



amadeus

Amadeus e-Power North America

How To Setup Google Analytics

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Steps to create Google Analytics

Amadeus e-Power allows you to enable the service by simply putting the account number in the wizard, and the script will be automatically populated on your website. Here is the procedure:

1. Go to your e-Power Portal in Staging or Production and COPY the URL:

Example: <https://www-amer.epower.amadeus.com/YOURPORTAL/>

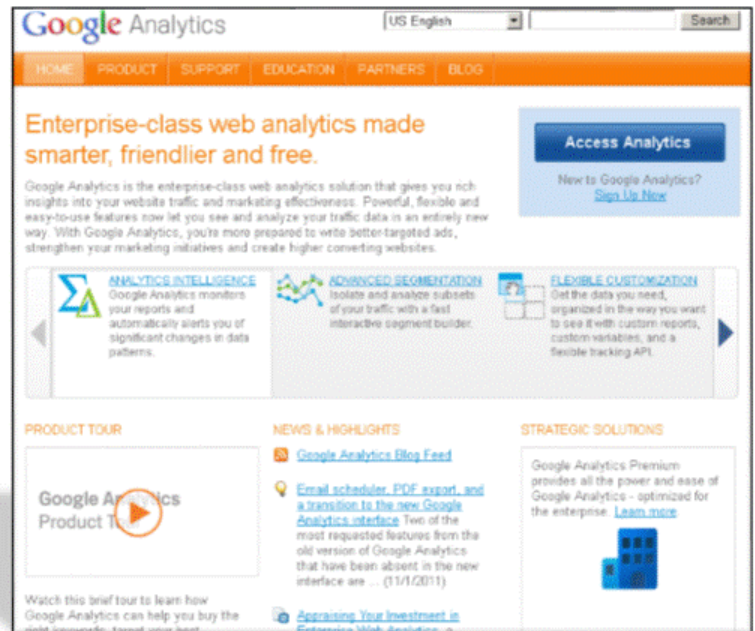
The screenshot shows the Amadeus e-Power Portal website. The URL bar displays <https://www-amer.epower.amadeus.com/YOURPORTAL/>. The page features a navigation menu with links: HOME, ABOUT US, PROMOTIONS, and CHECK MY TRIP. Below the menu is a language selector with options: 中文, English, Français, Deutsch, Italiano, 日本語, Português, and Español. The main content area includes a search form with tabs for Flight, Hotel, Car, and Flight + Hotel. The search form has fields for From, To, Departure Date (05/28/2015), Return Date (06/04/2015), and a checkbox for flexible dates. It also includes a passenger selection section with dropdowns for Adult (12+), Child (2-10), and Infant (0-1). A prominent banner on the right advertises "5000 hotels THE BEST OFFERS" with a "READ MORE" button. The bottom of the page features sections for "HOT TRAVEL" and "POPULAR PLACES".

Amadeus e-Power's web analytics

Google Analytics integration – Step 2/10

Go to <http://www.google.com/analytics>

- ✓ Sign-in
- ✓ or create a new account

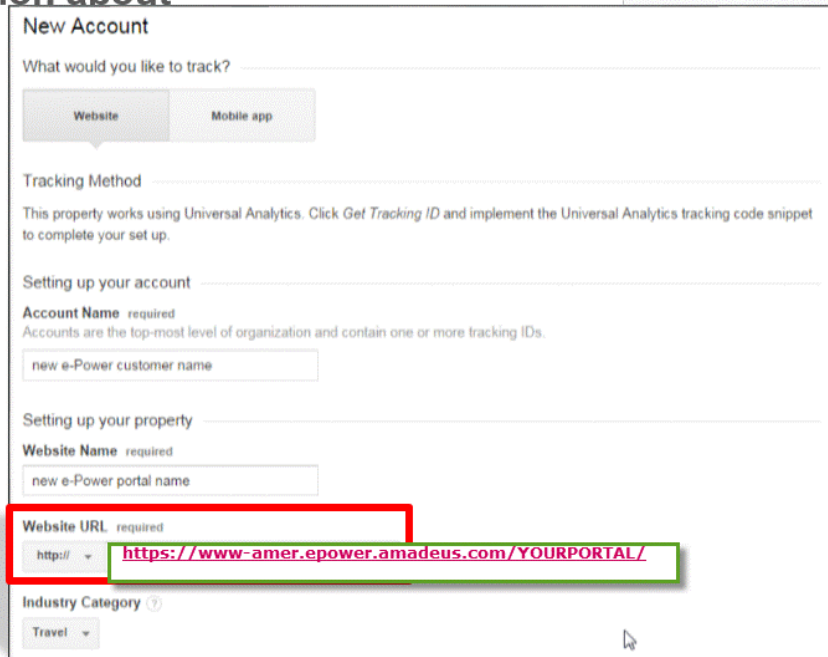


Amadeus e-Power's web analytics

Google Analytics integration – Step 3/10

Give some basic information about
your **e-Power Portal**:

- ✓ Account Name
- ✓ Website Name
- ✓ Paste your **e-Power Portal URL**



New Account

What would you like to track?

