



Media Impact Measurement System Google Analytics Custom Reports

December 2016

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Reporting

The full breadth of Google Analytics reports about stories and users is available in the Media Impact Project Google Analytics account. We've also created several custom reports to access additional data not available with the standardized implementation of Google Analytics. There are two types of custom reports:

- Reports in the MIP dashboard: The data in these reports is in raw form and will need reformatting and rearrangement (in Excel or other tools) to duplicate the MIP dashboard.
- Other reports using Google Analytics Google Tag Manager event tracking that are not in the MIP dashboard.

Story or Article Reports

The following reports provide data about interactions with stories or articles. The custom reports include only pages indicated by an organization's URL structure as a story or article page, i.e., the reports don't include navigation pages (e.g., home page, section front pages) or transaction pages (e.g., donor pages).

No.	Report Title	Description
1	Pageviews	Pageviews and bounce rate. This report is a subset of the standard report available in Google Analytics in Behavior/Site Content/All Pages.
2	Scrolling	No. of pageviews that scrolled x% down the page. Percentages are based on each organization's site architecture.
3	Time	No. of pageviews where the user stayed x number of seconds, aggregated in 15-second intervals. The first action measured is when a user starts to scroll. Counting is suspended when the tab isn't active in the browser, or when more than 60 seconds have elapsed since the last mouse activity, or when the session ends. Thus, unlike the standard Google Analytics reports, this report captures the time spent on single-page sessions, and time spent on the last pageview of a session.
4	Interactions on the page (KPCC & Texas Tribune only; differs based on what each org offers)	No. of comments, emails, Facebook Recommends, Tweets, clicks on stories in the "Related Content" section(s), Print, Republish (Texas Tribune), document downloads, clicks on external links, clicks on internal links in articles (i.e., not on the links in the footer, etc.), clicks on images to enlarge it (Texas Tribune) or to go forward or reverse on a slideshow (KPCC only).
5	KPCC: Audio Livestream	No. of times the Listen Live livestream was started, and the number of times users stayed for x minutes. The tracking code captures time up to 22 hours, but the custom report

		gives time for 2, 3, 4, 5, 6, 7, 8, 9 and 10+ minutes.
6	KPCC: Video	No. of times a video was started or played for x% of its length
7	KPCC: Audio Listened	No. of times an audio clip was started or played for x% of its length

Each report lists stories by their URL or page title. The number of rows in these types of reports is usually used as a count of the total number of articles, as each unique URL usually only has one page title. However, a media site’s URL and page title structure often includes too many irregularities for organizations for the number of rows to be an accurate count of the number of articles, or for any one row to include an accurate aggregation of the metrics for any one story. The irregularities are usually due to media organizations updating a page multiple times a day, with each update sometimes generating different unique URLs and/or page titles for the same article.

Thus, each custom report includes three tabs or report variations:

- URL (Page dimension in Google Analytics)
- Page Title (Page Title dimension)
- URL and Page Title – Organizations should use this report to download and manually aggregate the metrics by article.

Similarly, the Interactions report can include data in multiple rows that need to be aggregated. For example, the number of Facebook Recommends for an article on the SCPR/KPCC site may be in three different rows:

- Facebook : recommend
- N/A – www.scpr.org : N/A Facebook
- N/A – www.scpr.org : N/A Facebook

User Reports

There are four custom reports (six for Texas Tribune, which has a member login) that provide data about (1 identified users, (2 new user identification activities - email signups, donations, member registrations – that have occurred on the site, and (3 clicks on links from email newsletters where user identifiers are present.

These reports provide **identified users**, or the Email IDs or Login IDs that can be used to match these IDs with emails and information in external databases to count and analyze the behavior of **known users**. **Known users** are only available at this time in the MIP data repository. (See the MIP data repository technical documents to get a more complete understanding of identified vs. known users.)

	Report Title	Description
1	Identified Users – Email ID	No. of identified users that came to the site as identified by an Email ID that was captured via an email newsletter click-through and/or a donation form. Also, number of sessions per identified user.
2	Identified Users – Email clicks	No. of clicks from email newsletters by landing page from identified users
3	Identified Users – Login ID (Texas Tribune)	No. of identified users that came to the site as identified by a username that was captured when a user logged in as a member. Also, number of sessions per identified user.
4	New Email Subscriptions	No. of new email subscriptions from both new and returning identified users
5	New Donations	No. of donations from both new and returning identified users
6	New Login Registrations (Texas Tribune)	No. of new member registrations

Email ID and Login ID

Google Analytics' terms of service prohibit collecting personally identifiable information in Google Analytics, so the Google Analytics tracking code collects email, donor and login IDs using anonymized identifiers. These IDs use the SHA1 hash algorithm, a standard algorithm for encoding the email address or login into an anonymized ID. For example, joe@example.com becomes c19ad2df280aac14d3303ab8dbc22938f50e857e.

