

CR 16.39 - Google Analytics Custom Dimension Tracking enhancement Specification

Document status: **TO REVIEW**

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1. Business Requirement

The current GA tracking engine in TEN allows to implement the basic analytic.js tracking feature.

This change allows to customize, at market level, the tracking using the Custom Dimension capability of Universal Tracking in GA (refer to link below). The following description assumes familiarity with GA Dimension framework.

The changes implies the following:

- under Market setting, Google Analytic section, MM has the option to associate a token to the dimensions (index 1 to 20)
 - MM select the index (drop down box) and select the token (drop down box)
 - The token list is constructed as follow:
 - RSP master data: fix list of RSP fields such as first name, last name, role, email, etc.
 - RSP attributes: dynamic list retrieved by the distinct query of attributes defined in MIP
 - TP master data: fix list of TP fields such as code, name, source code, zip, etc.
 - TP attributes: dynamic list retrieved by the distinct query of attributes defined in MIP
 - the value of the token/s is determined and cached during login process. If values changes on MIP during the session of the user, the token is not updated until next login
 - if the attribute (RSP or TP) is not available for the logged user, the value "n/a" is set of the bound dimension
 - MM has the option to edit token selection for existing dimension, add new dimension (up to 20) and remove existing association.
 - MM can select multiple time the same token for different dimensions. this is a mistake and upon submission, the duplicate as removed and only lower dimension index is kept
- update of the GA tracking engine in TEN
 - Dimension are set and sent as PAGEVIEW trigger, not as PAGEEVENT

Reference:

https://support.google.com/analytics/topic/2709827?hl=en&ref_topic=6175347

<https://developers.google.com/analytics/devguides/collection/analyticsjs/custom-dims-mets>

2. Functional Specification

This change allows to track page view by Google Analytics with RSP/TP custom dimension.

2.1. Google Analytics Settings

Google Analytics Administration page is added under Settings menu item. The page is displayed for Market Manager.

Google Analytics Administration page has following structure:

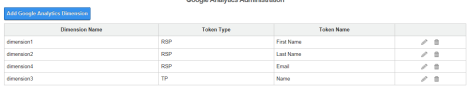
Element	Description	UI
Add Google Analytics Dimension button	To add new google analytics dimension	

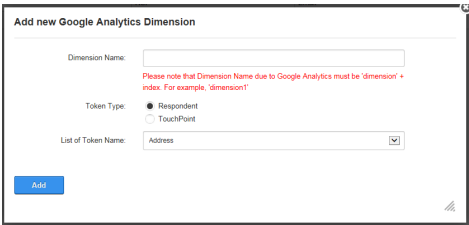
Table of google analytics dimensions	<p>All google analytics dimensions, which is tracked, are displayed</p> <p>Table consists of the following columns:</p> <ul style="list-style-type: none"> • Dimension Name • Token Type • Token Name • Actions
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MM can add/edit/delete google analytics dimensions.

By click on 'Add Google Analytics Dimension' button 'Add new Google Analytics Dimension' popup is shown. By click on edit icon for existing google analytics dimension 'Edit Google Analytics Dimension' popup is shown. By click on delete icon for existing google analytics dimension, it is removed and MM does not have the opportunity to restore it.

MM has no opportunity to add more than 20 dimensions. If 20 dimensions exist on the TEN market, 'Add Google Analytics Dimension' button is not displayed.

Google Analytics Dimension has the following settings:

Element	Description	UI
Dimension Name	<p>It is the mandatory field. Name of google analytics dimension.</p> <p>Note: Dimension Name should be unique and should consist of 'dimension' + index</p>	
Dimension Name validation label	Label with rules for Dimension Name	
Token Type	<p>It is list of two radio buttons. Token Type should have one of the following values:</p> <ul style="list-style-type: none"> • Respondent (default value) • TouchPoint 	
List of Token Name	<p>It is the drop down list. The list of token name depends on the token type:</p> <ul style="list-style-type: none"> • if the token type is Respondent, the token list consists of the following data: <ul style="list-style-type: none"> • RSP master data: fix list of RSP fields such as first name, role, email, address, etc. • RSP attributes: dynamic list, which is retrieved from MIP (these attributes are defined in MIP) • if the token type is TouchPoint, the token list consists of the following data: <ul style="list-style-type: none"> • TP master data: fix list of TP fields such as code, name, source code, address, etc. • TP attributes: dynamic list, which is retrieved from MIP (these attributes are defined in MIP) <div>RSP and TP avatar and binary attributes are not displayed in d dl.</div>	

2.2. Google Analytics tracking mechanism

Dimensions are set as respondent page view trigger.

The values of the tokens are determined and cached during login process. If the value is changed on MIP during the session of the respondent, the value of the token is not updated until next login. If value of the token is not available for the logged respondent, the value "n/a" is set for the bound dimension

If user is bounded more than one TouchPoints, data is sent only for one first TouchPoint

3. Technical Notes

New Table **GoogleAnalyticsDimension** is added to the Market DB with the following structure:

- GoogleAnalyticsDimensionID
- DimensionName
- TokenType (Enum)
- TokenName
- InternalName
- CreateTS
- UpdateTS