☒ Website ☐ Mobile app

Tracking Method

This property works using Universal Analytics. Click *Get Tracking ID* and implement the Universal Analytics tracking code snippet to complete your set up.


Setting up your account

Account Name required
Accounts are the top-most level of organization and contain one or more tracking IDs.

Setting up your property

Website Name required

Website URL required

Industry Category 

Amadeus e-Power's web analytics

Google Analytics integration – Step 4/10

Google provides you with:

- ✓ A **unique identifier**
- ✓ and a **Tracking code**

The screenshot shows the 'Tracking Code Configuration' page in Google Analytics. The 'Web Property Name' is 'e-Power Showroom' and the 'Web Property ID' is 'UA-26'. The 'Website' field contains the URL 'https://www-amer.epower.amadeus.com/YOURPORTAL/'. The 'Tracking Status' is 'Tracking Not Installed' with a message: 'The Google Analytics tracking code has not been detected on your website's home page.' The 'Web Property ID' field is highlighted with a red box, and the 'Website' field is highlighted with a green box.

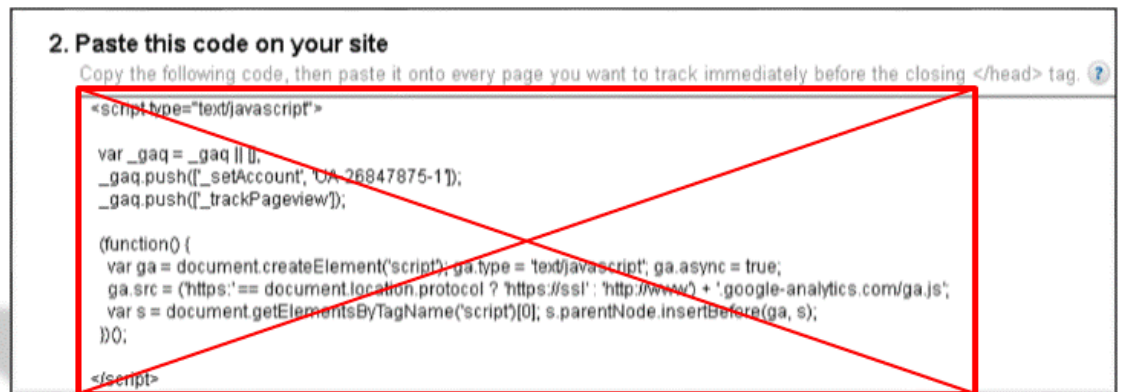
Tracking Code Configuration	
Tracking Status Information	
Web Property Name	e-Power Showroom
Website	https://www-amer.epower.amadeus.com/YOURPORTAL/
Web Property ID	UA-26
Tracking Status	Tracking Not Installed
Last checked: Dec 31, 1969 4:00:00 PM PST	
The Google Analytics tracking code has not been detected on your website's home page.	

Amadeus e-Power's web analytics

Google Analytics integration – Step 5/10

Do **NOT** worry about this Tracking code:

- ✓ You do NOT need to copy it on every e-Power page like Google asks...



Amadeus e-Power's web analytics

Google Analytics integration – Step 5/10

Amadeus e-Power does it for you:

- ✓ Just **copy** the Unique Identifier called « **Tracking ID** »