The reports from Google Analytics include these anonymized IDs. To match them up to email addresses from other data sources (such as MailChimp, Eloqua, Salesforce, etc.), organizations can apply the same SHA1 algorithm to the email addresses from that data and matching the values (in Excel or another tool).

Custom Dimensions

The MIP Google Analytics account includes six custom dimensions that can be used to set up custom segments or as a secondary dimension in standard Google Analytics reports.

GA custom dimension number	Name	Description	Source and/or JavaScript variable
1	Publication Date	Used to put the publication date in a separate field so articles can be queried by date	Publication date is embedded in URL
2	Article Title	Article title if the page or document title isn't available	Article title is the same as Page Title. If Page Title doesn't exist for a page, Article

			Title will include the H1 headline.
3	Author	Article author as indicated by code	KPCC: DOM element section.titling h1 TT: tt.currentPage.authors WW: DOM element header.byline h5
4	Internal Categories	Content group as assigned by the organization	KPCC: Some available in the page/document title TT: tt.currentPage.sections WW: DOM element header.top-tag a
19	Email address	Anonymized email address	KPCC: Email subscription form; donor form TT: Email subscription form; donor form; member registration form
20	User ID	Anonymized username (TT only)	TT: tt.username

Maintenance

To continue using data in the MIP Google Analytics account, organizations need to:

1. **Retain and update the MIP tracking code on the site.**
2. **Update the MIP Google Tag Manager to reflect any site changes.** The tracking is specialized to the structure of your URLs and pages -- for example, the scrolling report is based on article page structure; interactions report, on which types of share buttons are on each page, and where they're placed.

Appendix: Custom Reports Technical Definitions

USC Media Impact Project Google Analytics Account - Custom Reports											
SCPR / KPCC		UA-61821744-3		All Web Site Data							
No.	Organization	Category	Title	Name	Dimensions or Dimension drilldowns	Metrics or Metrics Group	Filter 1	Filter 2	User Description	Technical Description	
1	KPCC	MIP Migration - Stories	Pageviews	Pageviews	Page	Pageviews, Bounce Rate	Include / Page / Regex / $\wedge\{4\}\wedge\{2\}\wedge\{2\}/.$		Pageviews and bounce rate by article URL (not page URL). Total number of articles.	Pageviews and bounce rate of URLs with 4 digits (year)/2 digits (month)/2 digits (day)	
2	KPCC	MIP Migration - Stories	Scrolling	Scrolling	Page, Event Action	Total Events	Include / Event Category / Exact / Scrolling	Include / Page / Regex / $\wedge\{4\}\wedge\{2\}\wedge\{2\}/.$	No. of pageviews that scrolled x% down the page by article URL	No. of events for each scroll event action for each article URL	
3	KPCC	MIP Migration - Stories	Time	Time	Page, Event Action	Total Events	Include / Event Category / Exact / Time	Include / Page / Regex / $\wedge\{4\}\wedge\{2\}\wedge\{2\}/.$	No. of pageviews where the user stayed x number of seconds, aggregated in 15-second intervals	No. of events for each time event action for each article URL	
4	KPCC	MIP Migration - Stories	Interactions	Interactions	Page, Social Network and Action	Social Actions	Include / Page / Regex / $\wedge\{4\}\wedge\{2\}\wedge\{2\}/.$		No. of interactions by type of interaction for each article URL	No. of events for each Social Network and Action event action for each article URL	

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SCPR / KPCC		UA-61821744-3		All Web Site Data						
No.	Organization	Category	Title	Name	Dimensions or Dimension drilldowns	Metrics or Metrics Group	Filter 1	Filter 2	User Description	Technical Description
5	KPCC	MIP Migration - Users	Identified Users - Email ID	Email ID	Email ID (custom dimension)	Users, Sessions	Include / Email ID / Regex / .*		No. of identified users that came to the site as identified by an Email ID that was captured via email newsletter click-through and/or a donation. No. of sessions per user	No. of SHA1 hashed IDs and the no. of sessions for each SHA1 hashed ID
6	KPCC	MIP Migration - Users	Identified Users - Email Clicks	Email ID	Page	Users, Sessions	Include / Page / Regex / elq=		No. of clicks from email newsletters	A list of landing page URLs with Eloqua codes: elqTrackID, elq= and elqCampaignID. No. of users = no. of clicks
7	KPCC	MIP Migration - Users	New Email Subscriptions	Email ID	Email ID (custom dimension)	Users, Sessions	Include / Event Category / Exact / Email Subscribe		No. of new email subscriptions from both new and returning identified users	No. of SHA1 hashed IDs associated with an email subscribe event, and the no. of sessions for each SHA1 hashed ID

