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…

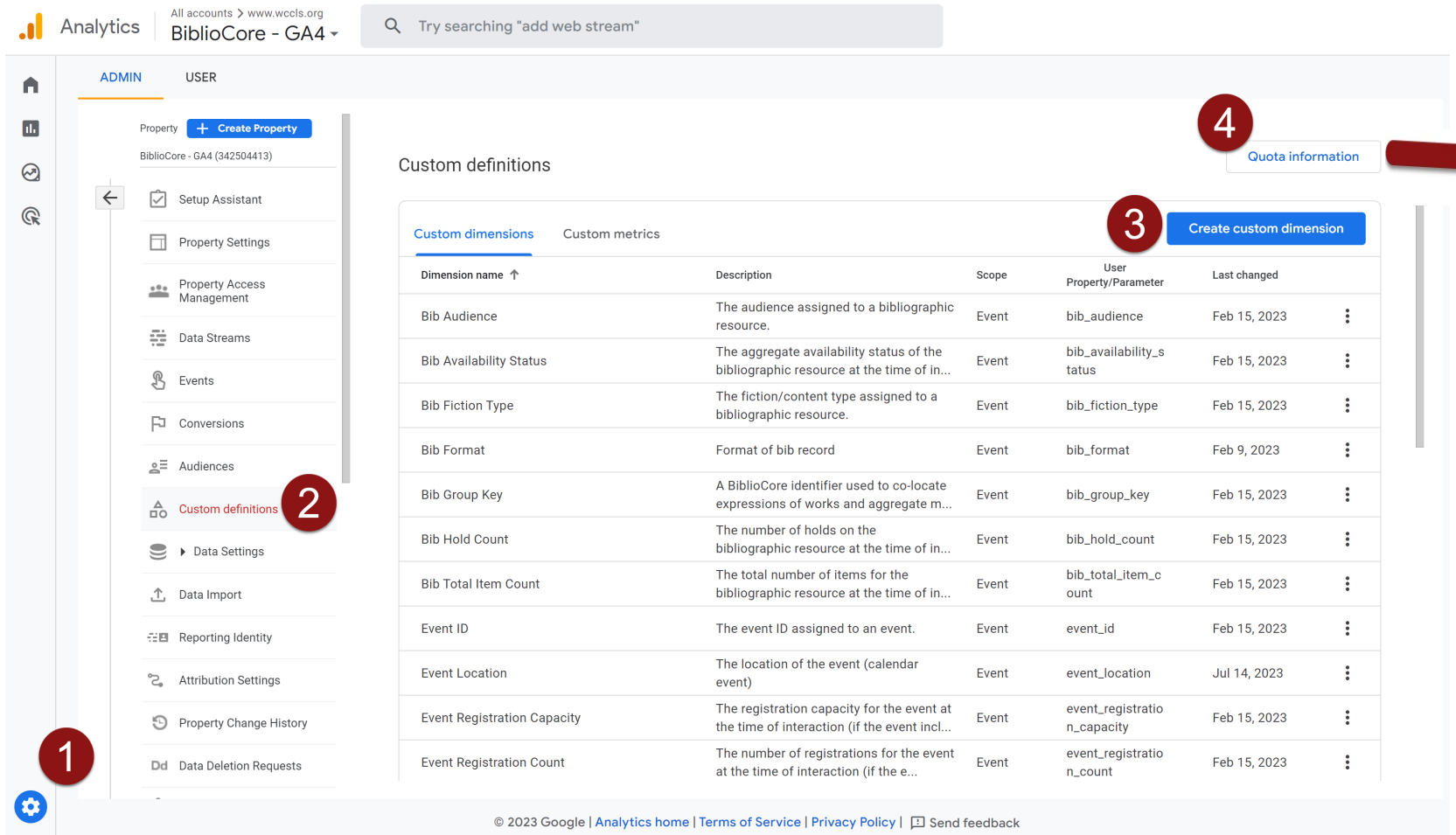
My process…

BIBLIO CON '23

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



Custom dimension

User scoped

0 / 25 created

Event scoped

28 / 50 created

Item scoped

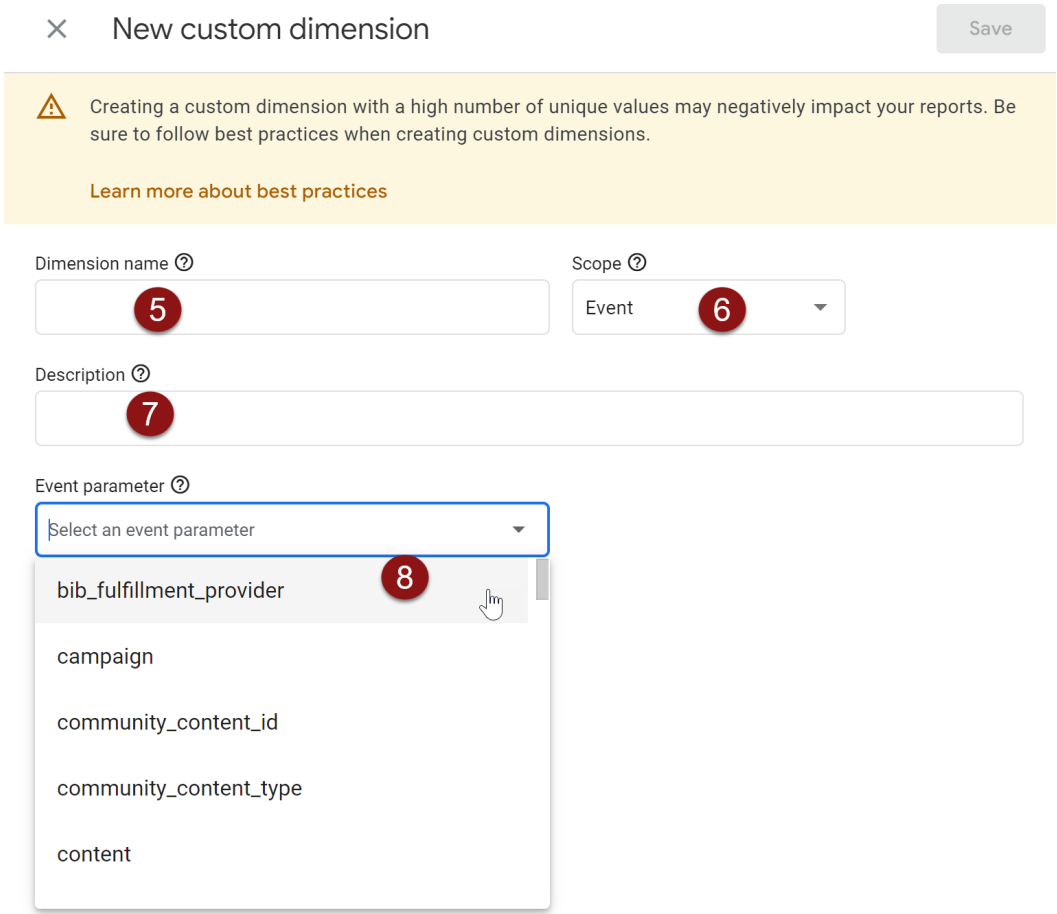
0 / 10 created

Custom metric

