

Using the new Google Analytics



setting up GA and using
custom data in reporting



September 21, 2023

A little about me...

And a little about today's presentation...

Now some assumptions...

My process...



It's important to understand the difference between Events and Parameters in GA. Events can have parameters that give you more detail about the event in question.

As Google's documentation states, "An event parameter lets you capture information about an event" ([GA4 Event Parameters](#))

Creating custom dimensions – where to go



Analytics | All accounts > www.wccis.org
BiblioCore - GA4

ADMIN USER

Property: BiblioCore - GA4 (342504413)

- Setup Assistant
- Property Settings
- Property Access Management
- Data Streams
- Events
- Conversions
- Audiences
- Custom definitions**
- Data Settings
- Data Import
- Reporting Identity
- Attribution Settings
- Property Change History
- Data Deletion Requests

Custom definitions

Custom dimensions Custom metrics

Create custom dimension

| Dimension name ↑ | Description | Scope | User Property/Parameter | Last changed | |
|-----------------------------|--|-------|---------------------------------|--------------|---|
| Bib Audience | The audience assigned to a bibliographic resource. | Event | bib_audience | Feb 15, 2023 | ⋮ |
| Bib Availability Status | The aggregate availability status of the bibliographic resource at the time of in... | Event | bib_availability_s tatus | Feb 15, 2023 | ⋮ |
| Bib Fiction Type | The fiction/content type assigned to a bibliographic resource. | Event | bib_fiction_type | Feb 15, 2023 | ⋮ |
| Bib Format | Format of bib record | Event | bib_format | Feb 9, 2023 | ⋮ |
| Bib Group Key | A BiblioCore identifier used to co-locate expressions of works and aggregate m... | Event | bib_group_key | Feb 15, 2023 | ⋮ |
| Bib Hold Count | The number of holds on the bibliographic resource at the time of in... | Event | bib_hold_count | Feb 15, 2023 | ⋮ |
| Bib Total Item Count | The total number of items for the bibliographic resource at the time of in... | Event | bib_total_item_c ount | Feb 15, 2023 | ⋮ |
| Event ID | The event ID assigned to an event. | Event | event_id | Feb 15, 2023 | ⋮ |
| Event Location | The location of the event (calendar event) | Event | event_location | Jul 14, 2023 | ⋮ |
| Event Registration Capacity | The registration capacity for the event at the time of interaction (if the event incl... | Event | event_registratio n_capacity | Feb 15, 2023 | ⋮ |
| Event Registration Count | The number of registrations for the event at the time of interaction (if the e... | Event | event_registratio n_count | Feb 15, 2023 | ⋮ |

Quota information

Custom dimension

User scoped
0 / 25 created

Event scoped
28 / 50 created


Item scoped
0 / 10 created

Custom metric

Event scoped
0 / 50 created

Creating a custom dimension - steps

× New custom dimension Save

 Creating a custom dimension with a high number of unique values may negatively impact your reports. Be sure to follow best practices when creating custom dimensions.

[Learn more about best practices](#)

Dimension name [?]

Scope [?] ⁶

Description [?]

Event parameter [?]