USC Media Impact Project Google Analytics Account - Custom Reports										
SCPR / KPCC		UA-61821744-3		All Web Site Data						
No.	Organization	Category	Title	Name	Dimensions or Dimension drilldowns	Metrics or Metrics Group	Filter 1	Filter 2	User Description	Technical Description
8	KPCC	MIP Migration - Users	New Donations	Email ID	Email ID (custom dimension)	Users, Sessions	Include / Event Category / Exact / Support	Include / Event Action / Exact / Intent	No. of donations from new and returning identified users	No. of SHA1 hashed IDs associated with an support-intent event, and the no. of sessions for each SHA1 hashed ID
9	KPCC	Additional KPCC Reports	Audio Livestream		Event Action	Total Events	Include / Event Category / Exact / Audio Livestream		No. of times the Listen Live livestream was started, and the number of times users stayed for x minutes.	No. of events for each Audio Livestream event action
10	KPCC	Video % Watched	Video % Watched	Video	Page, Event Action	Total Events	Include / Event Category / Exact / Video		No. of times a video was started or played for x% of its length	No. of events for each Video Event Action by video URL
11	KPCC	Audio % Listened	Audio % Listened	Audio	Page, Event Action	Total Events	Include / Event Category / Exact / Audio		No. of times an audio clip was started or played for x% of its length	No. of events for each Audio Event Action by audio URL

USC Media Impact Project Google Analytics Account - Custom Report							12/14/2016				
Texas Tribune		UA-61821744-2		All Web Site Data							
No.	Organization	Category	Title	Name	Dimensions or Dimension drilldowns	Metrics or Metrics Group	Filter 1	Filter 2	User Description	Technical Description	Notes
1	Texas Tribune	MIP Migration - Stories	Pageviews	Pageviews	Page	Pageviews, Bounce Rate	Include / Page / Regex / \d{4}\d{2}\d{2}/.		Pageviews and bounce rate by article URL (not page URL). Total number of articles.	Pageviews and bounce rate of URLs with 4 digits (year)/2 digits (month)/2 digits (day)	Rows with a URL of "(other)" includes aggregated metrics for article pages that exceeded Google Analytics' limit of 50,000 URLs a day. Unaggregated data is available, but only by querying for individual URLs.
2	Texas Tribune	MIP Migration - Stories	Scrolling	Scrolling	Page, Event Action	Total Events	Include / Event Category / Exact / Scrolling	Include / Page / Regex / \d{4}\d{2}\d{2}/.	No. of pageviews that scrolled x% down the page by article URL	No. of events for each scroll event action for each article URL	
3	Texas Tribune	MIP Migration - Stories	Time	Time	Page, Event Action	Total Events	Include / Event Category / Exact / Time	Include / Page / Regex / \d{4}\d{2}\d{2}/.	No. of pageviews where the user stayed x number of seconds article URL	No. of events for each time event action for each article URL	
4	Texas Tribune	MIP Migration - Stories	Interactions	Interactions	Page, Social Network and Action	Social Actions	Include / Page / Regex / \d{4}\d{2}\d{2}/.		No. of interactions by type of interaction for each article URL	No. of events for each Social Network and Action event action for each article URL	Rows with zero are caused by the site exceeding Google Analytics' limit of 50,000 URLs a day.
5	Texas Tribune	MIP Migration - Users	Identified Users - Email ID	Email ID	Email ID (custom dimension)	Users, Sessions	Include / Email ID / Regex / .*		No. of identified users that came to the site as identified by an Email ID that was captured via email newsletter click-through and/or a donation. No. of sessions per user	No. of SHA1 hashed IDs and the no. of sessions for each SHA1 hashed ID	
6	Texas Tribune	MIP Migration - Users	Identified Users - Email Clicks	Email ID	Page	Users, Sessions	Include / Page / Regex / mc_cid		No. of clicks from email newsletters	A list of landing page URLs with Mail Chimp codes: mc_cid, mc_eid. No. of users = no. of clicks	

