

# 04. Europa Analytics

## Purpose

[Europa Analytics](#) allows to track, analyse and understand better website audience.

This is crucial to ensure online communication is targeted and cost-effective.

It ensures data protection compliance by:

- integrating with the corporate Cookie Consent Banner ([CCK](#))
- respecting the "Do Not Track" (DNT) browser setting
- applying anonymisation of visitors IP address.

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.

## Rules

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

- No other analytics 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
- Each webmaster is responsible for adding the [Europa Analytics Webtools snippet](#) to all their pages and making sure all their pages are correctly tracked
- Only the tracking code provided by Europa Analytics should be used.

## 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
2. Approval is required from a Europa Forum member or Head of communication Unit
3. The Europa Analytics team will analyze the request and provide the necessary documentation/steps to ensure website inclusion
4. The Europa Analytics team will help on the configuration of a dedicated plugin that will add the [EA Webtools snippet](#) to the website, provided the website is managed by the Europa Web Publishing Platform (Drupal provided by DG Informatics).

On every page of the website, there must be:

- a link to the legal notice (see links for [EC branded sites](#) or [EU branded sites](#))
- if a dedicated legal notice is also used, 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 website correct tracking. **Only the tracking code provided by Europa Analytics should 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. It is also accessible for externals sub-contractors, by request and approval. Please see below.

### External sub-contractors

1. Sub-contractors must create an [EU Login account](#)
2. Sub-contractors must log in to Europa Analytics
  - an error message will be displayed
3. A request has to be sent COMM Europa Management
4. A new ticket will be created with the EA Team
5. User access request will be reviewed
  - express authorisation has to be granted by the website Owner/Administrator (European Commission staff member).

## Related links

[Europa Analytics FAQ](#)

[Europa Analytics documentation](#)

## Training

Individual and group coaching sessions tailored to the user's needs are provided on demand.

Send an email to [COMM Europa Management](#) in order to request a session and discuss a meeting schedule.

## Contact and support

If you require further assistance, please contact: [Comm Europa Management](#).

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