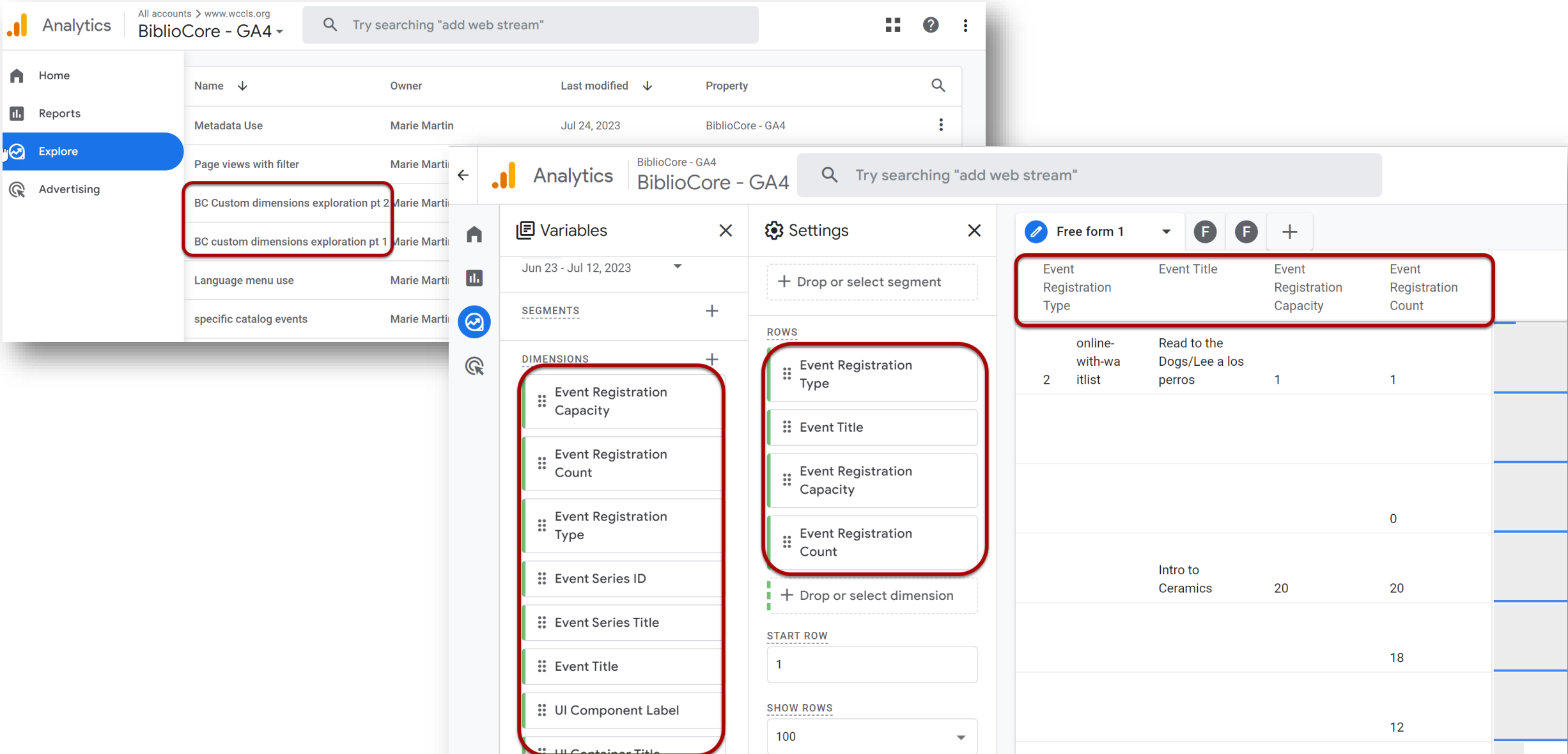
- 8** bib_fulfillment_provider
- campaign
- community_content_id
- community_content_type
- content

