

This pdf is generated on April 23, 2024. Go to [the documentation page](#) for the most up-to-date version.

Goals

Our goals feature is really helpful for organizing and understanding your data. With it, you can set up filters for your data and view the results in these cool goal cards. The cards make it easy to see how you're doing at a glance.

Overview

In the video below we give you a quick overview of the goals feature.

```
{%
include video.html
slug="2022-12-21-goals-overview"
formats="mp4,mov,ogg,webm,wmv"
poster="video.png"
subtitles="subtitles.vtt"
controls="true"
autoplay="false"
%}
```

It's a good but simple introduction, but if you want to make the most of your goals, be sure to check out the rest of this article. We've included some helpful tips and information on how to use the feature to its full potential.

Funnel

In our next video, we'll show you how to set up a new goal with a filter that targets page views from the home page. We'll also demonstrate how to add an additional step to the goal by filtering page views from the pricing page. This will give you a more comprehensive view of how your pricing page is performing.

```
{%
include video.html
slug="2022-12-22-goals-home-to-pricing"
formats="mp4,mov,ogg,webm,wmv"
poster="video.png"
controls="true"
```

```
autoplay="true"  
%}
```

Go to [your dashboard](#) and start playing with goals.

Fields

Field	Type	Description
Date & time	date	The date of the data point
Path	string	The path of the data point
Is unique	boolean	Is this page view unique
UTM source	string	UTM source (specify via <code>ref=</code> or <code>utm_source</code> in your URL)
UTM medium	string	UTM medium (specify via <code>utm_medium</code> in your URL)
UTM campaign	string	UTM campaign (specify via <code>utm_campaign</code> in your URL)
UTM content	string	UTM content (specify via <code>utm_content</code> in your URL)
UTM term	string	UTM term (specify via <code>utm_term</code> in your URL)
Scrolled percentage	number	How far did a visitor scroll on the page (in steps of 5%)
Duration seconds	number	How many seconds did a visitor stay on this page (we stop the counter when a page is hidden)
Screen width	number	Screen width in pixels
Screen height	number	Screen height in pixels
Country code	string	2 letter country code
Browser name	string	Browser name
Browser version	string	Browser version (do note this is a string)
OS name	string	OS name
OS version	string	OS version (do note this is a string)
Device type	string	Either desktop, mobile, tablet, or tv
Lang region	string	The region part of navigator.language
Lang language	string	The language part of navigator.language
Referrer hostname	string	The hostname of the referring page/website
Referrer path	string	The path of the referring page/website

This pdf is generated on April 23, 2024. Go to [the documentation page](#) for the most up-to-date version.