



# Analítica Web

## per a l'Economia Social i Solidària

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## Què és l'analítica web?

És l'anàlisi de les dades **qualitatives** i **quantitatives** del nostre negoci i de les **competidores** per tal d'obtenir una millora contínua de l'experiència on-line de les nostres **clientes** i **potencials clientes**, que es traduirà en millores dels nostres **objectius**.

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# Problemàtica de Google Analytics

**WIRED**

MATT BURGESS

SECURITY JAN 19, 2022 12:11 PM

## Europe's Move Against Google Analytics Is Just the Beginning

Austria's data regulator has found that the use of Google Analytics is a breach of GDPR. In the absence of a new EU-US data deal, other countries may follow.



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Privacy

## Stop using Google Analytics, warns Sweden's privacy watchdog, as it issues over \$1M in fines

News Connect Train Certify Resources Conferences Join

## CNIL is latest authority to rule Google Analytics violates GDPR

Privacy

## France's privacy watchdog latest to find Google Analytics breaches GDPR

Natasha Lomas @riptari / 12:20 PM GMT+1 • February 10, 2022



## Germany

Germany's DSK does not consider website analytics using a third-party tool as a legitimate interest. It says that websites that use Google Analytics must obtain freely given, informed and explicit user consent to use the Analytics tracking technologies, and provide an option to withdraw it. They must also provide a clear privacy policy, be transparent about their data collection and process practices and anonymize users' IP addresses.

## France

On February 10, 2022, France issued a formal notice to several organizations using Analytics due to illegal data transfer to the U.S. The French DPA suggests that the use of a properly configured privacy policy can mitigate the risk to users.

## Italy

On June 23, 2022, the Italian DPA, *Garante*, also released a press statement that the transfer of Google Analytics data collected through cookies is illegal.

## Austria

In January 2022, the Austrian data protection authority rejected Google Analytics' claim that persistent identifiers do not immediately identify an individual, and concluded that the Standard Contractual Clauses (SCCs) between the website and Google were insufficient to ensure adequate protection of European personal data per the Schrems II judgment.

## Norway

The Norwegian Data Protection Authority has preliminarily concluded that the use of Google Analytics by a Norwegian website is in breach of GDPR transfer rules. This is in response to a complaint by noyb about several European websites' use of the tool. Other European data supervisory authorities have already decided that the use of Google Analytics violates privacy rules. The Norwegian Data Protection Authority has given the parties involved three weeks to comment on the preliminary conclusions. This is a cross-border case, so a draft decision will be sent to other affected data supervisory authorities in the EEA before a final decision is made. The Authority recommends exploring alternatives to Google Analytics. A final decision may not be made until the end of April 2023 at the earliest.



# Beneficis del software lliure

- Llibertat per executar el software per a qualsevol propòsit.
  - Llibertat de veure com funciona el programa i adaptar-lo a les necessitats pròpies.
  - Llibertat de redistribuir-lo.
  - Llibertat de millorar el programa i redistribuir-lo.
  - Col·laboració amb la comunitat.
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## Opcions en analítica web

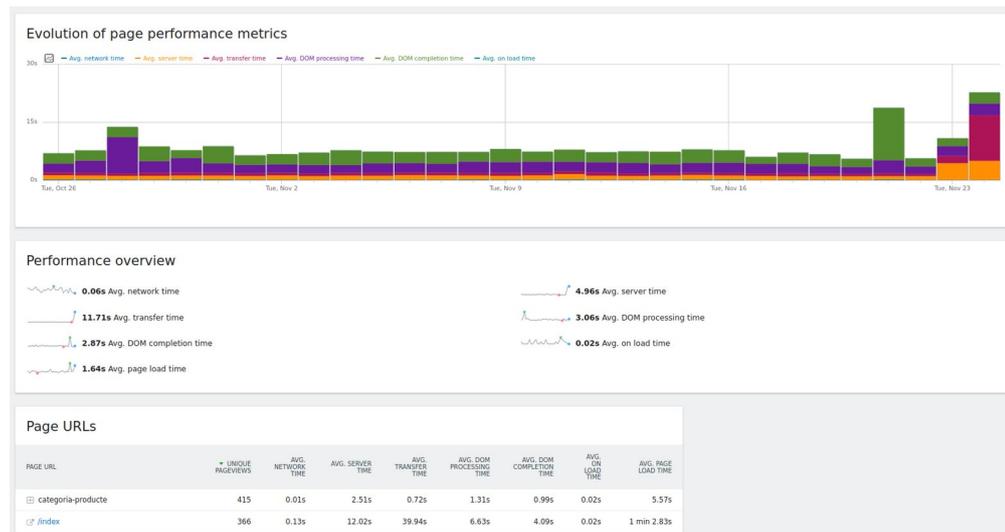
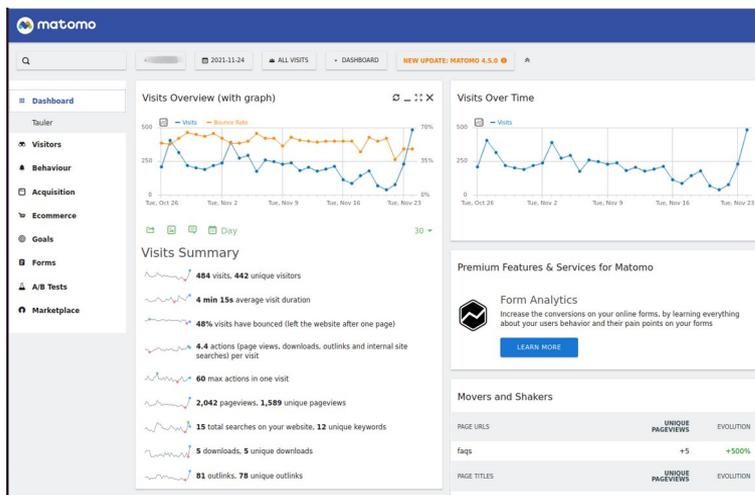
Quines eines de software lliure m'ofereixen  
**protecció** de les nostres **dades** i  
**protecció** de la **privacitat** de les usuàries?

