



# Connector Google Analytics

## Documentation

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## I. PREREQUISITES

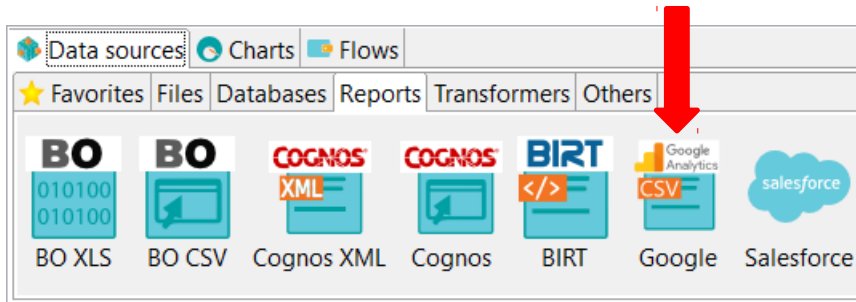
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- A Google Analytics account with the authentication information for Digdash (see next point)
- Follow the configuration document called « google\_analytics\_config\_en.pdf » to get all the necessary identifiers (service account + .p12 file + Google Analytics' ID account)

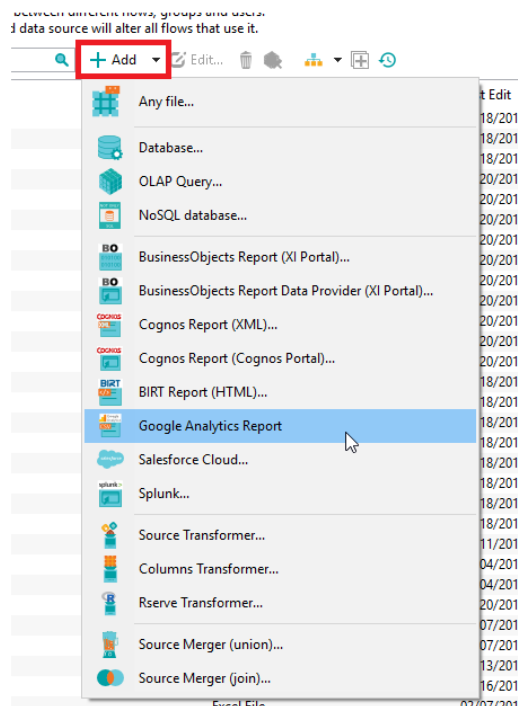
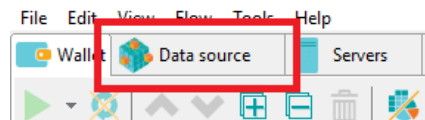
## II. SELECTING A NEW DATASOURCE

DigDash Enterprise allows you to retrieve information from your Google Analytics account.

Select the type of report you want to work with, in the toolbar at the bottom of the page.



OR click on **New model** in the datasource manager tab and choose **Google Analytics Report**.

