

# Google Analytics

Introduced in LUNA v7.4.3, we enhanced Google Analytics for better LUNA Viewer usage reporting. To achieve this, we're using Google Tag Manager.

Watch the Video:

We are gathering the following information from the LUNA Viewer:

## General:

- **User Logins**- Tracks the number of user logins over a given period of time.
- **User Log Outs**- Tracks the number of user logouts over a given period of time.
- **Page Views for the LUNA Viewer**- Tracks total page views in the LUNA Viewer
- **Page Views for LUNAversal Viewer**- Tracks total page views in the LUNAversal Viewer
- **Credential Tracking**- Tracks exports in LUNA Viewer by credential.
- **Single Collection Selection** Tracks a single collection that a user clicks on from the collections page in the LUNA Viewer.
- **Detail View Visits**- Tracks how many times a media item is clicked and brought into the Detail View over a period of time and generates a list of the most popular items.
- **Thumbnails click frequency**- Tracks how many times thumbnails get clicked over a given period of time and generates a list of the most popular thumbnails.
- **Share link**- Tracks the number of share links that get created and tracks where the share links are being created from.

## Search:

- **Keyword searches**- Tracks keyword searches over a given period of time and generates a list of search terms to identify the most popular
- **Advanced searches**- Tracks advanced searches over a given period of time and generates a list of search terms to identify the most popular
- **Facet Searches**- Tracks facet searches over a given period of time (Who, What, Where, When) and generates a list of search terms to identify the most popular
- **Related Item Searches**- Tracks how many times user clicks the "Related Items" icon below a thumbnail over a given period of time and generates a list of those media items to identify the most popular.

## Export:

- **Exported media type**- Tracks what type of media is being exported from LUNA.
- **Export Size 0- 8**- Tracks image export sizes 0 through 8, with the ability to view export statistics by Image Title, Collection, ImageSize, User, URL path
- **Image export by title**- Tracks the media item export by title
- **Export frequency by user**- Tracks how frequently users export media items
- **Export frequency by credential**- Tracks how frequently users with the same credential export media

## Media Groups & Presentations:

- **Media Group creation**- Tracks how many times media groups get created.
- **Media Group access frequency**- Tracks how frequently a media group is opened (viewed).
- **Presentation creation**- Tracks how many times presentations get created.

## My Uploads & External Media (Flickr):

- **My Uploads access frequency**- Tracks how many times users click on My Uploads
- **External Media searches**- Tracks how many times the flicker search button is used

Part of the information we are gathering is also used in the two dashboard views that are available: [LUNA Search Stats](#) and [LUNA User Action Stats](#).