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<https://matomo.org>

- Eina d'anàlítica web Open Source.
- Ofereix portal de visualització de dades molt extens.
- Ofereix plug-ins per estendre les funcionalitats (alguns no són open source).
- Possibilitat de crear les dades de Matomo amb les dades de l'organització i fer anàlisi conjunt a través de Superset.
- Implementació basada en cookies anònimes. Les visites amb navegadors amb bloqueig de cookies no es registren.
- <https://trends.builtwith.com/analytics/Matomo>

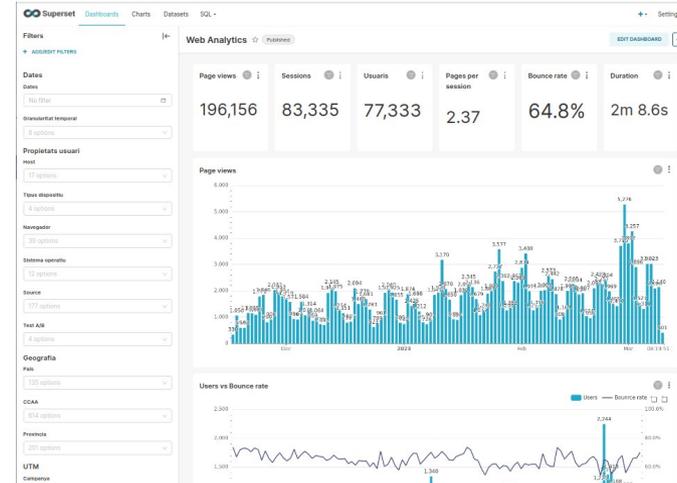
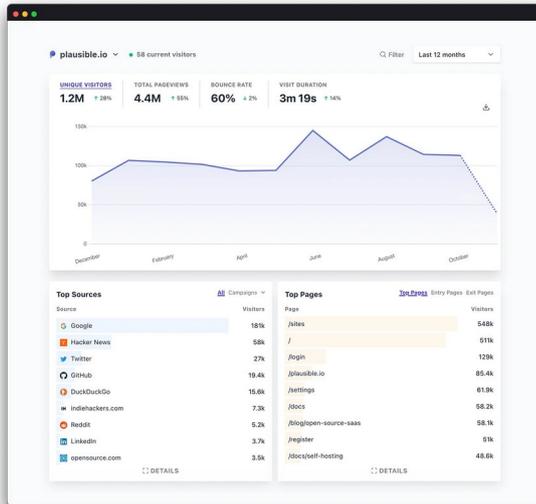




# Plausible Analytics

<https://plausible.io>

- Eina d'analítica web Open Source.
- Ofereix portal de visualització de dades simple.
- Possibilitat de creuar les dades de plausible amb les dades de l'organització i fer anàlisi conjunt a través de Superset.
- Implementació cookieless. Les visites amb navegadors amb bloqueig de cookies sí que es registren.
- <https://trends.builtwith.com/analytics/Plausible-Analytics>



## Pla d'analítica web

Abans de començar s'ha de dissenyar el pla d'analítica web.