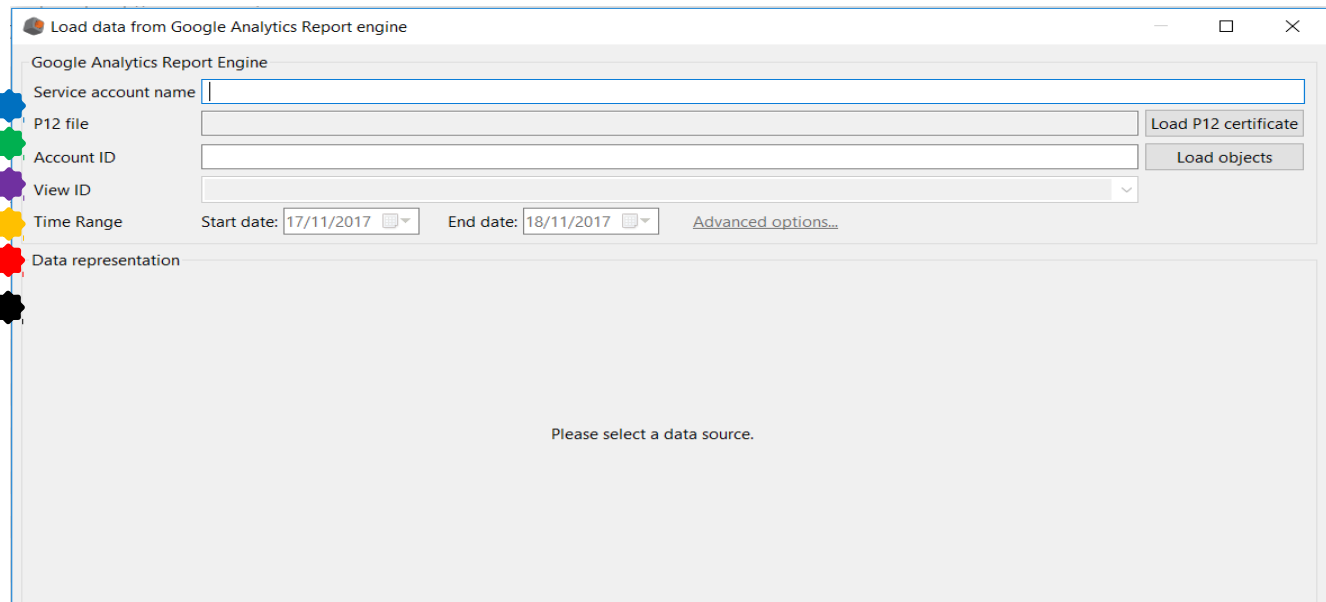


### III. AUTHENTICATION







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Follow the configuration document called “google\_analytics\_config\_en.pdf” and get the information to specify.

Enter this information in the corresponding fields.

