



How to access DAP and find your agency data in GA4

What you'll learn

- 1** An introduction to the Digital Analytics Program (DAP)
- 2** How to log in
- 3** How to use custom reports
- 4** Request support and connect with other practitioners

Disclaimer

All references to specific brands, products, and/or companies are used only for illustrative purposes and do not imply endorsement by the U.S. federal government or any federal government agency.

An introduction to the Digital Analytics Program (DAP)

What is DAP?

1

GSA provides DAP as a no-cost, shared service for federal agencies.

DAP is a comprehensive, easy-to-use web analytics tool for public-facing federal websites and digital services.

2

Since 2012, DAP has provided agencies with access to Google Analytics. It is a scalable solution for measuring a broad range of .gov and .mil websites across the federal government.

3

Use DAP to better understand user behavior and improve your websites and digital services.

Introduction to DAP

Why use DAP?

“

Agencies are required to participate in GSA's government-wide Digital Analytics Program (DAP). Participation in DAP does not preclude agencies from using other web analytics services.

— *Office of Management and Budget in M-23-22, Delivering a Digital-First Public Experience*

”

Introduction to DAP

Who can access DAP, and how?

Requesting access to DAP

- Any federal employee or contractor who works for a participating agency may request access to DAP
- Email dap@gsa.gov to request access to DAP
- Your agency point of contact must approve access before the DAP team grants it

How to log in

Logging into DAP

1. Go to google.com/analytics.

2. Select **Government-Wide Account**.

The screenshot displays the Google Analytics interface. At the top, there are tabs for 'All', 'Favorites', and 'Recents', along with a search bar. Below the tabs, the 'Analytics Accounts' section is visible, showing a list of accounts. The 'Government-Wide Account' (ID: 33523145) is highlighted, and an orange arrow points from its name to a callout box labeled 'Gov't Wide Account'. To the right, the 'Properties & Apps' section lists various properties. The 'GA4 - Gov-wide DAP Property' (ID: 393249053) is highlighted, and a callout box labeled 'Rollup Property' points to it. Below this, the '0 - DAP Gov-wide View' (ID: 397708109) is listed with a 'Sub' status. Further down, several agency sub-properties are listed, including 'ABMC Agency', 'CFPB Agency', 'CFTC Agency', and 'CNCS Agency', each with a 'Sub' status. A callout box labeled 'Agency Sub-Properties' points to this section. At the bottom left, a callout box labeled 'Analytics Accounts' points to the 'Government-Wide Account' (ID: 33523145).

Data availability

The DAP team launched its custom Google Analytics 4 code in August 2023.

Therefore, all data in DAP is available
as of August 1, 2023.

How to use custom reports

Finding agency data: Agency metrics report

Reports snapshot

Realtime

DAP Reports

Agency Overview

▼ Detailed Reports

Agency Metrics

All Pages

Audience Report

Internal Downloads

Views, sessions, users, and other metrics by agency and sub-agency

Agency Metrics		Custom Jul 21, 2023 - Jan 17, 2024						
Agency	Sub Agency	↓ Views	Sessions	Views per session	Average session duration	Bounce rate	Users	New users
		528,448,943 100% of total	141,609,169 100% of total	3.73 Avg 0%	3m 54s Avg 0%	32.73% Avg 0%	96,042,972 100% of total	95,838,343 100% of total
1	GSA SAM.GOV	198,185,487	22,441,009	8.83	7m 35s	36.03%	8,663,140	4,554,282
2	GSA TTS	89,408,455	50,635,854	1.77	2m 34s	48.16%	40,457,222	20,579,745
3	GSA GSAADVANTAGE.GOV	63,846,765	12,847,989	4.97	1m 38s	19.88%	11,488,519	6,829,269