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Texas Tribune		UA-61821744-2		All Web Site Data							
No.	Organization	Category	Title	Name	Dimensions or Dimension drilldowns	Metrics or Metrics Group	Filter 1	Filter 2	User Description	Technical Description	Notes
7	Texas Tribune	MIP Migration - Users	Identified Users - Login ID	Login ID	Login ID (custom dimension)	Users, Sessions	Include / Login ID / Regex / .*		No. of identified users that came to the site as identified by a username that was captured when a user logged in as a member. No. of sessions per user	No. of SHA1 hashed IDs and the no. of sessions for each SHA1 hashed ID	
8	Texas Tribune	MIP Migration - Users	New Email Subscriptions	Email ID	Email ID (custom dimension)	Users, Sessions	Include / Event Category / Exact / Email Subscribe		No. of new email subscriptions from both new and returning identified users	No. of SHA1 hashed IDs associated with an email subscribe event, and the no. of sessions for each SHA1 hashed ID	
9	Texas Tribune	MIP Migration - Users	New Donations	Email ID	Email ID (custom dimension)	Users, Sessions	Include / Event Category / Exact / Support	Include / Event Action / Exact / Intent	No. of donations from new and returning identified users	No. of SHA1 hashed IDs associated with an support-intent event, and the no. of sessions for each SHA1 hashed ID	
10	Texas Tribune	MIP Migration - Users	New Login Registrations	Login ID	Login ID (custom dimension)	Users, Sessions	Include / Event Category / Exact / Support	Include / Event Action / Exact / Intent	No. of new member registrations	No. of new SHA1 hashed IDs associated with an support-intent event, and the no. of sessions for each SHA1 hashed ID	

USC Media Impact Project Google Analytics Account - Custom Reports										
Wisconsin Watch		UA-61821744-5		All Web Site Data						
No.	Organization	Category	Title	Name	Dimensions or Dimension drilldowns	Metrics or Metrics Group	Filter 1	Filter 2	User Description	Technical Description
1	Wisconsin Watch	MIP Migration - Stories	Pageviews	Pageviews	Page	Pageviews, Bounce Rate	Include / Page / Regex / $\wedge\{4\}\wedge\{2\}/.$		Pageviews and bounce rate by article URL (not page URL). Total number of articles.	Pageviews and bounce rate of URLs with 4 digits (year)/2 digits (month)
2	Wisconsin Watch	MIP Migration - Stories	Scrolling	Scrolling	Page, Event Action	Total Events	Include / Event Category / Exact / Scrolling	Include / Page / Regex / $\wedge\{4\}\wedge\{2\}/.$	No. of pageviews that scrolled x% down the page by article URL	No. of events for each scroll event action for each article URL
3	Wisconsin Watch	MIP Migration - Stories	Time	Time	Page, Event Action	Total Events	Include / Event Category / Exact / Time	Include / Page / Regex / $\wedge\{4\}\wedge\{2\}/.$	No. of pageviews where the user stayed x number of seconds, aggregated in 15-second intervals	No. of events for each time event action for each article URL
4	Wisconsin Watch	MIP Migration - Stories	Interactions	Interactions	Page, Social Network and Action	Social Actions	Include / Page / Regex / $\wedge\{4\}\wedge\{2\}/.$		No. of interactions by type of interaction for each article URL	No. of events for each Social Network and Action event action for each article URL

USC Media Impact Project Google Analytics Account - Custom Reports										
Wisconsin Watch		UA-61821744-5		All Web Site Data						
No.	Organization	Category	Title	Name	Dimensions or Dimension drilldowns	Metrics or Metrics Group	Filter 1	Filter 2	User Description	Technical Description
5	Wisconsin Watch	MIP Migration - Users	Identified Users - Email ID	Email ID	Email ID (custom dimension)	Users, Sessions	Include / Email ID / Regex / .*		No. of identified users that came to the site as identified by an Email ID that was captured via email newsletter click-through and/or a donation. No. of sessions per user	No. of SHA1 hashed IDs and the no. of sessions for each SHA1 hashed ID
6	Wisconsin Watch	MIP Migration - Users	Identified Users - Email Clicks	Email ID	Page	Users, Sessions	Include / Page / Regex / mc_cid		No. of clicks from email newsletters	A list of landing page URLs with Eloqua codes: elqTrackID, elq= and elqCampaignID. No. of users = no. of clicks
7	Wisconsin Watch	MIP Migration - Users	New Email Subscriptions	Email ID	Email ID (custom dimension)	Users, Sessions	Include / Event Category / Exact / Email Subscribe		No. of new email subscriptions from both new and returning identified users	No. of SHA1 hashed IDs associated with an email subscribe event, and the no. of sessions for each SHA1 hashed ID

USC Media Impact Project Google Analytics Account - Custom Reports										
Wisconsin Watch		UA-61821744-5		All Web Site Data						
No.	Organization	Category	Title	Name	Dimensions or Dimension drilldowns	Metrics or Metrics Group	Filter 1	Filter 2	User Description	Technical Description
8	Wisconsin Watch	MIP Migration - Users	New Donations	Email ID	Email ID (custom dimension)	Users, Sessions	Include / Event Category / Exact / Support	Include / Event Action / Exact / Intent	No. of donations from new and returning identified users	No. of SHA1 hashed IDs associated with an support-intent event, and the no. of sessions for each SHA1 hashed ID