

Welcome to the 17th Annual  
**EMUG BOSTON**

#EMUG2019



# EMUG 2019

## Analytics Showcase

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# Analytics – what is it?

- A product offering from an outside service (like Adobe Analytics, Google Analytics), that measures activity on specific pages of your EM site
- You sign up with the service and pay a fee.
- You see the results on a "dashboard" on that service
- You can create your own reports on that service
- EM sends the data from the EM pages to your dashboard on that service
  - Another customer *cannot* see *your* data

# Analytics – What Questions Can it Answer?

- How many unique users visit your EM site?
  - Per Hour
  - Per Day
  - Per Month
  - Per Year
- How easily are users getting through their workflow?
  - Registration
  - Login
  - Author Submission
  - Review completion
  - Editor decision
- Are users getting "stuck", and if so, where?

# Analytics – how do I do the analysis?

- Some analysis is straightforward and provided by the dashboard or easily configurable on the dashboard
  - E.g. Unique visitors, visits, time spent per visit
  - Top pages
  - Referrer (your journal site, search engine, bookmark, etc.)
  - Countries (where your users originate)
- Some analysis requires understanding of EM workflows
  - E.g. finding where users get stuck – if you expect users to go to the pre-registration page and progress to the registration page, and you find 1,000 users per day hit the pre-registration page but only 500 hit the registration page, for some reason, users are dropping off.

# Analytics – how do I do the analysis?

- Other EM workflow examples
  - Author submission – are authors getting to the end of the process but not actually building the PDF?
  - Reviews – are reviewers getting to the review form but not completing the review?
  - Do users click the 'Login via ORCID' button but then never actually login?
  - How many times do users go to the 'Account Finder' page to find their account and get their username/reset password link sent to them?

# Analytics – how does it work in EM?

- A snippet of code is inserted into EM pages. This snippet tells the EM page what data to send and where to send it (to your dashboard).
- You provide us with the snippet (the service provider may provide it to you). Aries Client Services will arrange for it to be inserted into your EM sites.
- Currently, 100+ EM pages are enabled to receive the snippet. Only one snippet is inserted across all your pages, but the snippet is unique to each journal/publisher (i.e. EM pages have a "place" for the snippet, but the actual snippet is unique to you).
- The dashboard will enable you to report by date, journal, page, etc.

# Analytics – What do I do with the information?

- Understand your users better – what they are doing on your site, when they are doing it, and any glitches
- Knowing your users better, you might want to:
  - Change custom instructions
  - Change your 'Instructions for Authors'
  - Change letter text
  - Enhance your editor training
  - Tweak your configurations, or enable a new feature
- Re-measure – did these changes make a difference?



# Analytics – Pricing – Annual Fee

- Flat annual fee based on submission volumes
- Contact Aries Account Coordinator for details

# Analytics – What Questions can it NOT answer?

- Better to run a report:
  - Turnaround times
  - Editor load
  - Top reviewers (by rating or # of reviews completed)

# Jason Roberts

## Origin Editorial