

Limit	Value	Description	Comment
Number of hits per month	10 million	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 GA Premium.
Data storage	25 months		If you require longer, consider GA Premium (36 months).
Table aggregation	50,000	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."
Custom variables	5		A single custom variable (dimension or metric) can have multiple values, and three scopes are available: page, visit, visitor.
Custom dimensions & metrics	20 20		
Hits per session	500	(ga.js) A hit includes pageviews, events, transactions, or transaction items (anything that causes a <code>__utm.gif</code> hit to be sent).	Universal Analytics (analytics.js) does not include e-commerce hits in this limit (item and transaction hit types). Any hits sent after this threshold are ignored. This limit applies to Premium as well.
Hits per user per day	200,000		Any hits sent after this threshold are ignored. This limit applies to Premium as well.
Events per session	Rate limiting system	The rate limiting system starts a visitor with 10 tokens and awards a new token every 1 second. A maximum of 10 taken can be accumulated.	Sending out a burst of event hits will exhaust the 10 available immediately and send out only a max of 1 hit per 5 seconds until the event has slowed down long enough for the user to accumulate more than one token.
E-commerce transactions per day	50,000		This is actually the same as the table aggregation limit.
Unique dimension combinations	1 million	See: http://code.google.com/apis/analytics/docs/concepts/gaConceptsSampling.html#reportSampling (note line wrap)	Above this limit, your report data is sampled.

Sessions for data where the report is not precalculated	500,000	See: http://code.google.com/apis/analytics/docs/concepts/gaConceptsSampling.html#reportSampling <i>(note line wrap)</i>	Above this limit, your report data is sampled.
Goals per profile	20		Four goal sets containing up to 5 goals each.
Funnel steps per goal	20		
Number of visits per profile per day for intraday processing	50,000	http://support.google.com/analytics/bin/answer.py?hl=en&answer=1070983	Above this limit, data is processed only once per day (around midnight, PST).
Number of profiles per account	50		
Number of advanced segments per user login	100		
Number of characters to define a profile filter	256		
Data export limit	20,000		
__utm.gif request size	8,192 bytes	http://analytics.blogspot.com/2011/04/leading-industry-with-tracking-code.html	Requests longer than 2,048 bytes are sent via POST.
Custom variable length	128 bytes	http://code.google.com/apis/analytics/docs/gaJS/gaJSApiBasicConfiguration.html#_gat.GA_Tracker_.setCustomVar <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.
Rows returned by a Core Reporting API request	10,000		
Number of accounts per login	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.