

Google Analytics

Configure Tag Manager to Enhance Google Analytics

Google Analytics Dashboards

How to get to Analytics data

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.

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](#).