- Què volem mesurar?
  - Quins són els nostres objectius?
  - Quines són les conversions de la web?
  - Quin impacte tecnològic té?
-



matomo

2021-11-24

ALL VISITS

DASHBOARD

NEW UPDATE: MATOMO 4.5.0

### Visits Overview (with graph)

### Visits Summary

- 484 visits, 442 unique visitors
- 4 min 15s average visit duration
- 48% visits have bounced (left the website after one page)
- 4.4 actions (page views, downloads, outlinks and internal site searches) per visit
- 60 max actions in one visit
- 2,042 pageviews, 1,589 unique pageviews
- 15 total searches on your website, 12 unique keywords
- 5 downloads, 5 unique downloads
- 81 outlinks, 78 unique outlinks

### Visits Over Time

#### Heatmap & Session Recording

Truly understand your visitors by seeing where they click, hover, type and scroll. Replay their actions in a video and ultimately increase conversions. [more](#)

Version: 4.3.0  
Updated: Nov 25, 2021  
Developer: **matomo**

FROM USD29 / YEAR

### Visits Summary

- 484 visits, 442 unique visitors
- 4 min 15s average visit duration
- 48% visits have bounced (left the website after one page)
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### Evolution of page performance metrics

#### Premium Feature

Form A  
Increase th  
about your

LEARN

### Movers and Shakers

PAGE URLS

faqs

PAGE TITLES

### Performance overview

- 0.06s Avg. network time
- 11.71s Avg. transfer time
- 2.87s Avg. DOM completion time
- 1.64s Avg. page load time
- 4.96s Avg. server time
- 3.06s Avg. DOM processing time
- 0.02s Avg. on load time

### White Label

Give your users and clients access to a more streamline analytics experience that is less confusing and lets your own branding shine. [more](#)

Version: 4.0.4  
Updated: Nov 22, 2021  
Developer: **matomo**

FROM USD179 / YEAR

### Page URLs

PAGE URL	UNIQUE PAGEVIEWS	AVG. NETWORK TIME	AVG. SERVER TIME	AVG. TRANSFER TIME	AVG. DOM PROCESSING TIME	AVG. DOM COMPLETION TIME	AVG. ON LOAD TIME	AVG. PAGE LOAD TIME
categoria-producte	415	0.01s	2.51s	0.72s	1.31s	0.99s	0.02s	5.57s
/index	366	0.13s	12.02s	39.94s	6.63s	4.09s	0.02s	1 min 2.83s

### Signup

Let new users sign up on your Matomo instance to track their own website. [more](#)

Version: 4.0.4  
Updated: Nov 23, 2021  
Downloads: 2906  
Developer: **matomo**

INSTALL

### Activity Log

Get a detailed audit log of all activities happening in your Matomo Analytics for increased security, risk management, and problem diagnostic. [more](#)

Version: 4.0.4  
Updated: Nov 22, 2021  
Developer: **matomo**

FROM USD29 / YEAR

### Rer User Dates

Limit report generation by hiding custom period date ranges selection in the calendar, also avoid users to set custom ranges in their profile. [more](#)

Version: 4.0.3  
Updated: Nov 24, 2021  
Downloads: 1170  
Developer: **RegionER**

INSTALL

### Rer Intranet Subnetwork

Add a new Subnetwork dimension and report. [more](#)

Version: 4.1.2  
Updated: Nov 24, 2021  
Downloads: 732  
Developer: **RegionER**

INSTALL



# Què veurem?

## Dashboards

- Vista del dashboard principal
- Modificar dashboard principal
- Afegir i treure elements
- Dates del dashboard
- Exportar dades de gràfics

## Visitants

- Log de visitants
- Localitzacions
- Configuració
- Devices
- Software
- Hores

## Comportament

- Pàgines
- Pàgines entrada/sortida
- Fitxers descarregats
- Retorn de visites
- Temps de visita
- Rendiment

## Adquisició

- Canals
- Campanyes
- Crear URL de campanyes
- Explotar les dades de campanyes
- Objectius
- Configurar objectius
- Consultar objectius
- Segmentació dashboard per objectius

## Marketplace

- Plugins

## Administració

- Email reports
- Alerts
- Localització

## Configuració de Matomo

- Configuració estàndard
- Matomo tag manager

## Versió Matomo Mòbil



# Som-hi!

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# Alguns plugins útils

- Custom alerts
  - Provider
  - Custom variables
  - Marketing Campaigns Reporting
  - Migration
  - Development Toogle
  - Tracking Spam Prevention
  - Visitor Generator
  - IP 2 Location
  - Form analytics (pagament)
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