Deciding which dimensions to create



| | A | B | C | D | E | F |
|----|--------------------------|---|-----------------------------|---|---------------------------------|------------------------------|
| 1 | Bib record | <i>Core</i> | | | | Custom dimension name |
| 2 | Parameter | Definition | Value | Controlled values | Create custom dimension? | |
| 3 | bib_metadata_id | The metadata ID assigned to a bibliographic resource. | {metadata ID} | constructed from a library's BiblioCore Library ID and the ID assigned to a bibliographic record by the ILS | Yes? | Metadata ID |
| 4 | bib_group_key | The group key assigned to the bibliographic resource. | {group key} | is a BiblioCore identifier used to co-locate expressions of works and aggregate manifestations. It is constructed from bibliographic and mapped metadata | Yes | Bib Group Key |
| 5 | bib_availability_status | The aggregate availability status of the bibliographic resource at the time of interaction. | {status code} | AVAILABLE AVAILABLE_IN_BRANCH LIBRARY_USE_ONLY (means available) ON_ORDER ON_ORDER_LIBRARY_USE_ONLY UNAVAILABLE | Yes | Bib Availability Status |
| 6 | bib_hold_count | The number of holds on the bibliographic resource at the time of interaction. | {holds count} | | Yes | Bib Hold Count |
| 7 | bib_total_item_count | The total number of items for the bibliographic resource at the time of interaction. | {total items count} | | Yes | Bib Total Item Count |
| 8 | bib_audience | The audience assigned to a bibliographic resource. | {audience code} | adult teen juvenile (children) undetermined | Yes | Bib Audience |
| 9 | bib_format | The format assigned to a bibliographic resource. | {format code} | See list here: https://partnerportal.bibliocommons.com/hc/en-us/articles/360056437951 | Yes | Bib Format |
| 10 | bib_fiction_type | The fiction/content type assigned to a bibliographic resource. | {fiction type code} | fiction nonfiction government_documents undetermined | Yes | Bib Fiction Type |
| 11 | bib_fulfillment_provider | The provider responsible for fulfillment of the bibliographic resource. | {fulfillment provider code} | Ours should list only "ILS" as we do not have any integrations through BC. | no | |
| 12 | | | | | | |
| 13 | Card | <i>These appear to apply to BiblioWeb only</i> | | | | |
| 14 | Parameter | Definition | Value | | | |
| 15 | card_id | The card ID assigned to a card. | {card ID} | | n/a | |
| 16 | card_type | The card type of the BiblioWeb card. | {card type code} | | n/a | |
| 17 | card_title | The title of the BiblioWeb card. | {card title} | | n/a | |
| 18 | | | | | | |
| 19 | ContentCreator | <i>Not sure if these apply to BiblioWeb only, or to Core also</i> | | | | |
| 20 | Parameter | Definition | Value | | | |
| | | The username of the user associated with content identified in the | | | | |

Custom dimensions in the Explore interface



The screenshot displays the Google Analytics Explore interface for the property 'BiblioCore - GA4'. The interface is divided into several sections:

- Left Navigation:** Home, Reports, Explore (selected), Advertising.
- Table of Contents:** A list of reports including 'BC Custom dimensions exploration pt 2' and 'BC custom dimensions exploration pt 1', both highlighted with a red box.
- Configuration Panels:**
 - Variables:** Shows the date range 'Jun 23 - Jul 12, 2023' and a 'SEGMENTS' section.
 - DIMENSIONS:** A list of dimensions including 'Event Registration Capacity', 'Event Registration Count', 'Event Registration Type', 'Event Series ID', 'Event Series Title', 'Event Title', and 'UI Component Label'. This list is highlighted with a red box.
 - Settings:** A 'ROWS' section where dimensions are added to the table. The dimensions 'Event Registration Type', 'Event Title', 'Event Registration Capacity', and 'Event Registration Count' are listed and highlighted with a red box.
- Data Table:** A table titled 'Free form 1' showing data for 'Event Registration Type'. The table has columns for 'Event Registration Type', 'Event Title', 'Event Registration Capacity', and 'Event Registration Count'. The first row is highlighted with a red box.

| Event Registration Type | Event Title | Event Registration Capacity | Event Registration Count |
|-------------------------|-----------------------------------|-----------------------------|--------------------------|
| online-with-waitlist | Read to the Dogs/Lee a los perros | 1 | 1 |
| | | | 0 |
| | Intro to Ceramics | 20 | 20 |
| | | | 18 |
| | | | 12 |