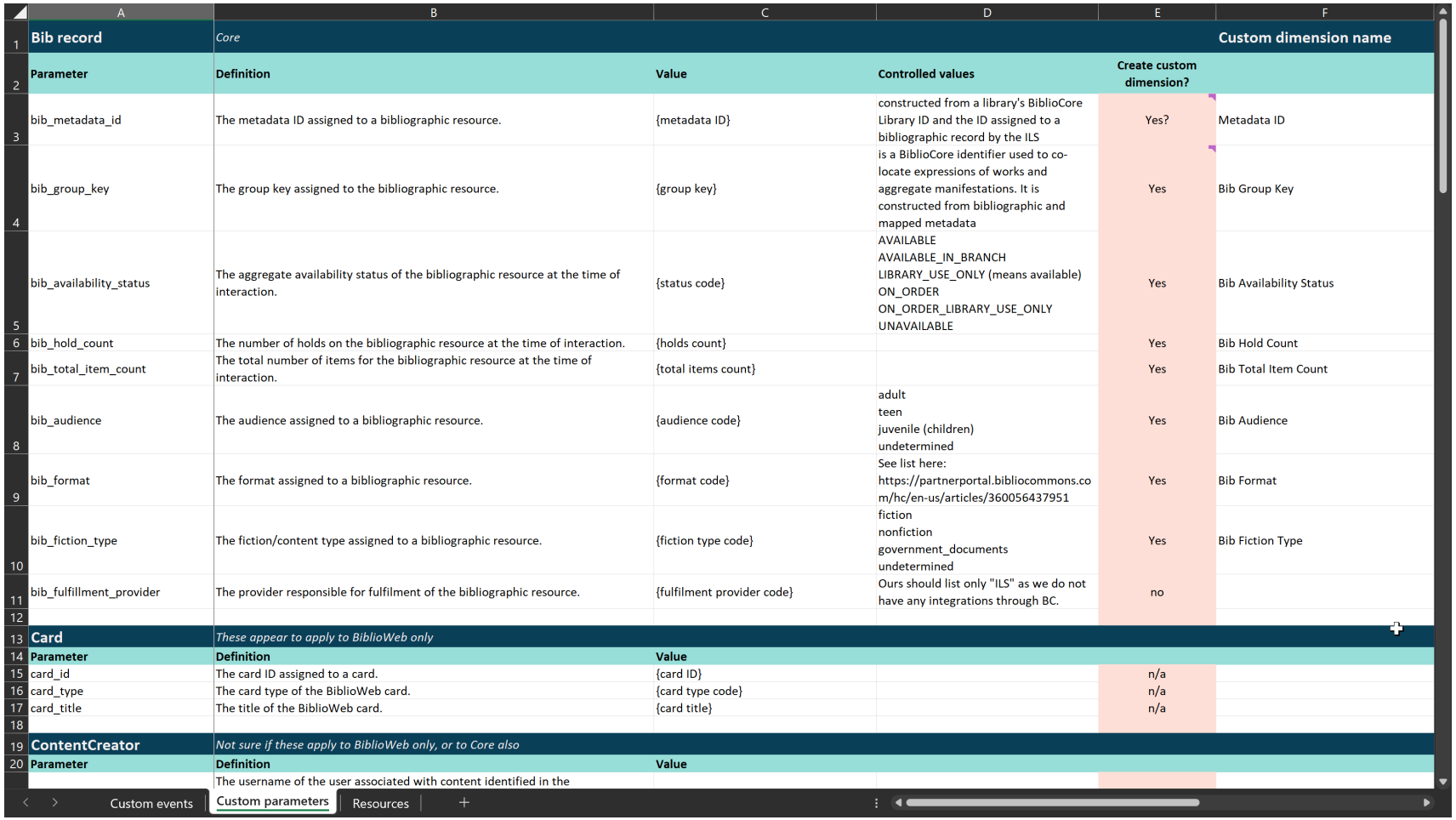
Event scoped

0 / 50 created

Creating a custom dimension - steps



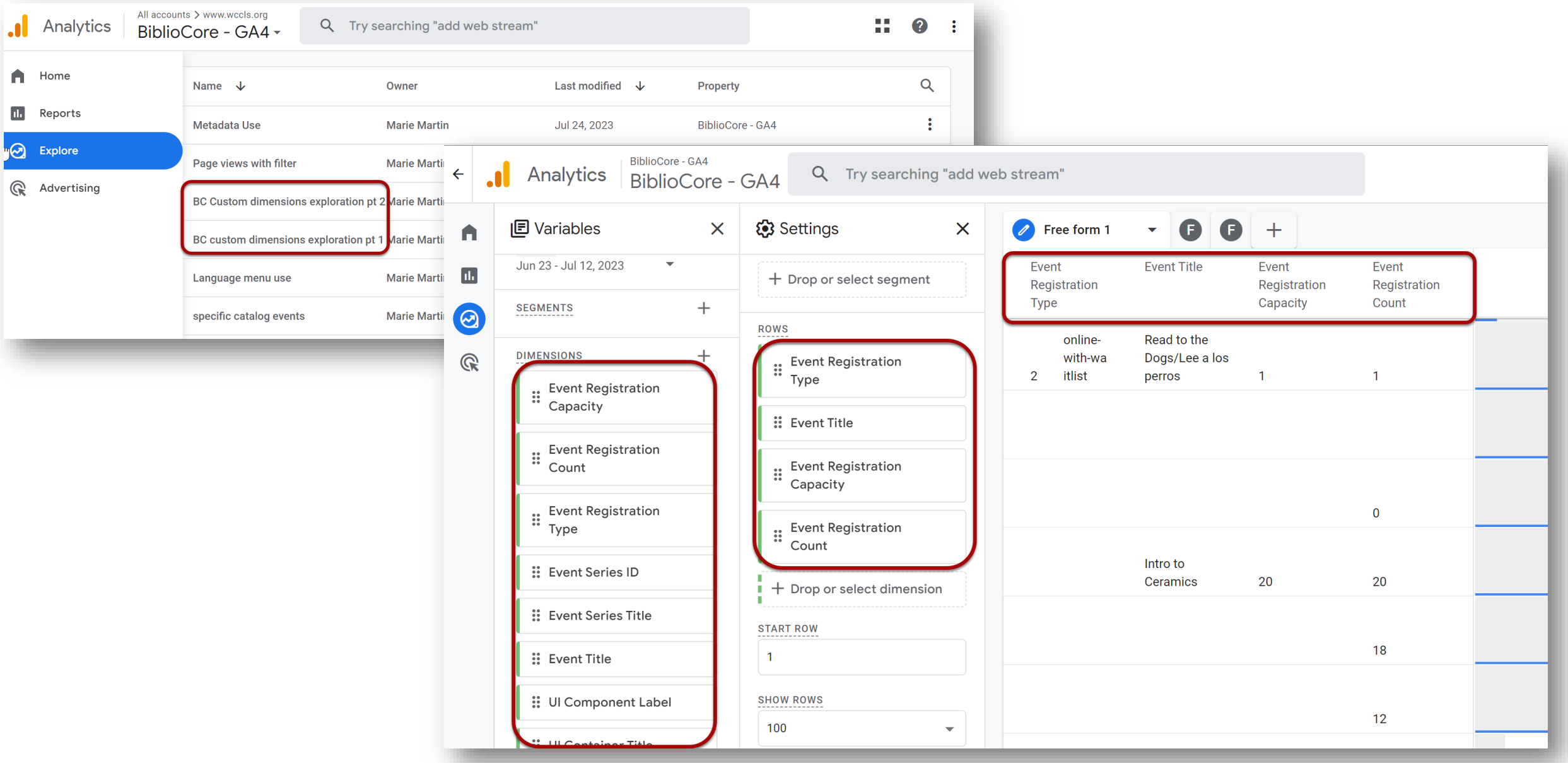
Deciding which dimensions to create



	A	B	C	D	E	F
1	**Bib record**	*Core*				**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 fulfilment of the bibliographic resource.	