


# Piwik: tracking segments

## JIRA ticket

 **CFORD-204** - Replace piwik with nexteuropa module CLOSED

AMP Reference: [CFDRMD-98](#)

## Background

Today we can consult Piwik in its basic form. Following a meeting with DG COMM, we were informed that segment reports were possible if some developments were carried out on the platform to allow this type of tracking. We want to be able to automatically have reports sent every x month(s) to certain group owners.

Constraints: EUROPA seems to allow no more than 10 segments - this is an issue. Moreover, they reserve the right to remove segments if Europa Management (EA) deems necessary, which can also be problematic. This is explained on the last slide of the below presentation:



[Segments\\_Training\\_Piwik.pdf](#)

Below is the information provided by Europa Management:

Drupal module installation: [https://github.com/ec-europa/platform-dev/tree/master/profiles/common/modules/custom/nexteuropa\\_piwik](https://github.com/ec-europa/platform-dev/tree/master/profiles/common/modules/custom/nexteuropa_piwik)

This module has no dependencies and should be trivial to install, please let us know if it is not the case.

Once the module is enabled please access the administration page via the menu or (.../admin/config/system/webtools/Piwik) and change the value for the site\_id (the site\_id for your website capacity4dev is 105 and the site path europa.eu/capacity4dev).

The expected outcome will be that all pages in the site will have two extra lines:

These to tests once enabled:

- Snippet is place in all pages
- There are no javascript errors in the pages
- When a 404, the snippet changes to "is404":true
- When a search operation more parameters are added to the snippet

Also, the EC Digit Drupal module is important because it limits the number of cookies from visitors, and is needed to have correct data concerning outlinks and inlinks.

## Business needs

Business need		AC	Comments
BN-1	As <b>capacity4dev</b> , we want to allow analytical segment tracking, so that PIWIK can generate segment reports	<ul style="list-style-type: none"><li>• install the module/api to allow segments</li></ul>	

Out of scope

We also discussed the possibility to pull statistics from Piwik to Drupal, but the impact on performance will be a very big challenge. For this reason, we have opted for segment reports sent directly from Piwik to the owner rather than offering an interface in each group.

## 5 Comments

1.

### Diane Kelecom

You will find the reply from Europa Management above. Question: [Kevin Van Ransbeeck](#) are we currently using the right module from the EC or the general one?

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1.

### Kevin Van Ransbeeck

As this is new info: the general one.

Questions:

- how does it know what a search is in our platform?
- what does the last sentence mean/imply?

*"Also, the EC Digit Drupal module is important because it limits the number of cookies from visitors, and is needed to have correct data concerning outlinks and inlinks."*

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### Diane Kelecom

The reason I ask about the type of module installed, is because we have even bigger discrepancies with Piwik and Drupal today than we had with Google Analytics. If the EC version is different than the standard one (according to point 2 in your questions), this could help explain why we get such bad results recorded today. I think the Next Europa PIWIK module is different and tracks more - how it knows what a search is? Not sure, but it tracks a lot. To be honest though the search stats are pretty much not existent right now, so probably not the right module installed? Do you have access? Do you want access?

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### Kevin Van Ransbeeck

Oh ok, I thought the EC Digit Drupal module was another module with that exact name so nvm that question.

The discrepancies were expected at any point, as the MVP scope was just to "add the piwik tracking ID" without mention of an EC module.

Regarding the search: I checked the code and there's a hardcoded check on the path "\$BASE\_URL . /search" and then some parameters . Whilst the path will correspond to the site search, it won't match the group search as this is a different path.

Can I assume that the scope here is to replace piwik with the nexteuropa module?

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1.

### Diane Kelecom

yes please let's add the EUROPA one and I think the segments is OOTB from there - so replace the existing one please - this should have been known before... grrr

about the search I found this in the Piwik FAQ: <https://piwik.org/faq/#search-engine-keywords-performance>

If I understood correctly, it looks at search engine keywords that lead to capacity4dev pages

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