**You have your custom data,
now what...?**

Creating a Looker Studio report



GA4 - Bibliocore testing

File Edit View Insert Page Arrange Resource Help

Reset

Share

View

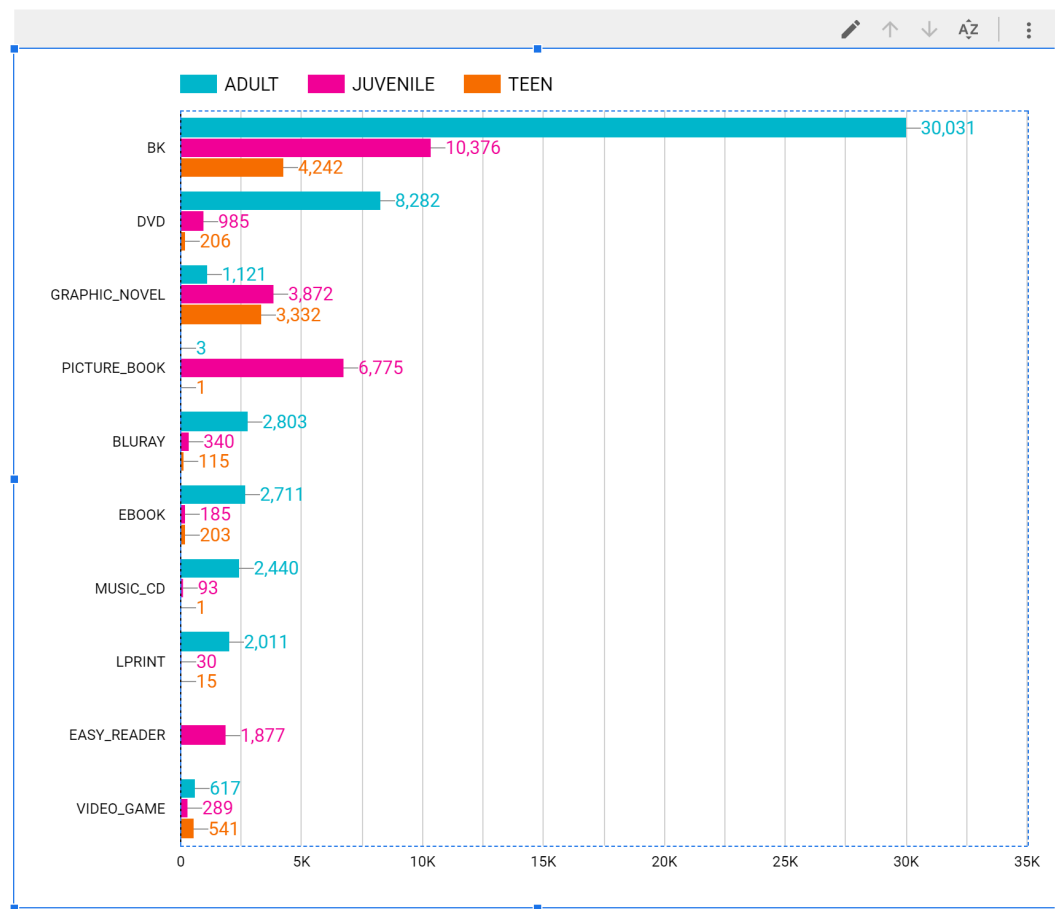
⋮

?



Page 2 of 3 Add data Add a chart Add a control Theme and layout

Pause updates



Holds Placed

Purpose
This chart shows how many times users click on the place hold button for different material times combined with audiences.

Chart setup
The chart excludes actions where the audience is not defined (not set) and only shows events (actions) rather than pageviews.

Default timeframe (last 28 days).

For most of my reports I include a date picker so viewers can look at the date range they want.

Analysis
Overall more holds are placed on adult titles, teen titles have the fewest holds placed. Standard books are definitely the most popular.

OverDrive (ebook/audiobook) content is not complete as much of our OverDrive activity happens in the app or on the overdrive website and is not reflected in catalog activity.

