Google Ads Video Campaigns	TRUE	with_secondary_dimensions		2		
Acquisition Google Ads Shopping Campaigns	TRUE			2		
Acquisition Search Console Landing Pages	TRUE					
Acquisition Search Console Countries	TRUE					
Acquisition Search Console Devices	TRUE					
Acquisition Search Console Queries	TRUE					
Acquisition Social Overview	TRUE					
Acquisition Social Network Referrals	FALSE	with_secondary_dimensions		2	ga:hasSocialSourceReferral	Yes
Acquisition Social Landing Pages	TRUE			2		
Acquisition Social Conversions	FALSE	with_secondary_dimensions		2	ga:hasSocialSourceReferral	Yes
Acquisition Social Plugins	TRUE			2		
Acquisition Social Users Flow	TRUE					
Acquisition Campaigns All Campaigns	FALSE	with_secondary_dimensions		1		
Acquisition Campaigns Paid Keywords	FALSE	with_secondary_dimensions		2	ga:medium	cpc,ppc,paid
Acquisition Campaigns Organic Keywords	FALSE	with_secondary_dimensions		2	ga:medium	organic
Acquisition Campaigns Cost Analysis	TRUE					
Behavior Overview	TRUE					
Behavior Behavior Flow	TRUE					
Behavior Site Content All Pages	FALSE	with_secondary_dimensions		1		
Behavior Site Content Content Drilldown	FALSE	with_secondary_dimensions		1		
Behavior Site Content Landing Pages	FALSE	with_secondary_dimensions		1		
Behavior Site Content Exit Pages	FALSE	with_secondary_dimensions		1		
Behavior Site Speed Page Timing	FALSE	with_secondary_dimensions		1		
Behavior Site Speed Speed Suggestions	TRUE					
Behavior Site Speed User Timings	TRUE					
Behavior Site Search Overview	TRUE					
Behavior Site Search Usage	FALSE	with_secondary_dimensions		1		

Behavior Site Search Search Terms	FALSE	with_secondary_dimensions	1	
Behavior Site Search Search Pages	FALSE	with_secondary_dimensions	1	
Behavior Events Overview	TRUE			
Behavior Events Top Events	FALSE	with_secondary_dimensions	1	
Behavior Events Pages	FALSE	with_secondary_dimensions	1	
Behavior Events Events Flow	TRUE			
Behavior Publisher Overview	TRUE			
Behavior Publisher Publisher Pages	TRUE			
Behavior Publisher Publisher Referrers	TRUE			
Behavior Experiments	TRUE			
Conversions Goals Overview	TRUE			
Conversions Goals Goal URLs	FALSE	with_secondary_dimensions	1	
Conversions Goals Reverse Goal Path	FALSE	only_primary_dimensions	1	
Conversions Goals Funnel Visualziation	TRUE			
Conversions Goals Goal Flow	TRUE			
Conversions Store Visits Overview	TRUE			
Conversions Store Visits Channels	TRUE			
Conversions Store Visits Locations	TRUE			
Conversions Ecommerce Overview	TRUE			
Conversions Ecommerce Shopping Behavior	TRUE	only_primary_dimensions		
Conversions Ecommerce Checkout Behavior	TRUE	only_primary_dimensions		
Conversions Ecommerce Product Performance	FALSE	with_secondary_dimensions	1	
Conversions Ecommerce Sales Performance	FALSE	with_secondary_dimensions	1	
Conversions Ecommerce Product List Performance	FALSE	with_secondary_dimensions	1	
Conversions Ecommerce Marketing Inernal Promotion	TRUE			
Conversions Ecommerce Marketing Order Coupon	TRUE			
Conversions Ecommerce Marketing Product Coupon	TRUE			
Conversions Ecommerce Marketing Affiliate Code	TRUE			
Conversions Multi-Channel Funnels Overview	TRUE			
Conversions Multi-Channel Funnels Assisted Conversic	TRUE			
Conversions Multi-Channel Funnels Top Conversion Pa	TRUE			
Conversions Multi-Channel Funnels Time Lag	TRUE			
Conversions Multi-Channel Funnels Path Length	TRUE			
Conversions Multi-Channel Funnels Model Compariso	TRUE			