In order to provide a basic Web Analytics configuration as an interface between PegaInfinity and individual vendors, Pega has created a component with a Web Analytics Landing page and configuration. This document describes how to install and configure your application to use and configure the Web Analytics component. We have examples for 2 vendors: Google and Matomo (Piwik).

In Pega application we can import the component downloaded from the marketplace

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After import log off and log in to the application and then navigate to the user interface > Web Analytics and then landing page will open

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And click on add new and select the Access Group I selected and the default portal is directly selected and web analytics will be seen and by default we have 3 things available they are

* Google
* Matomo
* Piwik

You can create your own vendor also I created my own vendor with my own name

A screenshot of a computer

Description automatically generated

There are certain tabs in Web Analytics

If Web Analytics is turned on for this access group or “All”, then Meta tags will be inserted in the header if any of the tags Name/Content pairs have values. The Meta tags configuration starts with 5 standard tag names. Others can be added or deleted.

App Data Tab

On the Application Data tab, you can select what kind of data will be sent to the web analytics vendor for each page that is displayed/updated. The data sent is determined by what is selected on this tab, along with the technical configuration on the Page Tab.

Use Select "Use" if the data on this page will be sent to the web analytics vendor

Add In Case Info Select "Add in Case Info" if you want some generic Case Data to be sent to the web analytics vendor. This includes the following, if available: • Action • Harness • Flow • Task • ID • Activity • Page • Page Class • Section Name

Vendor Specific tabs

The following tabs (Page, Click, Click Post) are vendor-specific functionality. Each vendor has a specific API for usage in the header (page) and other JavaScript (JS) API that we can use for clicks and events.

Page Tab

For each page that is loaded, determine what data is sent to specific web analytics vendors. Most vendors provide at least 2 pieces of data.

Click Tab

For more refined data than just data on a “page”, we can send specific data on a “click” of an element.

Click Post Tab

For a much more detailed breakdown of what the action handlers are doing, we can turn on the click post. Once an event (like click, or mouse over, etc.) happens, there can be a lot of actions associated with that event. These are found in Designer Studio under action handlers for each control. Turning this on will send a lot of messages to the vendor and should be used only for debugging/optimization and not in general production.

Editing Vendor

After the first time you use a new vendor, that vendor data is available for other "new" configurations. If the default vendor data needs to change, you edit this by pressing the configuration button next to the chosen vendor in the drop down.

So basically this is about Pega Web Analytics