Chart

SETUP STYLE

Dimension

- RBC Bib Format
- Add dimension

Drill down

Default drill down level: Bib Format

Breakdown Dimension

- RBC Bib Audience

Metric

- AUT Event count

Optional metrics

Metric sliders

Sort

- AUT Event count
- Descending
- Ascending

Secondary sort

- AUT Event count
- Descending
- Ascending

Data

BiblioCore - GA4

- RBC Age
- RBC App version
- RBC Audience ID
- RBC Audience name
- RBC Bib Audience
- RBC Bib Availability Status
- RBC Bib Fiction Type
- RBC Bib Format
- RBC Bib Group Key
- RBC Bib Hold Count
- RBC Bib Total Item Count
- RBC Browser
- RBC Campaign
- RBC Campaign ID
- RBC City
- RBC City ID
- RBC Content group
- RBC Content ID
- RBC Content type
- RBC Country
- RBC Country ID
- RBC Date
- RBC Day
- RBC Day of week
- RBC Device
- RBC Device brand
- RBC Device category

+ Add a field

+ Add a parameter

+ Add Data

Creating filters for Looker Studio



multiple page views, scrolling down pages, clicks on page links or content, placing holds and so on.

Bib record events

| Event name | Page title | Event count |
|-----------------------|--|-------------|
| bc_holdings_view | On Hold Washington County Cooperative Library Services BiblioCommons | 9,994 |
| bc_holdings_view | Frosty_4's In Progress Shelf Washington County Cooperative Library Services BiblioCom... | 1,021 |
| bc_holdings_view | david1920's For Later Shelf Washington County Cooperative Library Services BiblioCom... | 170 |
| bc_holdings_view | pacbox's For Later Shelf Washington County Cooperative Library Services BiblioCom... | 105 |
| bc_holdings_view | petersonanh's For Later Shelf Washington County Cooperative Library Services Bibli... | 56 |
| bc_holdings_view | New Blu-Rays and DVDs for Adults - August 2023 Washington County Cooperative Lib... | 49 |
| bc_holdings_view | New Library of Things! Washington County Cooperative Library Services BiblioCom... | 49 |
| bc_holdings_view | cbastida1121's For Later Shelf Washington County Cooperative Library Services Bibli... | 48 |
| bc_holdings_view | Outdoor Games in the Tigard Library of Things Washington County Cooperative Librar... | 45 |
| bc_holdings_view | Deva_3's For Later Shelf Washington County Cooperative Library Services BiblioCom... | 41 |
| bc_holdings_explor... | Tom Lake Washington County Cooperative Library Services BiblioCommons | 40 |

1 - 50 / 13842

Ways patrons arrive at the bib details view include (but are not limited to):

- * Viewing availability
- * Clicks from a link on another bib's detail page
- * Choosing different formats from a bib details page
- * From their shelves

Events associated with search results pages have been excluded from this chart - here we see only events associated with bib display pages and patron shelves and other account pages.

SETUP STYLE

Secondary sort

+ Add sort

Descending

Ascending

Default date range

Auto

Custom

Last 30 days (exclude today)

Comparison date range

None

Filter

Page Filter

GA Exclude Event Calendar Data

Inherit Filters

Table Filter

GA4 Bib Holdings events only

GA4 exclude search pages from ...

+ ADD A FILTER

Chart Interactions

Filter picker

Carousel events only

GA4 Exclude (not set)

GA4 Search views only

GA Exclude Event Calendar Data

GA4 Bib Holdings events only

GA4 exclude search pages from ho...

GA4 limit events to holds placed

GA4 user account register count

GA4 Checkout events

GA4 User Content events only

+ CREATE A FILTER

Create Filter

NAME

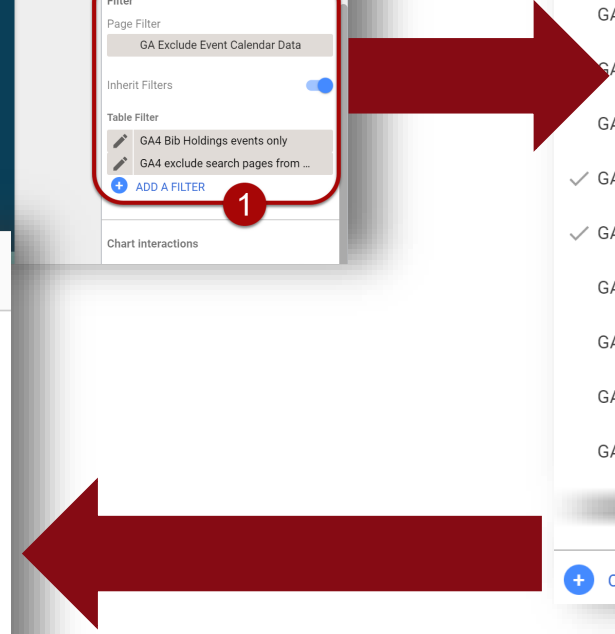
Test filter - exclude events | BiblioCore - GA4