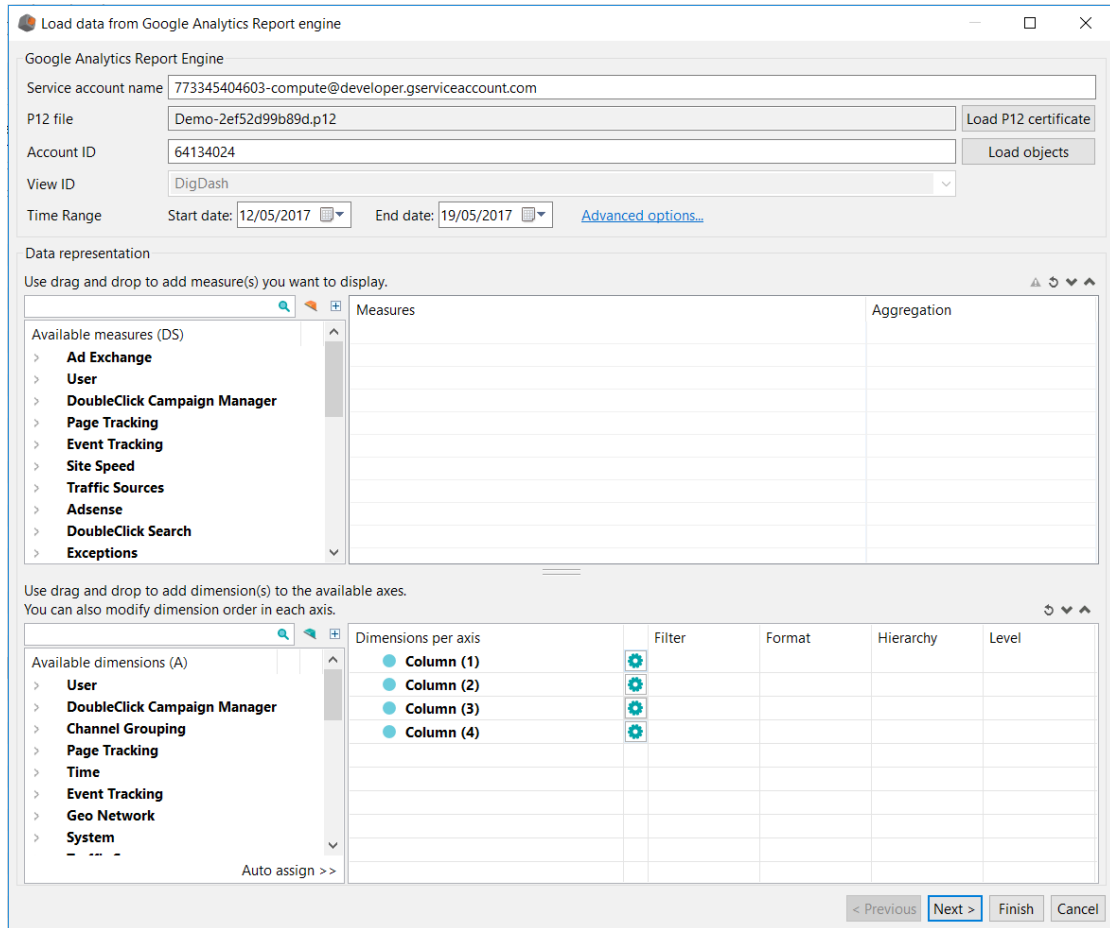


*Screenshot: Interface for authentication and loading Google analytics objects*

-  **Service account:** It is the account name in an email address form that you got at the creation of the service account in the Google Cloud console.
-  **P12 file :** It is the secret key in a .p12 file form generated and that you downloaded at the creation of the service account in the Google Cloud console.
-  **Account ID:** It is the Google Analytics’ account ID you want to work with.
-  **View ID (post- authentication) :** A Google Analytics account can have multiple views, Choose the one you want to work with.
-  **Time range (post- authentication):** You can get your data for a given time range.
-  **Data representation (post-authentication):** It is in this view that you will get to visualize your Google Analytics metrics and dimensions.

Once authenticated, click on the button “Load objects” to load information related to you Google Analytics account in Digidash.

After loading the objects, you will get this view:



*Screenshot: Loading objects after authentication*

## IV. DATE RANGE

You can specify a static period of time to get data related to this time range, mentioning two dates.

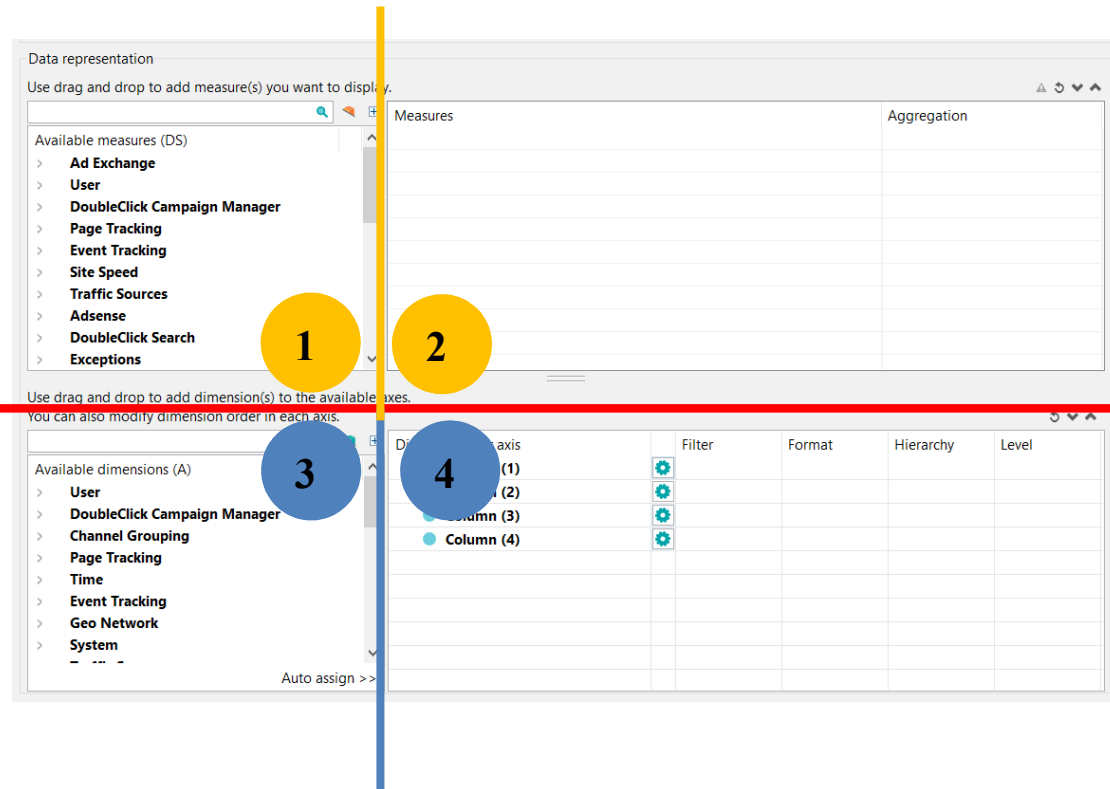
The screenshot shows the Digdash interface with the following elements:

- Période de temps**: Date de début : 12/05/2017, Date de fin : 19/05/2017. A calendar icon is visible next to the end date.
- Représentation des données**: Utiliser le glisser-déplacer pour ajouter la ou les mesures à utiliser.
- Mesures disponibles (DS)**: A list of metrics including Ad Exchange, User, DoubleClick Campaign, and Page Tracking.
- Mesures**: A list of selected metrics including Unique Events and Users.
- Calendar**: A calendar for May 2017 showing the date 19/05/2017 selected. The current date is 16/11/2017.

*Screenshot: Selecting dates to define a static period of time*

**Note:** In Digdash, the end date of a period of time is always excluded. The maximum for the end date is the day after the current day. Example: if you want to get your date from the 1<sup>st</sup> of January 2016 (included) to the 31<sup>st</sup> of January 2016 (included), you will need to mention the 1<sup>st</sup> of January 2016 as start date and the 1<sup>st</sup> of February 2016 as end date.

## V. DIMENSIONS AND MEASURES



*Screenshot : Description of the interface for metrics/dimensions selection  
1 : Available measures zone 2 : selected measures zone  
3 : Available dimensions zone 4 : Selected dimensions zone*

The top side is related to Google Analytics measures/metrics.

Measures are on the left side, in categories.

1

You can filter on the measures' names (not the categories) in the search bar.

2

You can drag and drop from the left side to the right side to select a measure.

The bottom side is related to Google Analytics dimensions.

Dimensions are on the left side, in categories.

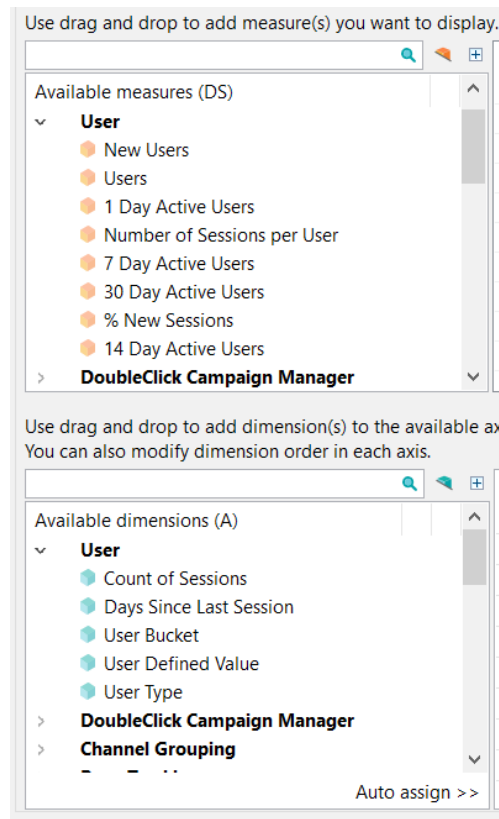
3

You can filter on the dimensions' names (not the categories) in the search bar.

4

You can drag and drop from the left side to the right side to select a dimension.





Screenshot: Metrics and dimensions are grouped into categories

## V.1 Combinations possibilities

It is possible to combine:

metrics and dimensions

only metrics

It is not possible to have only dimensions, though.

## V.2 Valid combinations

All combinations metrics-dimensions or metrics-metrics are not always valid.