Basic Settings —————

Tracking ID

UA-54

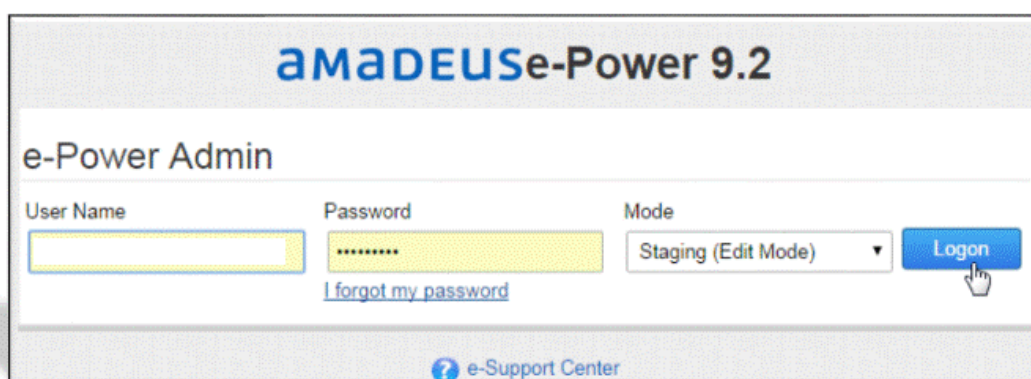


Amadeus e-Power's web analytics

Google Analytics integration – Step 6/10

Then go to admin.epower.amadeus.com

✓ Sign-In to **Staging (Edit Mode)**



The screenshot shows the 'e-Power Admin' login interface for 'aMADEUSE-Power 9.2'. It includes a 'User Name' text box, a 'Password' text box with masked characters, a 'Mode' dropdown menu currently set to 'Staging (Edit Mode)', and a blue 'Logon' button. A link for 'I forgot my password' is located below the password field. At the bottom, there is a link to the 'e-Support Center'.

Amadeus e-Power's web analytics

Google Analytics integration – Step 7/10

Go to Portal >> Portal Search

Portal	Member	Promotion
External Provider Entry		
Theme Wizard		
Portal Search		
Portal Entry		

✓ Search and open **YOUR Portal**

✓ Go to **Office Profile Parameters**

Amadeus e-Power's web analytics

Google Analytics integration – Step 8/10

Insert your Google Analytics' **unique identifier**:

Google Analytics Account Number	:	<input type="text" value="UA-26"/>
Google Analytics Page Name For Summary	:	<input type="text"/>
Use asynchronous Google Script :	:	<input checked="" type="checkbox"/>

✓ Tick the « **Asynchronous** » option

Amadeus e-Power's web analytics

Google Analytics integration – Step 9/10

Please do not forget to click

Save & Next

✓ To **Apply your Settings** on Staging

Amadeus e-Power Showroom 2

Apply Settings

Your Portal Settings have been applied. You can test them on <https://staging.amadeusepower.com/> YOUR PORTAL

✓ To **Back-up** and **Publish** your new Portal Setting to Production

Amadeus e-Power's web analytics

Google Analytics integration – Step 10/10

Wait for Google Analytics' update

- ✓ It will take up to 8 hours to update the status from

! “Tracking not Installed”

✓ to “Receiving Data”

Website Profiles								+ Add new profile
Name↑	Reports	Status	Visits	Avg. Time on Site	Bounce Rate	Completed Goals	Visits % Change	Actions
www-amer.epower.amadeus.com/your portal		UA-26						+ Add new profile
e-Power	View report	!	0	00:00:00	0.00%	0	N/A	Edit Delete
www-amer.epower.amadeus.com/your portal		UA-26						+ Add new profile
Staging	View report	✓	0	00:00:00	0.00%	0	N/A	Edit Delete
Find profile: <input type="text"/>								Show rows: 10 1 of 1