Exclude | RBC Page path + query string | Contains | events/ | OR

AND

This filter has 1 clause

SAVE





Custom BC **events** pull into the Exploration interface and Looker Studio on their own without needing to create custom dimensions. We just need to create **custom dimensions for custom BC parameters**.

Example Looker Studio reports



Here are a couple of example reports to look at:

Catalog Activity (BiblioCore)

<https://lookerstudio.google.com/reporting/502a1460-e245-4482-8a8b-e768dff8ddb6>

Or a [template version](#)

Event Calendar Registration details (BiblioEvents)

<https://lookerstudio.google.com/reporting/78eec635-e56d-43be-a854-60bc753319ff>

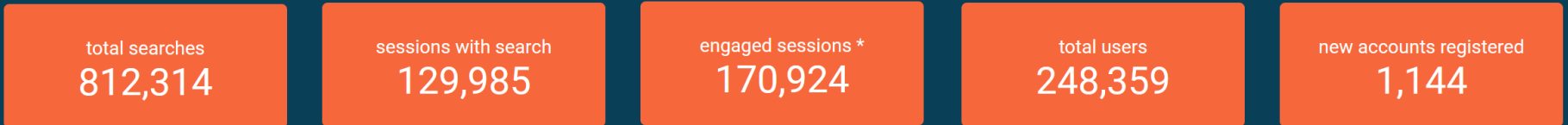
Or a [template version](#)



BiblioCore Catalog Activity

Select a date range

Aug 7, 2023 - Sep 5, 2023



* engaged sessions are sessions that include (but are not limited to) multiple page views, scrolling down pages, clicks on page links or content, placing holds and so on.

Bib record events

| Event name | Page title | Event count |
|-----------------------|--|-------------|
| bc_holdings_view | Book Bundle: Pets Washington County Cooperative Library Services BiblioCommons | 35 |
| bc_holdings_view | Clara1120's For Later Shelf Washington County Cooperative Library Services BiblioCo... | 35 |
| bc_holdings_view | New York Times Washington County Cooperative Library Services BiblioCommons | 33 |
| bc_holdings_view | ddmorrow's For Later Shelf Washington County Cooperative Library Services BiblioCo... | 32 |
| bc_holdings_explor... | Tom Lake Washington County Cooperative Library Services BiblioCommons | 31 |
| bc_holdings_view | jschuh27's For Later Shelf Washington County Cooperative Library Services BiblioCo... | 30 |
| bc_holdings_view | Minecraft Washington County Cooperative Library Services BiblioCommons | 29 |
| bc_holdings_consus... | Portland Japanese Garden Washington County Cooperative Library Services BiblioCo... | 29 |
| bc_holdings_view | The Covenant of Water Washington County Cooperative Library Services BiblioCom | 29 |

Ways patrons arrive at the bib details view include (but are not limited to):

- * Viewing availability
- * Clicks from a link on another bib's detail page
- * Choosing different formats from a bib details page
- * From their shelves

Events associated with search results pages have been excluded from this chart

Chart

SETUP STYLE

Secondary sort

+ Add sort

Descending

Ascending

Default date range

Auto

Custom

Last 30 days (exclude today)

Comparison date range

None

Filter

Page Filter

GA Exclude Event Calendar Data

Inherit Filters

Table Filter

GA4 Bib Holdings events only

GA4 exclude search pages fro...