Finding agency data: Domains report

Realtime

DAP Reports ^

Agency Overview

▼ Detailed Reports

Agency Metrics

All Pages

Domains Report

Audience Report

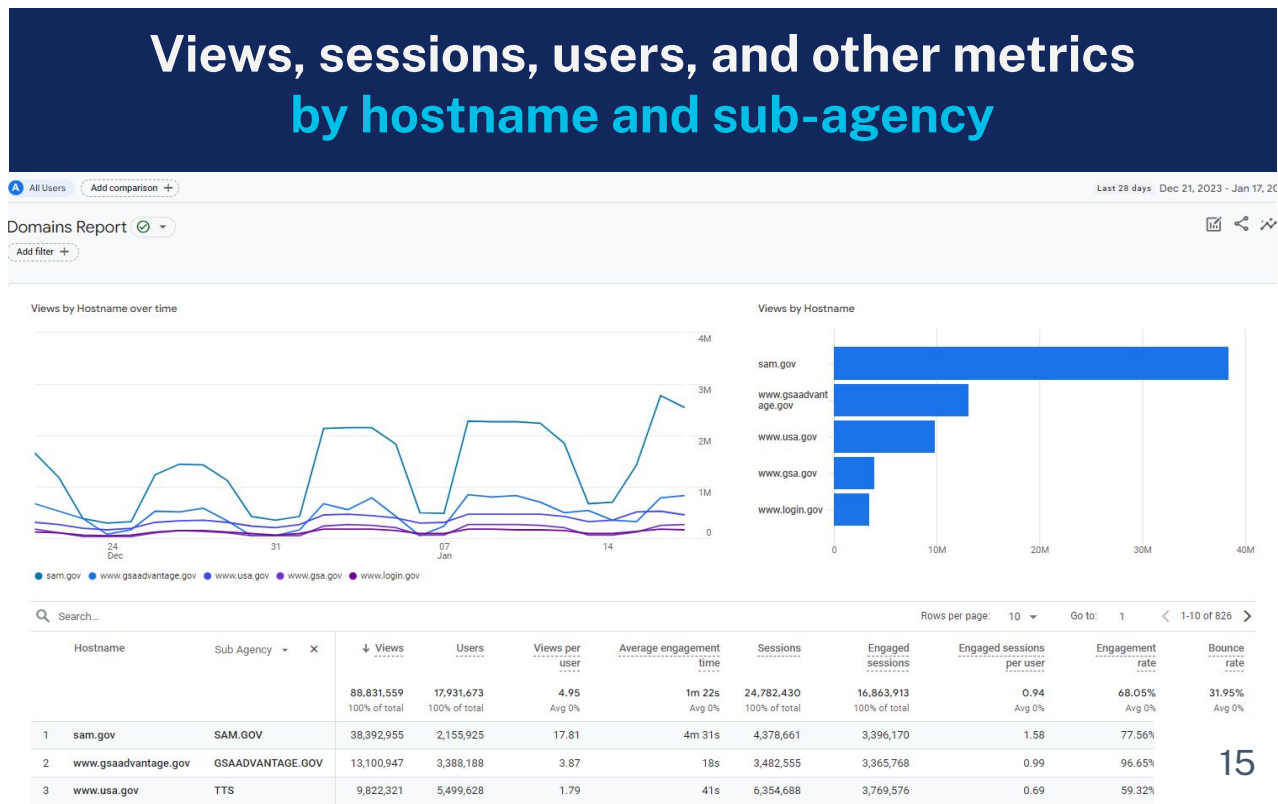
Internal Downloads

Outbound Downloads

Outbound Events

dap_event Report

Search Terms Report



Finding agency data: All pages report

DAP Reports ^

- Agency Overview
- ▼ Detailed Reports
- Agency Metrics
- All Pages**
- Audience Report
- Internal Downloads
- Outbound Downloads
- Outbound Events

**Views, sessions, users, and other metrics
by hostname and page path and screen class**

+ All Pages - + Last 28 days Dec 21, 2023 - Jan 17, 2024

Search... Rows per page: 10 Go to: 1 1-10 of 1011519

	Hostname	Page path and screen class	Views	Users	Views per user	Average engagement time	Sessions	Eng. sess
			88,831,559 100% of total	17,931,673 100% of total	4.95 Avg 0%	1m 22s Avg 0%	24,782,430 100% of total	16,863 100% of
1	sam.gov	/search/	13,132,026	1,435,991	9.14	1m 52s	2,474,731	2,321
2	sam.gov	/	5,203,045	1,404,222	3.71	27s	2,216,611	2,202
3	www.gsaadvantage.gov	/advantage/ws/catalog/product_detail	3,857,144	3,179,997	1.21	0s	3,164,324	3,140

Filtering results: All pages report

How to filter results

To find a specific page or directory, use the search to filter results.

This example shows results for the keyword *advantage* in the All pages report for GSA.

Q advantage		⊗		Rows per page: 10	
Hostname ▾	Page path and screen class ▾	×	↓ Views -----	Users -----	Views per user -----
			13,511,564 15.21% of total	3,408,113 19.01% of total	3.9 Avg -19.97%
1	www.gsaadvantage.gov	/advantage/ws/catalog/product_detail	3,857,144	3,179,997	1.2
2	www.gsaadvantage.gov	/ds/error/http_error	2,115,886	1,996,319	1.0
3	www.gsaadvantage.gov	/ws/catalog/product_detail	1,929,165	1,284,171	1.5

**Request support and connect
with other practitioners**

Links to bookmark

Guide to the Digital Analytics Program (DAP)

<https://digital.gov/guides/dap>

DAP code and documentation

<https://github.com/digital-analytics-program/gov-wide-code>

Public reporting

<https://analytics.usa.gov>

Request support from the DAP team

Email us at dap@gsa.gov

Join the Web Analytics Community

digital.gov/communities/web-analytics-and-optimization



Key takeaways

- 1 Agencies must participate in GSA's government-wide Digital Analytics Program (DAP).
- 2 Use custom reports to get the most out of DAP.
- 3 We're here to help! Email the DAP team at dap@gsa.gov to request access and other support.
- 4 Visit [Digital.gov](https://digital.gov) to browse the *Guide to the Digital Analytics Program* and join the Web Analytics community.