- ✓ Then click on “view report” to get your first web analytics

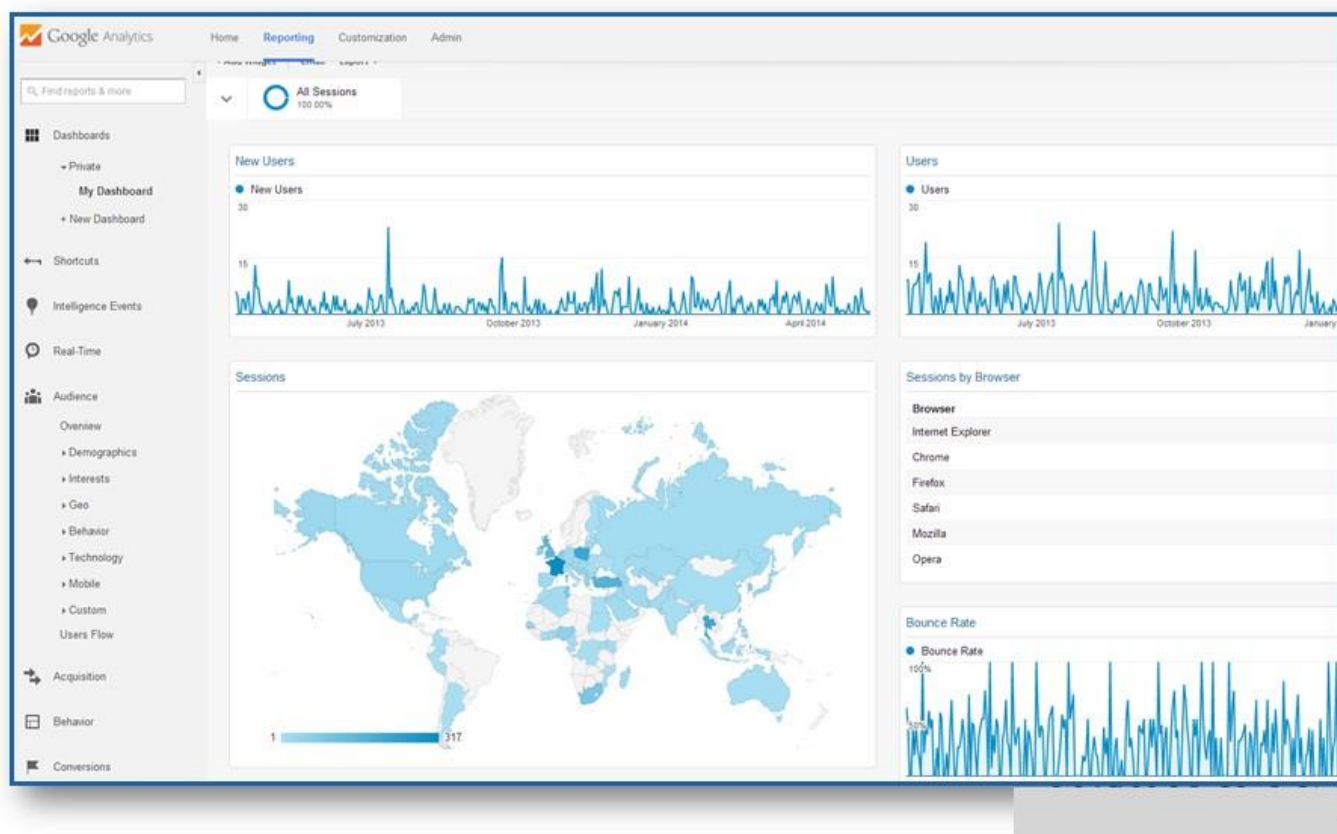
Amadeus e-Power's web analytics

The Google Analytics global overview directly gives great reports



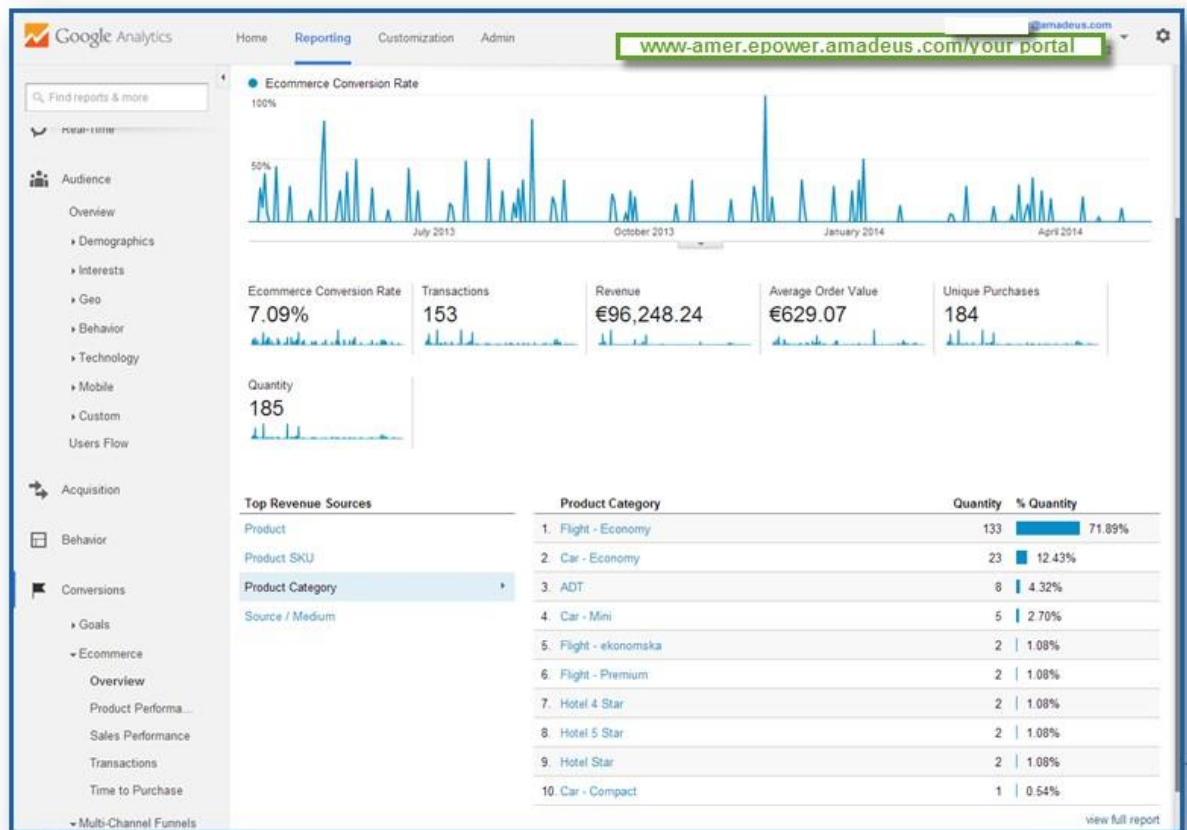
Amadeus e-Power's web analytics