{fulfilment provider code}	Ours should list only "ILS" as we do not have any integrations through BC.	no	
12						
13	**Card**	*These appear to apply to BiblioWeb only*				
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**	*Not sure if these apply to BiblioWeb only, or to Core also*				
20	**Parameter**	**Definition**	**Value**			
		The username of the user associated with content identified in the				

Custom events | Custom parameters | Resources

Custom dimensions in the Explore interface



You have your custom data, now what…?

Creating a Looker Studio report

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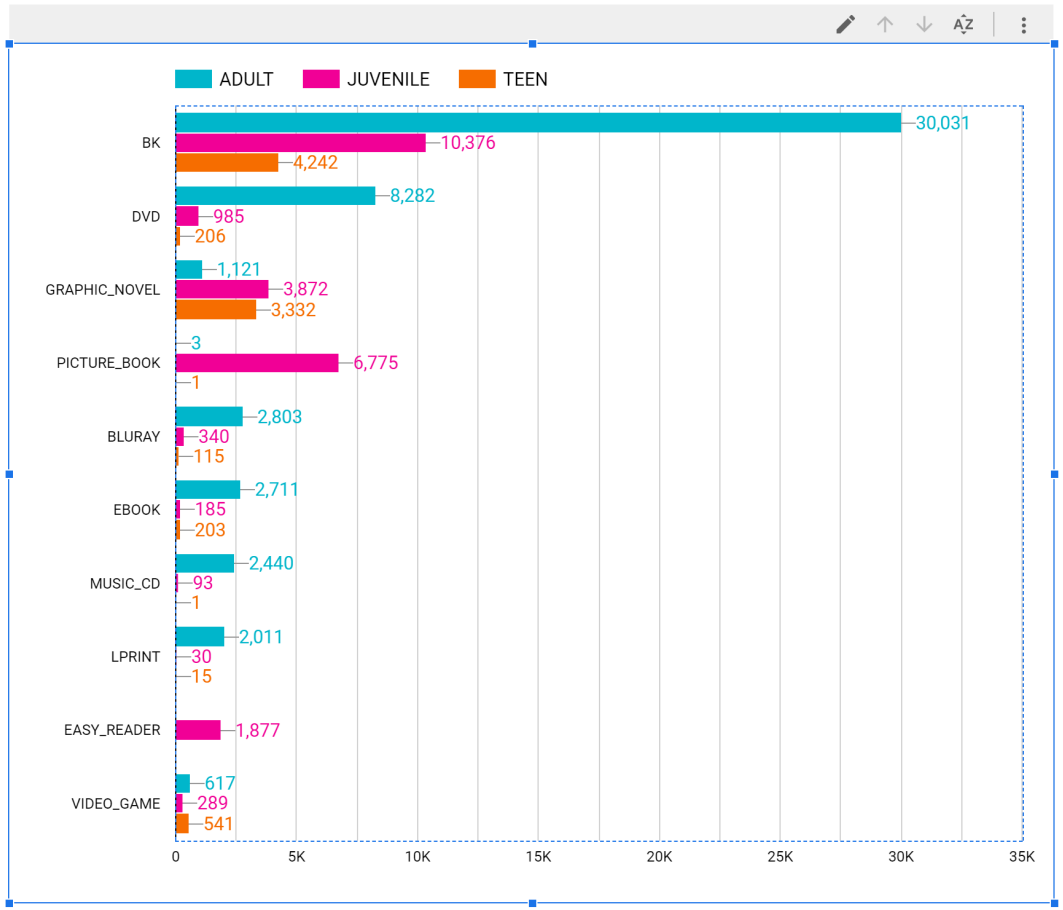
GA4 - Bibliocore testing

