

04. Europa Analytics

Rules

Europa Analytics is the corporate web analytics service of the European Commission.

- no other tool or service may be used. Third party services [are not allowed on European Commission Websites](#).
- all new European Commission websites and revamps must include Europa Analytics
- by end of 2020, all Commission websites must be included in Europa Analytics
- each webmaster is responsible for adding the [EA Webtools snippet](#) to all their pages and making sure all their pages are correctly tracked

Purpose

[Europa Analytics](#) allows you to track, analyse and understand better your website audience. This is crucial to ensure online communication is targeted and cost-efficient. This corporate service is currently based on the open source tool Matomo/Piwik, customised for specific European Commission business needs.

The Europa Analytics team provides the following support to users across European Commission departments

- set-up and configuration of websites
- bug fixing and improvements
- coaching and training
- data insights and analysis

Procedures

Inclusion of a website in Europa Analytics

Europa Analytics is dedicated to monitoring the European Commission web presence (publicly available websites).

1. In order to start the tracking of a website, a request must be sent to [Comm Europa Management](#). An Europa Forum member or head of communication unit approval is needed to start the process.
2. Comm Europa Management will analyse the request and provide the necessary documentation/steps to ensure your website is included.
3. The EA team will activate a dedicated plugin that will add the [EA Webtools snippet](#) to the website, provided the website is managed by the NE-CMS (Drupal provided by DG Informatics).

On every page of your website there must be

- a link to the legal notice (see links for [EC branded sites](#) or [EU branded sites](#)). If you use your own legal notice, it must include the points concerning Europa Analytics present in the EC legal notice and the opt-out mechanism
- the [EA Webtools snippet](#) that ensures the correct tracking of your website. **The default Piwik snippet must not be used.**

Out-of-scope websites

- playground websites
- password protected websites with confidential and/or classified content
- Intranet websites (Service provided by DG Human Resources: <https://myintracomm.ec.europa.eu/statistics/Pages/index.aspx>)

Access Management

The [Europa Analytics reporting tool](#) is accessible to European Commission staff using EU login.

Admin access

1. Enter Europa Analytics. It will lead you to the EU Login platform.
2. Enter your EU Login username & password.
3. Notify [Comm Europa Management](#) you have already logged in at least once in Europa Analytics.
4. Provide a justification.
5. You will be granted Admin Access.

External sub-contractors

1. Subcontractors must create an EU Login account.
2. Subcontractors must log in to Europa Analytics.
3. The official webmaster of the website must notify [Comm Europa Management](#).
4. The external user will be granted View Access.

Note that usernames with accents are not supported by the Europa Analytics tool. If you face this issue, you must inform [Comm Europa Management](#) by email.

Related links

[Europa Analytics FAQ](#)

[Europa Analytics documentation](#)

[Matomo/Piwik documentation](#)

Training

We provide individual coaching sessions tailored to the webmaster's needs.

Send an email to [Comm Europa Management](#) in order to schedule your coaching session.

We will soon be organising Europa Analytics hands-on training sessions. You will be able to subscribe to these via a syslog link.

Contact and support

[Comm Europa Management](#)

[Europa Analytics newsletter](#)