Special dashboards can be created with your own GA custom reports



Amadeus e-Power's web analytics

The e-Commerce tracking is compliant and can be activated



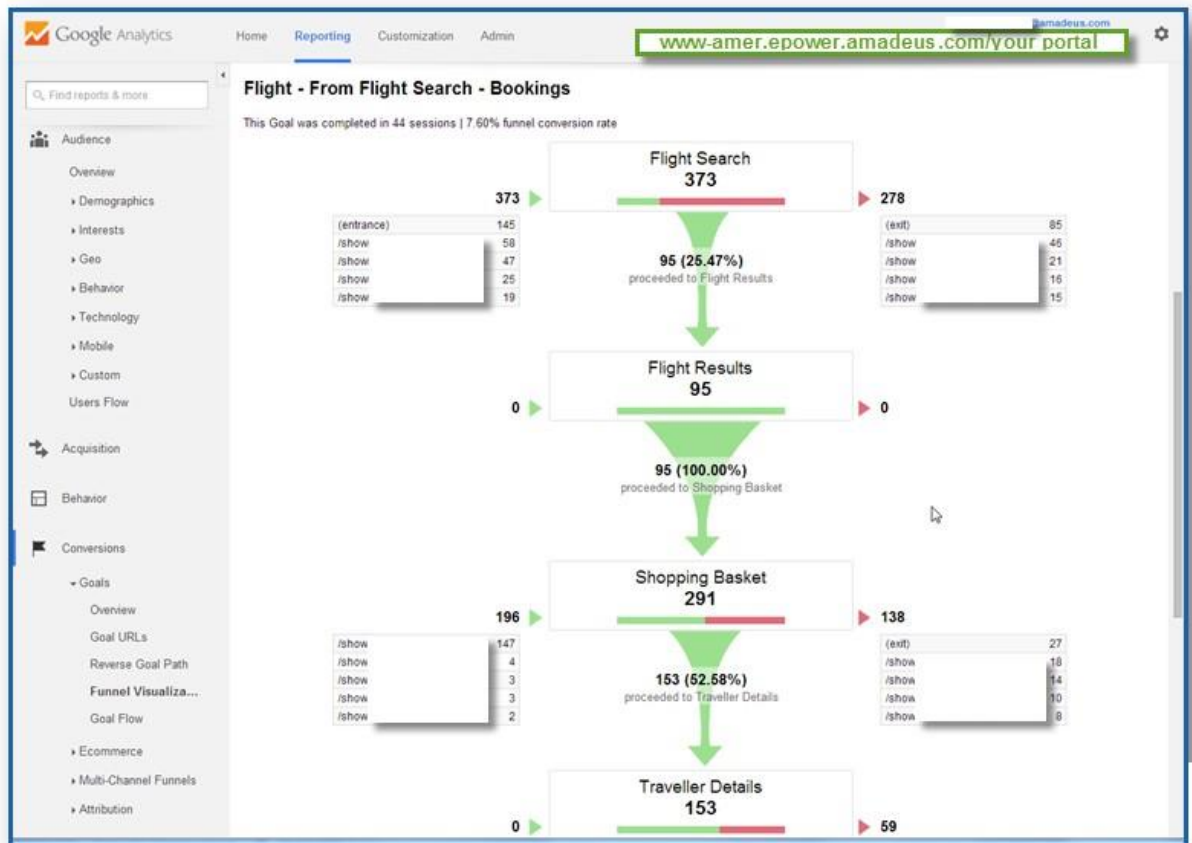
Amadeus e-Power's web analytics

It gives more information like the revenues (mapped as « shipping » column)