Digdash is able to give you some hints on the valid combinations.

You can still go the Google documentation to make sure the combinations of metrics-dimensions you selected are valid.




<https://developers.google.com/analytics/devguides/reporting/core/dimsmets>

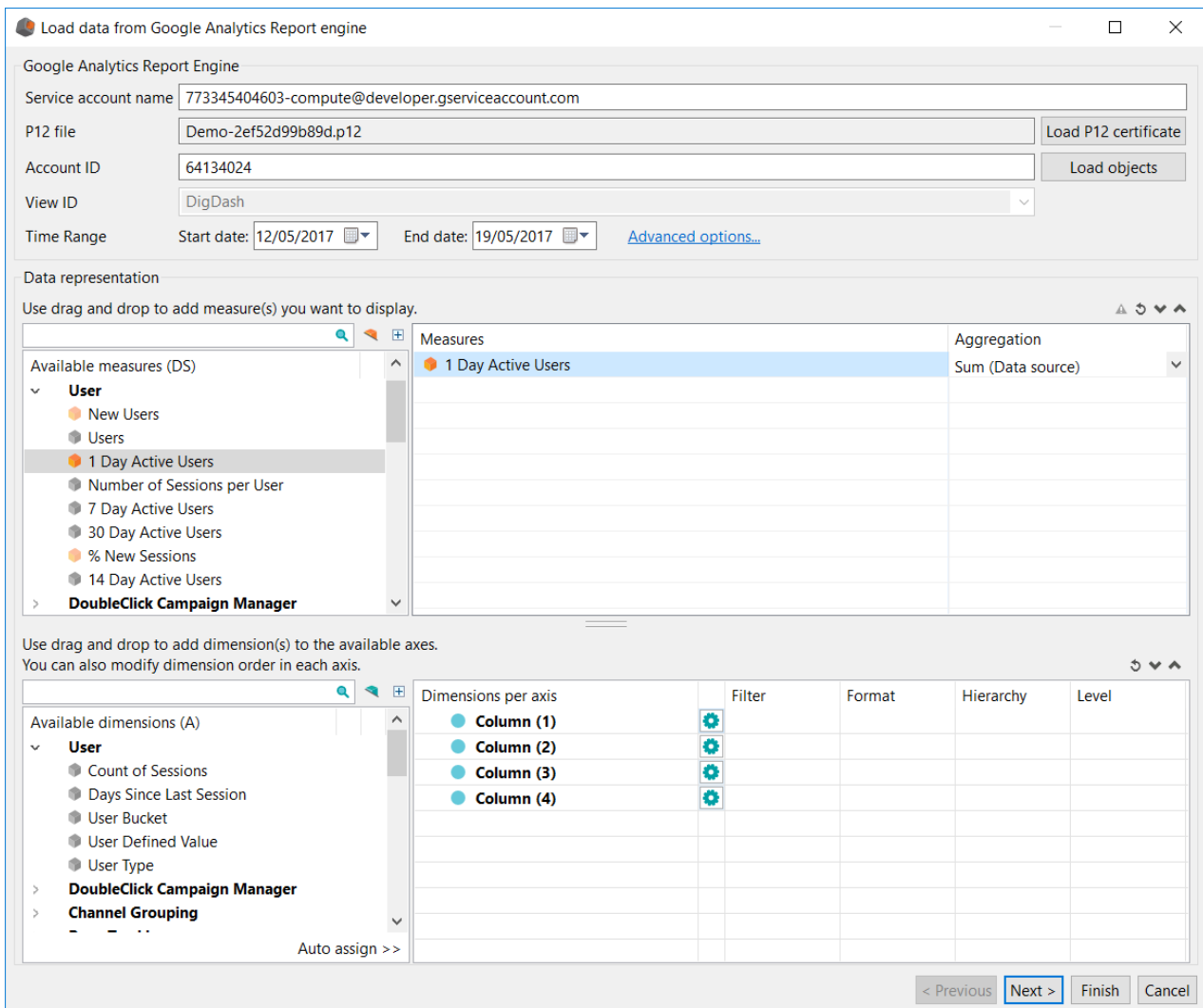
When selecting a metric or a dimension on the right side, you can see on the left side the non compatible dimensions and metrics with the selected dimension or metric.