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.

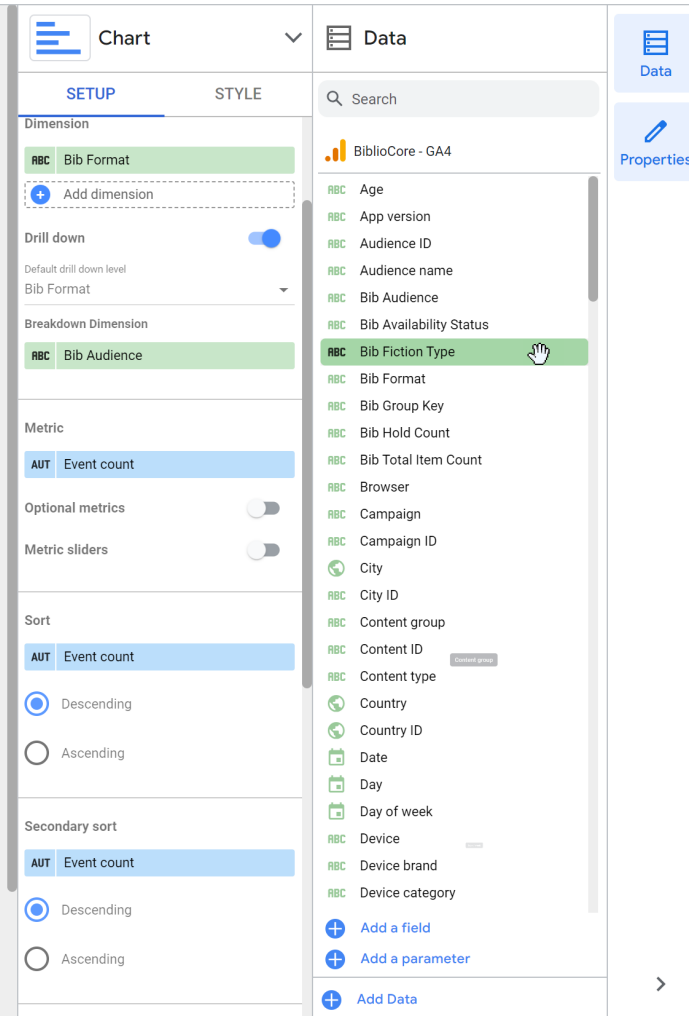
Chart setup
The chart excludes actions where the audience is not defined (not set) and only shows events (actions) rather than pageviews.

Default timeframe (last 28 days).