Primary Dimension: Transaction			
Secondary dimension			
Transaction	Revenue	Tax	Shipping
	€96,248.24 % of Total: 100.00% (€96,248.24)	€61,896.90 % of Total: 100.00% (€61,896.90)	€10,115.31 % of Total: 100.00% (€10,115.31)
1. 6XP	€4,273.42 (4.44%)	€84.50 (0.14%)	€331.18 (3.27%)
2. 24Y	€3,840.59 (3.99%)	€209.26 (0.34%)	€340.33 (3.36%)
3. 4DS	€3,762.17 (3.91%)	€163.75 (0.26%)	€10.00 (0.10%)
4. 64F	€3,716.72 (3.86%)	€78.50 (0.13%)	€303.48 (3.00%)
5. 6Y6	€3,679.97 (3.82%)	€78.50 (0.13%)	€301.73 (2.98%)
6. 64F	€2,541.37 (2.64%)	€78.50 (0.13%)	€249.53 (2.47%)
7. 64F	€2,289.97 (2.38%)	€84.50 (0.14%)	€236.73 (2.34%)
8. 2BD	€2,248.39 (2.34%)	€104.63 (0.17%)	€236.76 (2.34%)
9. 2BD	€2,170.23 (2.25%)	€104.63 (0.17%)	€231.11 (2.28%)
10. 638	€2,042.62 (2.12%)	€157.00 (0.25%)	€246.42 (2.44%)

Amadeus e-Power's web analytics

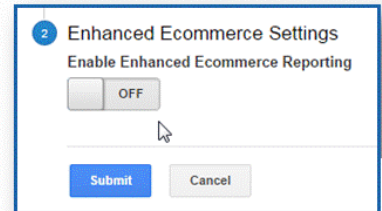
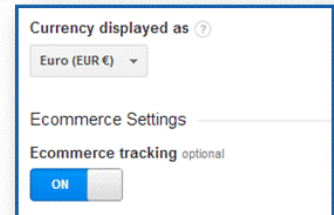
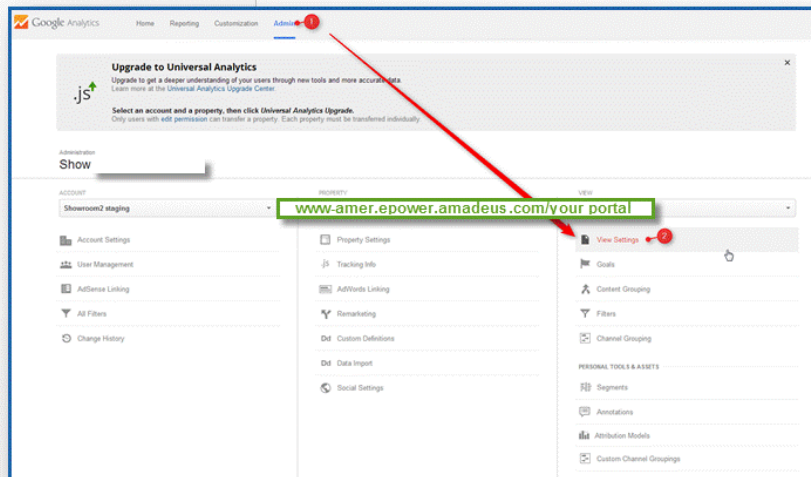
Setting « conversions goals » gives a clearer analysis of the booking flow



Amadeus e-Power's web analytics

Google Analytics integration – activate the Ecommerce tracking

- ▶ Go to the admin panel of Google Analytics
 - ▶ Go to “View Settings” section, and activate from there
 - ▶ Keep the enhanced ecommerce off (not supported yet)