There are three representations for a measure:

-  Selected measure
-  Available measure
-  Non compatible measure with one of the selected columns

There are three representations for a dimension:

-  Selected dimension
-  Available dimension
-  Non compatible dimension with one of the selected columns



Google Analytics Report Engine

Service account name: 773345404603-compute@developer.gserviceaccount.com

P12 file: Demo-2ef52d99b89d.p12 Load P12 certificate










Account ID: 64134024 Load objects

View ID: DigDash














Time Range: Start date: 12/05/2017 End date: 19/05/2017 [Advanced options...](#)

Data representation

Use drag and drop to add measure(s) you want to display.

Available measures (DS)	Measures	Aggregation
<ul style="list-style-type: none"> <li> 1 Day Active Users</li> <li> New Users</li> <li> Users</li> <li> Number of Sessions per User</li> <li> 7 Day Active Users</li> <li> 30 Day Active Users</li> <li> % New Sessions</li> <li> 14 Day Active Users</li> </ul>	<ul style="list-style-type: none"> <li> 1 Day Active Users</li> </ul>	Sum (Data source)

Use drag and drop to add dimension(s) to the available axes. You can also modify dimension order in each axis.

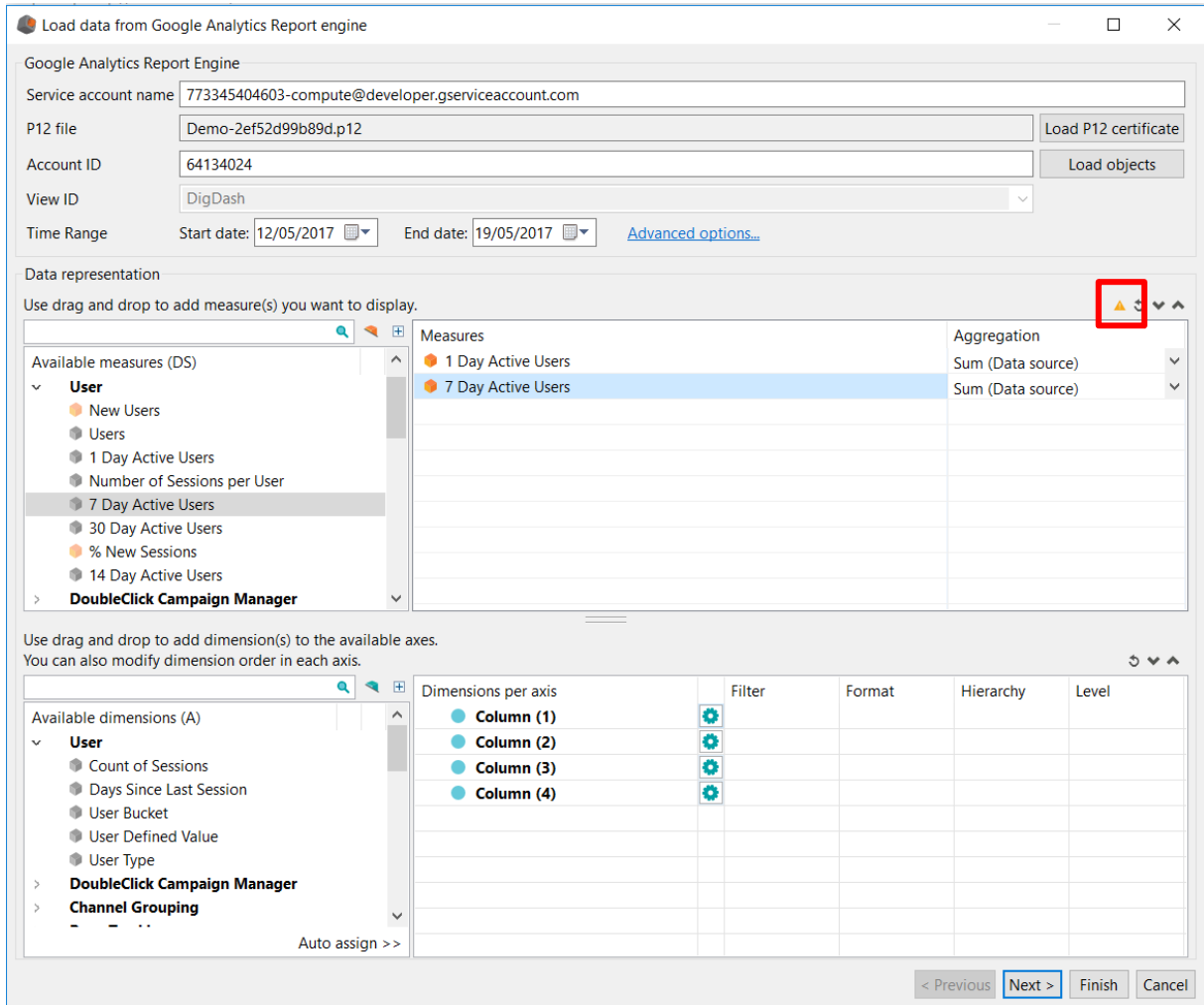
Available dimensions (A)	Dimensions per axis	Filter	Format	Hierarchy	Level
<ul style="list-style-type: none"> <li> Count of Sessions</li> <li> Days Since Last Session</li> <li> User Bucket</li> <li> User Defined Value</li> <li> User Type</li> </ul>	 Column (1)				
	 Column (2)				
	 Column (3)				
	 Column (4)				

