

Simple Analytics

This pdf is generated on May 9, 2021. Go to [the documentation page](#) for the most up-to-date version.

Data points

Here is a list of data points we collect.

[Go to our general overview](#) of what we collect.

With every page view we collect some data points. We never track visitors so the data below is never linked to one specific visitor.

Everything is collected within the browser except for the data points with an *

Data point	What is it?	Example
Timestamp	Time and date of the visit	2021-04-14 12:31:00
Referrer	The URL of the previous page linked to the page view wiki	https://google.com/
Website	The website of the visit	example.com
Path	Path of the page view	/contact
Original website	In case the website is overwrite by a customer we save the original	original-example.com
Country	Country collected via the time zone of the visitor	The Netherlands
Language	Language of the browser	en_US
Unique page view	True or false for if visit is unique	true
Robot	True or false for if visitor is a robot	false
Time on page	How long is the visitor on a page	2 minutes 5 seconds
How far scrolled	Scrolled percentage on the page by the visitor	60%
Browser name	Browser of the visitor	Safari
Browser version	Browser of the visitor	14.4.1

Data point	What is it?	Example
OS name	Operating system of the visitor	Mac OS X
OS version	Operating system version of the visitor	13.2
Device type	Device type of visitor	desktop/tablet/mobile
Screen height	Full screen height of visitor's device in pixels	1440px
Screen width	Full screen width of visitor's device in pixels	900px
Viewport height	Window height of visitor's browser in pixels	720px
Viewport width	Window width of visitor's browser in pixels	1200px
User agent	User agent string of the browser	see below
UTM source	URL utm_source parameter of the page view see below	company-x
UTM medium	URL utm_medium parameter of the page view	newsletter
UTM campaign	URL utm_campaign parameter of the page view	march_01
UTM content	URL utm_content parameter of the page view	button_red
UTM term	URL utm_term parameter of the page view	shoes
Page view id	Identifier of the page view	918291910
Script id	Identifier of the embed script	script_1
Server id *	Identifier of our server	server_1
Ingest time *	Time and date when visit is saved on our server	2021-04-14 12:31:01

* Not collected in the browser but on our server

UTM codes

UTM codes are bits of text you can add to a link that tell Simple Analytics (as well as other analytics tools) a little bit more information about each link. Here's a sample of what one looks like:

```
https://example.com/landing-page?utm_source=company-x&utm_medium=newsletter&utm_campaign=march
```

[Read the UTM guide](#) at Buffer.

User agents strings

Browsers or devices identify themselves to websites. They give themselves some kind of name. For example, a user agent can look like this ([wiki](#)):

```
Mozilla/5.0 (iPad; U; CPU OS 3_2_1) AppleWebKit/531.21.10 (KHTML, like Gecko)
Mobile/7B40598
```

This could potentially have user specific information in them so we anonymise these user agent strings. We replace long numbers with zeros.

After cleanup it looks like this:

```
Mozilla/5.0 (iPad; U; CPU OS 3_2_0) AppleWebKit/531.21.0 (KHTML, like Gecko)
Mobile/7B40000
```

In some browsers we collect browser name and operating system name without the user agent but via the [user agent client hints](#).

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