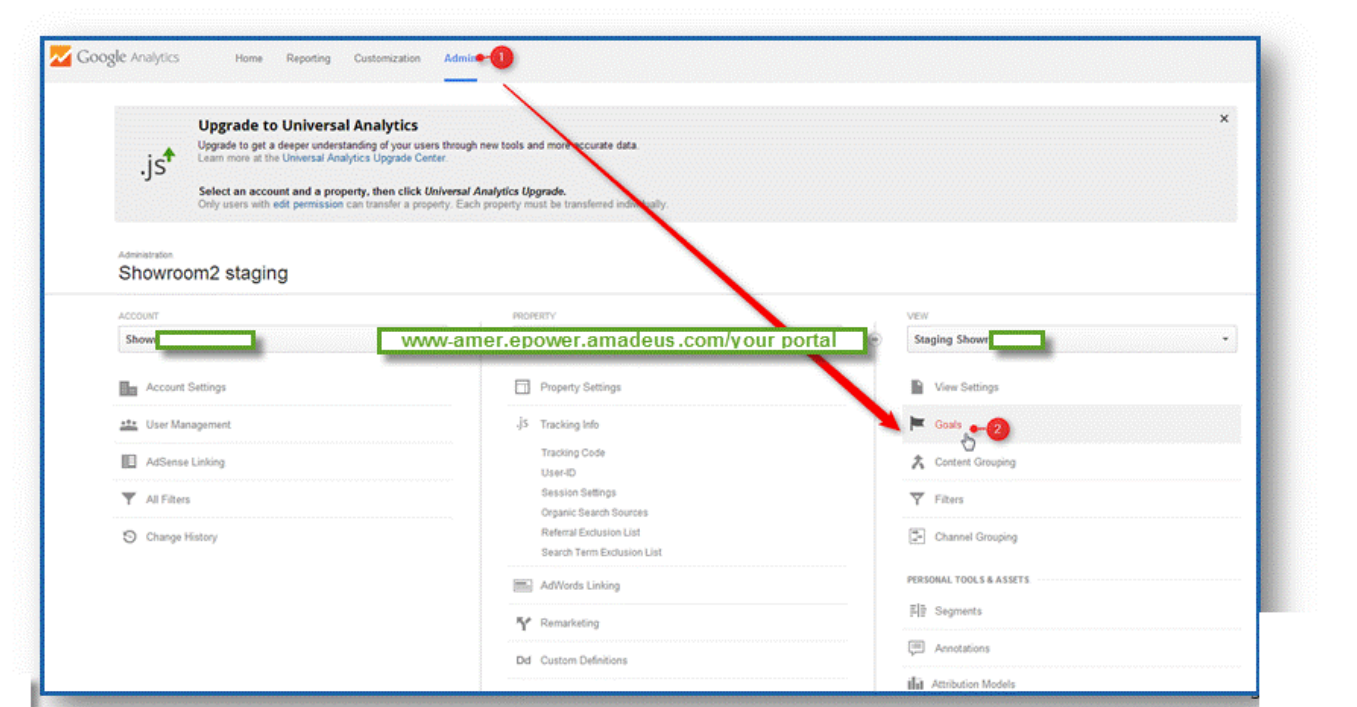
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Amadeus e-Power's web analytics