Auto assign >>

< Previous Next > Finish Cancel

**Screenshot : When selecting metric 1 Day Active Users :**  
**Among other metrics, measures like 7 Day Active Users and 14 Day Active Users**  
**are not compatible with the selected metric**  
**Among other dimensions, dimensions like User Type and Count of Sessions are**  
**not compatible with the selected metric**

Digdash lets you select all the columns you want anyways, even invalid. A status icon exist in the interface letting you know that your query might not be valid.



*Screenshot: Activation of the status icon when Digdash detects incompatibilities between the selected columns*

## VI. ADVANCED OPTIONS

You can configure your Google Analytics data source with more advanced options.

The screenshot shows a dialog box titled "Load data from Google Analytics Report engine". The "Google Analytics Report Engine" section contains the following fields:

- Service account name: 773345404603-compute@developer.gserviceaccount.com
- P12 file: Demo-2ef52d99b89d.p12 (with a "Load P12 certificate" button)
- Account ID: 64134024 (with a "Load objects" button)
- View ID: DigDash
- Time Range: Start date: 12/05/2017, End date: 19/05/2017 (with an "Advanced options..." link highlighted in a red box)

The "Data representation" section includes:

- A search bar and a plus icon.
- A list of "Available measures (DS)" with expandable categories: User, DoubleClick Campaign Manager, Page Tracking, Event Tracking, Site Speed, Traffic Sources, AdSense, DoubleClick Search, Exceptions, and Adwords.
- A table with columns "Measures" and "Aggregation".

The "Dimensions per axis" section includes:

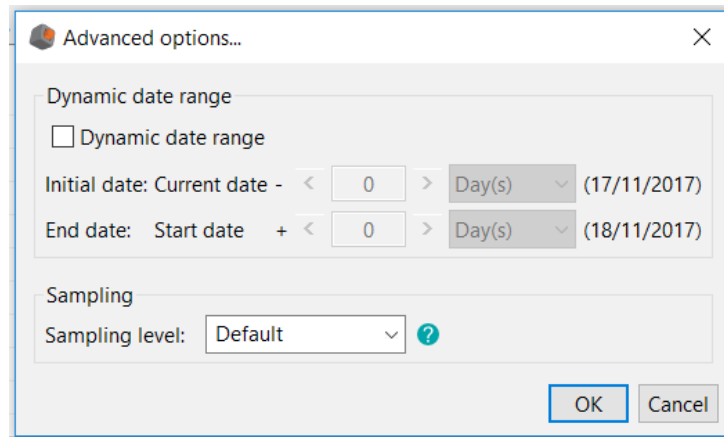
- A search bar and a plus icon.
- A list of "Available dimensions (A)" with expandable categories: User, DoubleClick Campaign Manager, Channel Grouping, Page Tracking, Time, Event Tracking, Geo Network, and System.
- A table with columns: Dimensions per axis, Filter, Format, Hierarchy, and Level. The "Dimensions per axis" column contains "Column (1)", "Column (2)", "Column (3)", and "Column (4)", each with a gear icon.