+ ADD A FILTER

Chart interactions

Cross-filtering



WCCLS Event Calendar: registration details

BiblioCommons: BiblioCore - GA4

Select a date range
Aug 7, 2023 - Sep 5, 2023

Registration

This table shows events with online, online with waitlist, or offline registration. Use the filters to limit to just your library's events, specific event titles or specific types of registration. Feel free to mix and match filters. Multiple rows will show where there were/are multiple events with the same name.

Event Location Event Title Event Registration Type

| Location ID | Library Name |
|-------------|---------------------------------------|
| 42 | Aloha Community Library |
| 7 | Banks Public Library |
| 9 | Beaverton City Library Main |
| 39 | Beaverton City Library Murray Scholls |
| 34 | Bethany Library |
| 11 | Cedar Mill Library |
| 13 | Cornelius Public Library |
| 15 | Forest Grove City Library |
| 17 | Garden Home Community Library |
| 20 | Hillsboro Public Library Brookwood |
| 19 | Hillsboro Public Library Shute Park |
| 36 | North Plains Public Library |
| 25 | Sherwood Public Library |
| 29 | Tigard Public Library |
| 31 | Tualatin Public Library |
| 33 | West Slope Community Library |

| Event Title | Event Location | Event Registration Type | Event Registration Capacity | Event Registration Count |
|---|----------------|-------------------------|-----------------------------|--------------------------|
| [Online] Civics for Adults I: Misinformation, Fake News, and Political Propaganda | 29 | offline | | |
| [Hybrid] Library Book Group | 33 | online-with-waitlist | 16 | 10 |
| [Hybrid] Library Book Group | 33 | online-with-waitlist | 16 | 12 |
| [Hybrid] Library Book Group | 33 | online-with-waitlist | 16 | 13 |
| [Hybrid] Library Book Group | 33 | online-with-waitlist | 16 | 14 |
| [Hybrid] Library Book Group | 33 | online-with-waitlist | 16 | 2 |
| [Hybrid] Library Book Group | 33 | online-with-waitlist | 16 | 3 |

Chart

SETUP STYLE

RBC Event Title

Descending

Ascending

Secondary sort

Add sort

Descending

Ascending

Default date range

Auto

Custom

Last 30 days (exclude today)

Comparison date range

None

Filter

Table Filter

- Exclude (not set) from Event Re...
- Exclude blank registration types
- Limit to pageview events only

ADD A FILTER

Chart interactions

Wrap up



Thank you!



Washington County
Cooperative Library Services

Marie Martin
Web Administrator
mariem@wcls.org
971-358-6956

Resources - BiblioCommons



Analytics: BiblioCommons Custom Events

<https://partnerportal.bibliocommons.com/hc/en-us/articles/12409365553940-Analytics-BiblioCommons-Custom-Events>

Analytics: BiblioCommons Entities and Custom Parameters

<https://partnerportal.bibliocommons.com/hc/en-us/articles/12409414979860-Analytics-BiblioCommons-Entities-and-Custom-Parameters>

Analytics: Controlled Values for BiblioCommons Entities and Custom Parameters

<https://partnerportal.bibliocommons.com/hc/en-us/articles/12852014444564-Analytics-Controlled-Values-for-BiblioCommons-Entities-and-Custom-Parameters>

Analytics: Adding Parameters as Custom Dimensions for Use in Reports

<https://partnerportal.bibliocommons.com/hc/en-us/articles/16461095528980-Analytics-Adding-Parameters-as-Custom-Dimensions-for-Use-in-Reports-or-Explorations>

Resources - Google



General Google Analytics 4 (GA4) help pages

<https://support.google.com/analytics/?hl=en#topic=10737980>

General Looker Studio help pages

<https://support.google.com/looker-studio?sjid=12877693959171672860-NA#topic=6267740>

GA4 event parameters (Google support)

<https://support.google.com/analytics/answer/13675006>

Looker Studio filters

<https://support.google.com/looker-studio/answer/6291066?hl=en#:~:text=A%20single%20component%20can%20have,using%20the%20IN%20option%20instead>

Create a template in Looker Studio

<https://support.google.com/looker-studio/answer/9851950?hl=en#create&zippy=%2Cin-this-article>