AVAIL™

AVAIL Analytics

Setup Guide & Reference

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Overview

AVAIL provides you with the data and analytics to accurately monitor not only the content on your network, but how it's being used. This document will guide you through the necessary steps for configuring Google Analytics™ for your organization and integrating it with AVAIL.

Why Google Analytics?

Great question! Here are some of the reasons why AVAIL Analytics is powered by Google Analytics:

- It's free.
- It's the most widely used analytics service in the world
- View data with your preferred reporting tool. Google Analytics easily connects to a wide variety of analytics services: Power BI, Tableau, Google Data Studio, etc.
- Using Google Analytics, instead of an in-house analytics tool, allows us to focus more development time on delivering the features and functionalities you want from AVAIL!

Things to Consider

- Be sure to associate your AVAIL analytics to a **company Google account** rather than a personal Google account. This makes it simpler and safer to manage your company's data. A dedicated company Google account will always be accessible by the company, whereas a personal account may not be.

- The basic premise of how AVAIL Analytics works

AVAIL apps produce data → Google Analytics stores data → Produce reports with preferred tool

Starting Google Analytics™

***Note, a single Google account can create several Google Analytics accounts.**

- If your company has already set up and used Google Analytics in the past, we recommend using the existing analytics account.
  - Sign in to Google Analytics
  - Select the **ADMIN** button at the bottom left navigation menu
  - Select **+ Create Property**
  - Continue to the *Creating a New Property* section below.
- If you prefer to create a new analytics account (but already have a company Google account),
  - Sign in to Google Analytics
  - Select the **ADMIN** button at the bottom left navigation menu
  - Continue to *Creating a New Google Analytics Account* section below.
- If you need to create a Google account for your company altogether, continue to the **Registering for Google** section directly below.

Registering for Google

If your company does not have an existing Google account, a free account will need to be created. We do **not** recommend using a personal Google account.

To create a new Google account click the following link, then click the **Create account** button and follow the prompts. https://analytics.google.com/

Creating a New Google Analytics Account

To set up a new Account:

1. Account Setup.
   a. Select **+ Create Account** (if you just registered you will be taken directly to the next step).
   b. Enter in the name of your organization in the **Account name** field
   c. Optionally select whether to share data with Google
   d. Select **Next**

Creating a New Property

1. Property setup. Enter "AVAIL" in the **Property name** field.
   a. Select the desired time zone for the **Reporting Time Zone** option.
   b. Select **Show advanced options**.
   c. Toggle on **Create a Universal Analytics Property.**

   d. For **Website URL,** enter in your company domain. If you do not have one, you may enter in getavail.com.
   e. Select **Create a Universal Analytics property only**
   f. Select **Next**
2. About your business.
   a. For **Industry Category**, select *Other*, at the bottom of the dropdown.
   b. Select your **Business Size**
   c. For **'How you intend to use Google Analytics,'** select *Other*. You can leave the text field for Other blank.
   d. Select the **Create** button, and accept the Terms of Service Agreement.

You will be given a **Tracking ID** once you have completed the new account. The Tracking ID should look something like 'UA-000000-01'. You will be using this value in a future step, so please take note of the full value.

Additional Configuration

Now that your account property in Google Analytics™ has been created, it will require some additional configuration to accurately capture data from AVAIL.

Enabling the User-ID feature

The User-ID lets you associate data from different devices and multiple sessions, so you can discover how users in your plan interact with your AVAIL content over an extended period of time.

To enable the User-ID feature:

1. Select the **Admin** tab at the bottom left of the Analytics page.
    a. You will see three columns: *Account*, *Property*, and *View*.
2. Verify that the **AVAIL** property is selected for the **Property** column (the middle column). If you don't see the AVAIL property, ensure you are in the correct account (the left column).
3. Within the Property column, select **Tracking Info**.
4. Under **Tracking Info**, select **User-ID**.
5. You will be presented with three steps to enable the User-ID feature:
    a. Step 1: Under **Review the User-ID Policy**, toggle the switch from OFF to ON. Select the **Next step** button.
    b. Step 2: Under **Set up the User-ID**, leave the **Session Unification** option at the **ON** position. Select the **Next step** button.
    c. Step 3: Under **Create a User-ID view**, select the **Create** button.
6. Now that the User-ID feature has been enabled, you will be prompted to create a New Reporting View. To create the new reporting view:
    a. Select the **Mobile app** option under **What data should this view track?**
    b. For the **Reporting View Name**, enter in "AVAIL Application".
    c. Select the desired time zone for the **Reporting Time Zone** option.
    d. Select the **Create View** button.

Configuring Custom Dimensions

Whenever an event is posted to your Google Analytics™ account, AVAIL attaches additional data to the event via Custom Dimensions. To be able to include this data, you will be required to do some minimal configuration to accurately capture data from AVAIL. There are a total of 20 custom dimensions that will need to be created.

To configure Custom Dimensions:

1. Select the **Admin** tab
2. Verify that the **AVAIL** property is selected for the **Property** column (the middle column).
3. Within this column, select **Custom Definitions**.
4. Under Custom Definitions, select **Custom Dimensions.**

In the steps below, you will be configuring the first custom dimension. On the following page, there is a table that contains all 20 custom dimensions that you will need to configure. For each row in the table, create a new custom dimension with the respective **Name** and **Scope** properties.

Please note that <u>order matters</u>, so you will need to create each dimension sequentially as it is listed in the table.

To create the first Custom Dimension:

1. Select the red **+ NEW CUSTOM DIMENSION** button at the top of the table. You will be presented with the **Add Custom Dimension** section.
2. For **Name**, enter in “User ID”.
3. For **Scope**, select the **User** option.
4. Leave the **Active** checkbox checked.
5. Click the blue **Create** button.
6. Click the grey **Done** button.
7. Repeat the process for creating the next custom dimension.

