

Terms Comparison Cheat Sheet: Google and Adobe Analytics

Google Analytics	Adobe Analytics
Attribution, MCF	Attribution IQ
Avg. Session Duration	Avg. Time Spent on Site
Bounce Rate	Bounce Rate
Custom Channel Grouping	Customizable Marketing Channels
Custom Dimensions	s.Prop or eVar
Custom Metrics	s.Events
Domain	s.Server
Extended Data Import	Classification
Filters	VISTA & Processing Rules
Google Intelligence	Anomaly Detection & Contribution Analysis
Page	s.pageName
Page Depth	Avg. Page Depth
Pageviews	Pageviews
Product	s.products
Sessions	Visits
Users	Visitors