



[GA4][DEFAULTS] Custom Dimensions

| Dimension name | Description | Scope | Parameter |
|----------------|--|-------|---------------|
| Affiliation | Affiliate or Retailer | Event | affiliation |
| Coupon | The coupon applied to this event | Event | coupon |
| Creative Name | Name of the Creative used in this Promotion Impression | Event | creative_name |
| Creative Slot | The slot used by this Creative in the NA location | Event | creative_slot |
| Currency | The Currency of the Ecommerce Event | Event | currency |
| Item Category | The WooCommerce Category for this item | Event | item_category |
| Item ID | The WooCommerce ID of the Item | Event | item_id |
| Item Name | The name of the Product | Event | item_name |
| Item variant | The WooCommerce Variant of the selected Product | Event | item_variant |
| Items | Name of the Ecommerce Items contained in the event | Event | items |
| Payment type | The Payment method selected | Event | payment_type |

| Dimension name | Description | Scope | Parameter |
|-------------------|--|-------|----------------|
| Product Category | The WooCommerce Category of the Product | Event | category |
| Promo Location ID | The Location ID of the Promotion on the Website | Event | location_id |
| Promotion ID | The ID of the WooCommerce Promotion | Event | promotion_id |
| Promotion Name | The Name of the WooCommerce Promotion | Event | promotion_name |
| Shipping | Shipping information for the triggered event | Event | shipping |
| Transaction ID | The singular ID of the transaction of the purchase event | Event | transaction_id |