Table of Custom Dimensions

Index	Name	Scope
1	User ID	User
2	Account ID	User
3	Source	Hit
4	Source Mode	Hit
5	Custom 1	Hit
6	Channel Name	Hit
7	Channel ID	Hit
8	Filename	Hit
9	AVAID	Hit
10	Custom 2	Hit
11	Server ID	Hit
12	Server Definition ID	Hit
13	Server Name	Hit
14	Server Definition Name	Hit
15	Custom 3	Hit
16	Project ID	Hit
17	Project Number	Hit
18	Project Name	Hit
19	Element Name	Hit
20	Custom 4	Hit

Data Retention

Google Analytics™ Data Retention gives you the ability to set the amount of time that your data stored in Google Analytics™ is automatically removed from Google's servers. You can choose how long Analytics retains your data before automatically deleting it. We recommend configuring your data retention to not automatically expire.

To configure the Data Retention controls:

1. Select the **Admin** tab in the bottom left. You will see three columns: *Account*, *Property*, and *View*.
2. Verify that the **AVAIL** property is selected for the **Property** column (the middle column).
3. Within this column, select **Tracking Info**.
4. Under Tracking Info, select **Data Retention**.
5. For the **User and event data retention** field, select the desired retention period. We recommend the **Do not automatically expire** option.
6. For **Reset on new activity**, leave the switch at the **ON** position.
7. Select **Save**

Setting Up Analytics for your AVAIL Plan

In this section, you will need to let AVAIL know the Tracking ID of your Google Analytics property.
You will need the **Tracking ID** for the property that you set up earlier. You can always access the value of this Tracking ID by navigating to **Admin > Tracking Info > Tracking Code** in Google Analytics.

To assign your Tracking ID:

1. Go to the online AVAIL Manage Portal at https://app.getavail.com
2. Select the **Analytics** tab on the left navigation menu.
3. Under the **Google Analytics Tracking ID** section, paste in the full value of your Tracking ID into the text box.
    a. The Tracking ID should look something like 'UA-000000-01'.
4. Select **Save Changes**

To opt-in to receiving analytics from the AVAIL Browser for Revit, check the checkbox next to **I would like to receive usage data from the Avail Content Browser for Revit**.

Moving Forward

Your AVAIL plan is now configured to send events to your Google Analytics account. For the changes to take effect, you and the members of your plan will need to restart the AVAIL Desktop Application.

You can verify that the events are being sent by navigating to your dashboard in Google Analytics and viewing them in real-time.

To view analytics in real-time:

1. Go to Google Analytics dashboard.
2. In the left navigation menu, select the **REAL-TIME** option under **Reports.**
3. Select the **Events** menu option. As you use the AVAIL desktop application, you should see the events come through in real time.

Connect to AVAIL Analytics Dashboards

AVAIL utilizes Google Data Studio to provide your analytics in a more consumable format. To connect your analytics to AVAIL's pre-made Data Studio dashboard template:

1. Go to the online AVAIL Manage Portal at https://app.getavail.com
2. Select the **Analytics** tab on the left navigation menu.
3. Under Analytics Resources, select the **Google Data Studio Dashboard** button. This should open the AVAIL Analytics Template in Google Data Studio
4. Select the **More Options** button (3 dots button, towards the top right)
5. In the **Select a datasource** dropdown, select **Create New Data Source**
6. From the Google Connectors menu, select **Google Analytics** (normally the first option listed)
7. Under the *Account* column, select the account associated with your AVAIL analytics.
8. Under the *Property* column, select **AVAIL**
9. Under the *View* column, select **AVAIL Application**
10. Select **Connect**, in the top right corner
11. Select **Add to Report**, in the top right corner
12. Select **Copy Report** (you don't need to reselect anything under *New Data Source*)

You have now connected your analytics data from AVAIL to the Data Studio template! Select the **View** button, and browse through the **Pages** to view reports.

Connect AVAIL Analytics to Power BI Desktop

Google Analytics is capable of connecting with many other analytics services. At this time we only have a pre-built analytics dashboard template for Google Data Studio.
For directions on how to connect your analytics to Power BI, click the link below.
https://docs.microsoft.com/en-us/power-bi/connect-data/service-google-analytics-connector

Additional Tips

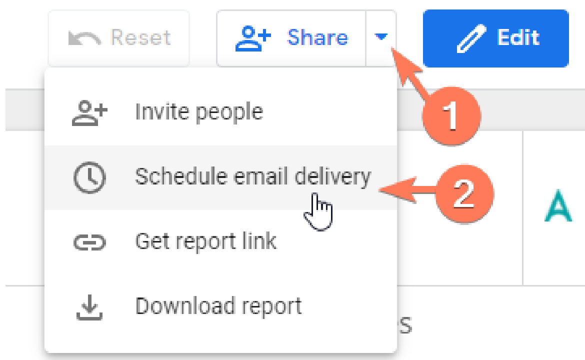
Events Tracked by AVAIL

A list of events tracked by AVAIL can be found here. This is very helpful to reference when adding to your analytics dashboards.
For a clip from one of our webinars on how to add to your dashboard, click here.

Schedule Delivery of Analytics Reports

A helpful feature of Google Data Studio is the option to schedule regular email delivery of your analytics report. Decide to whom and how frequently the report should be emailed.

From the analytics dashboard, select the dropdown button next to *Share*, and then select *Schedule email delivery*.



Set up Custom Alerts for Flags and Comments

Another helpful feature of Google Analytics is to set up notifications for when certain events occur, such as a flag or comment being added. View our article to learn more.
Setup 'Flag Added' and 'Comment Added' Notifications through Google Analytics

Support

Have a question?
Email us at support@getavail.com
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