At the bottom right, there are navigation buttons: "< Previous", "Next >", "Finish", and "Cancel".

*Screenshot: Advanced options for Google Analytics datasource*

Click on « Advanced options... ».

The advanced options dialog shows:

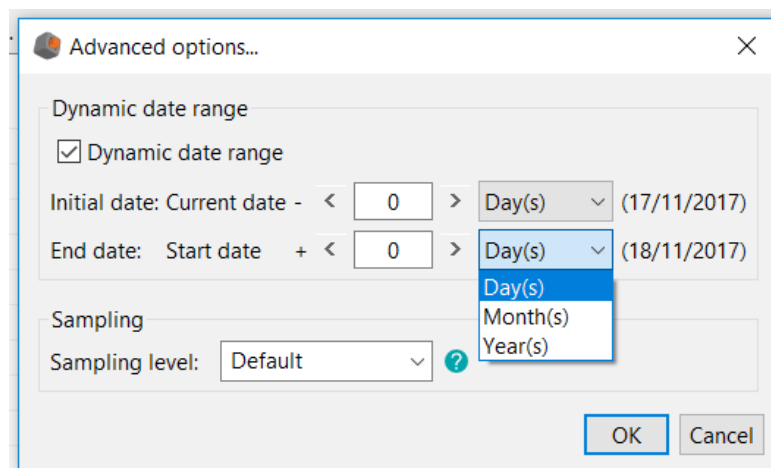


*Screenshot: Advanced options dialog*

## VI.1 Dynamic date range

It is possible for you to define dynamic periods of time mentioning a time frame from the current date.

To activate this option, select the checkbox “Dynamic date range”.



*Screenshot: Description of the definition of a dynamic date range*

Definition of a dynamic date range:

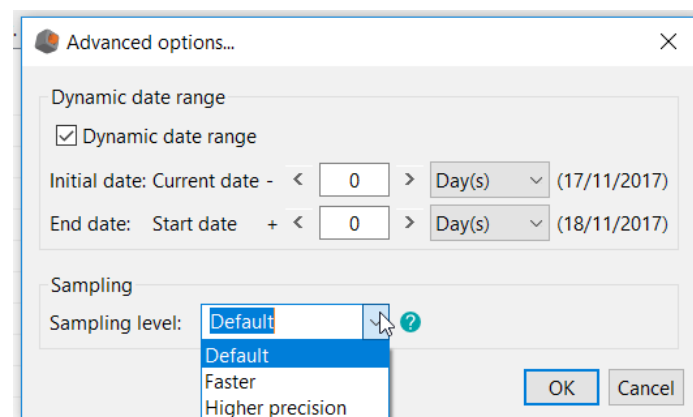
- Definition of the **initial date**: it is the current date to which you are **SUBTRACTING** X steps of time.
- Definition of the **end date**: it is the initial date previously defined to which you are **ADDING** Y steps of time.

With:

- X and Y two positive integers  $\geq 0$
- steps of time that can be days, months, years.

## VI.2 Sampling level

When it comes to non Premium Google Analytics accounts (that are not Google Analytics 360 accounts, free), Google applies a sampling level on the retrieved data to get a faster response. This sampling level has a role on the precision of the returned data. You are suggested three options if you own a non Premium Google Analytics account:



*Screenshot: Description of the different sampling levels*

- **Default**: returns a response with a sample size that balances speed and accuracy.
- **Faster**: returns a fast response with a smaller sample size.
- **Higher precision**: returns a more accurate response using a large sample size, but this may result in the response being slower.