Google Analytics integration – Setting conversion goals – Step 1/3

► Go to the admin panel of Google Analytics

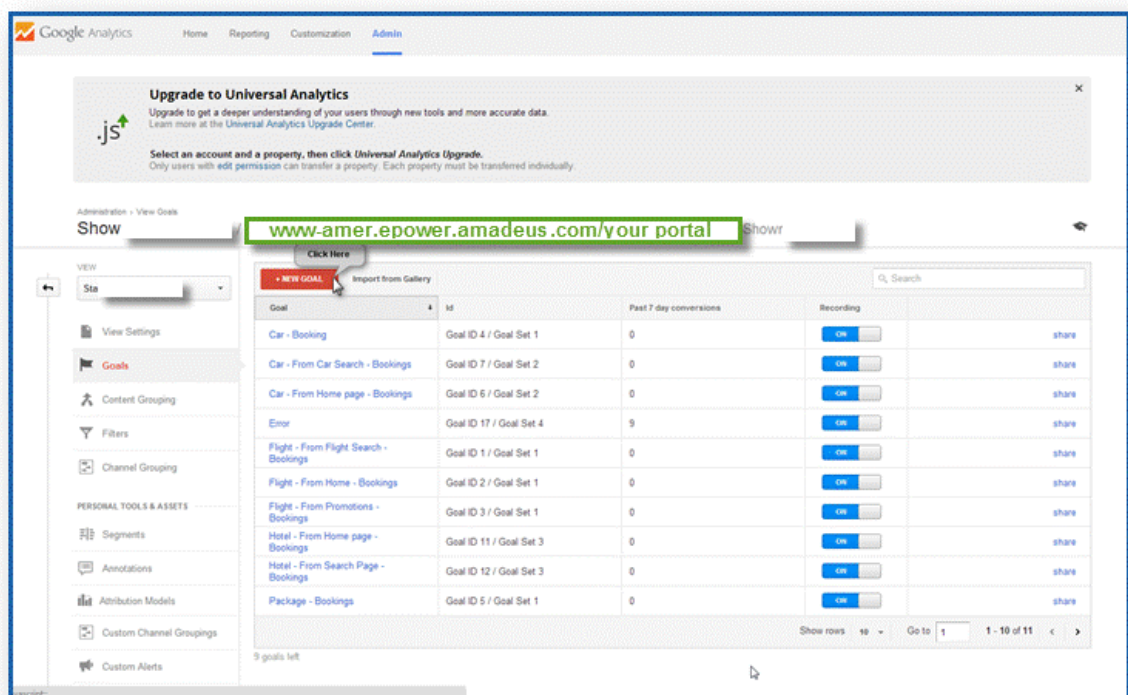
► Go to “Goals” section



Amadeus e-Power's web analytics

Google Analytics integration – Setting conversion goals – Step 2/3

- Create new goals as illustrated and then use this menu to Edit the goals, activate, deactivate, etc.



Upgrade to Universal Analytics
Upgrade to get a deeper understanding of your users through new tools and more accurate data.
Learn more at the Universal Analytics Upgrade Center.

Select an account and a property, then click Universal Analytics Upgrade.
Only users with edit permission can transfer a property. Each property must be transferred individually.

Administration > View Goals

Show **www-amer.epower.amadeus.com/your portal** Show

Click Here

+ NEW GOAL Import from Gallery

Goal	ID	Past 7 day conversions	Recording	share
Car - Booking	Goal ID 4 / Goal Set 1	0	<input checked="" type="checkbox"/>	share
Car - From Car Search - Bookings	Goal ID 7 / Goal Set 2	0	<input checked="" type="checkbox"/>	share
Car - From Home page - Bookings	Goal ID 6 / Goal Set 2	0	<input checked="" type="checkbox"/>	share
Error	Goal ID 17 / Goal Set 4	9	<input checked="" type="checkbox"/>	share
Flight - From Flight Search - Bookings	Goal ID 1 / Goal Set 1	0	<input checked="" type="checkbox"/>	share
Flight - From Home - Bookings	Goal ID 2 / Goal Set 1	0	<input checked="" type="checkbox"/>	share
Flight - From Promotions - Bookings	Goal ID 3 / Goal Set 1	0	<input checked="" type="checkbox"/>	share
Hotel - From Home page - Bookings	Goal ID 11 / Goal Set 3	0	<input checked="" type="checkbox"/>	share
Hotel - From Search Page - Bookings	Goal ID 12 / Goal Set 3	0	<input checked="" type="checkbox"/>	share
Package - Bookings	Goal ID 5 / Goal Set 1	0	<input checked="" type="checkbox"/>	share

Show rows 10 Go to 1 1 - 10 of 11

9 goals left

Amadeus e-Power's web analytics

Google Analytics integration – Setting conversion goals – Step 3/3

- ▶ **To create a goal**
 - ▶ **Do as illustrated:**
 - ▶ **Indicate to Google what should be the correct flow to reach the final objective (e.g. here the objective is to finalize a booking with any type of content).**

Goal description
[Edit](#)

Name: *Booking*
Goal type: *Destination*

2
Goal details

Destination

Regular expression
Summary
☒ Case sensitive

For example, use My Screen for an app and /thankyou.html instead of www.example.com/thankyou.html for a web page

Value OPTIONAL

Off
Assign a monetary value to the conversion.

Funnel OPTIONAL

On

Use an app screen name string or a web page URL for each step. For example, use My Screen for an app and /thankyou.html instead of www.example.com/thankyou.html for a web page.

Step	Name	Screen/Page	Required?
1	Home	Home	<input type="checkbox"/> No
2	Results	Result	<input checked="" type="checkbox"/>
3	Shopping basket	Basket	<input checked="" type="checkbox"/>
4	Check-out	Passenger	<input checked="" type="checkbox"/>

+ Add another Step

Verify this Goal
See how often this Goal would have converted based on your data from the past 7 days.

Save Goal

Cancel