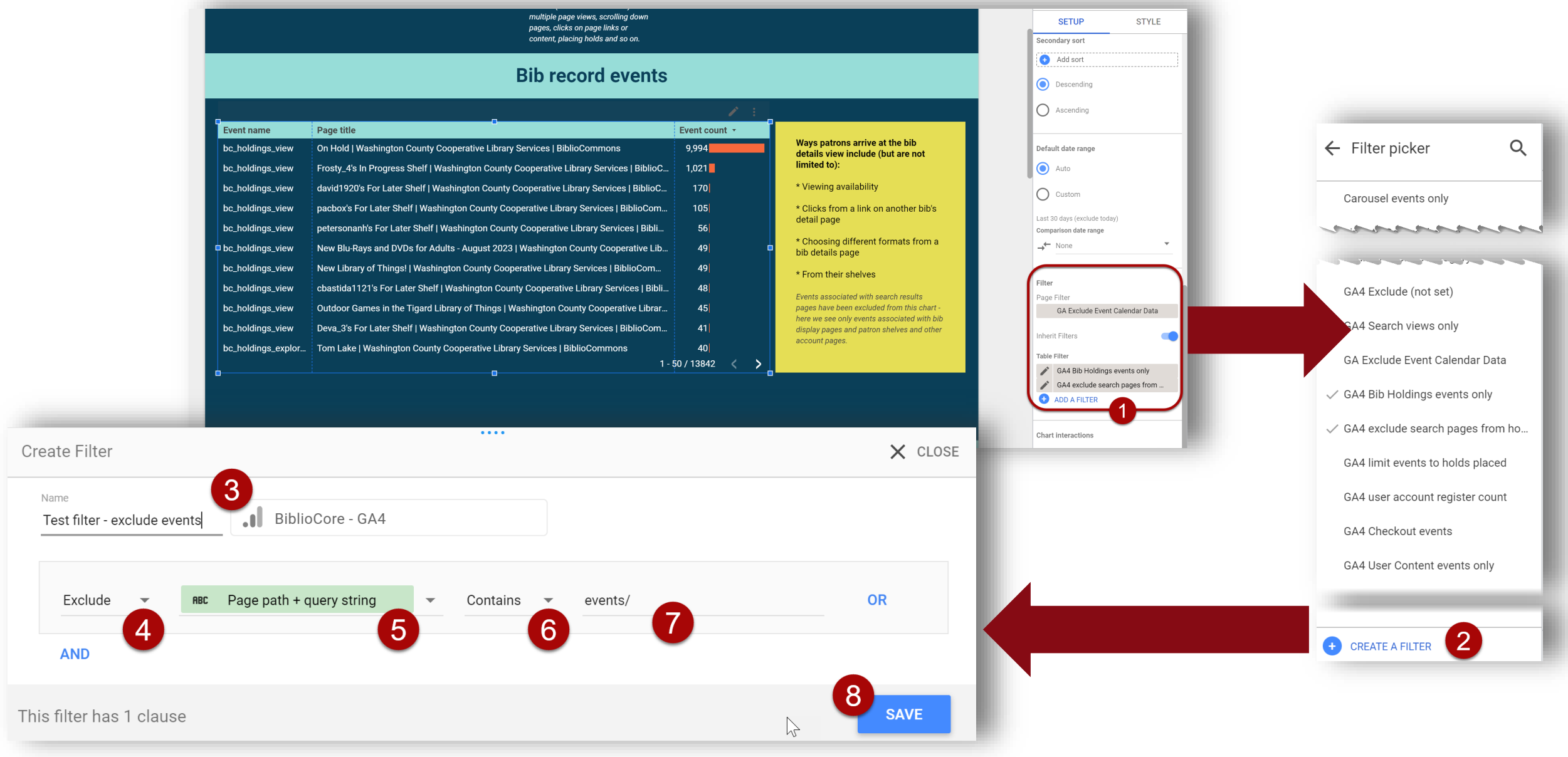
For most of my reports I include a date picker so viewers can look at the date range they want.

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/eaudiobook) 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.



Creating filters for Looker Studio



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

GA4 - BiblioCore Catalog Activity

File Edit View Insert Page Arrange Resource Help

Reset Share

Add page | Add data | Add a chart | Add a control | Theme and layout

BiblioCore Catalog Activity

Select a date range

Aug 7, 2023 - Sep 5, 2023

total searches	sessions with search	engaged sessions *	total users	new accounts registered
812,314	129,985	170,924	248,359	1,144

** 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 | BiblioC...	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 | BiblioC...	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_consu...	Portland Japanese Garden | Washington County Cooperative Library Services | BiblioC...	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

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

BiblioCommons: BiblioCore - GA4

WCCLS Event Calendar: registration details

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

ABC 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

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Thank you!

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Cooperative Library Services

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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