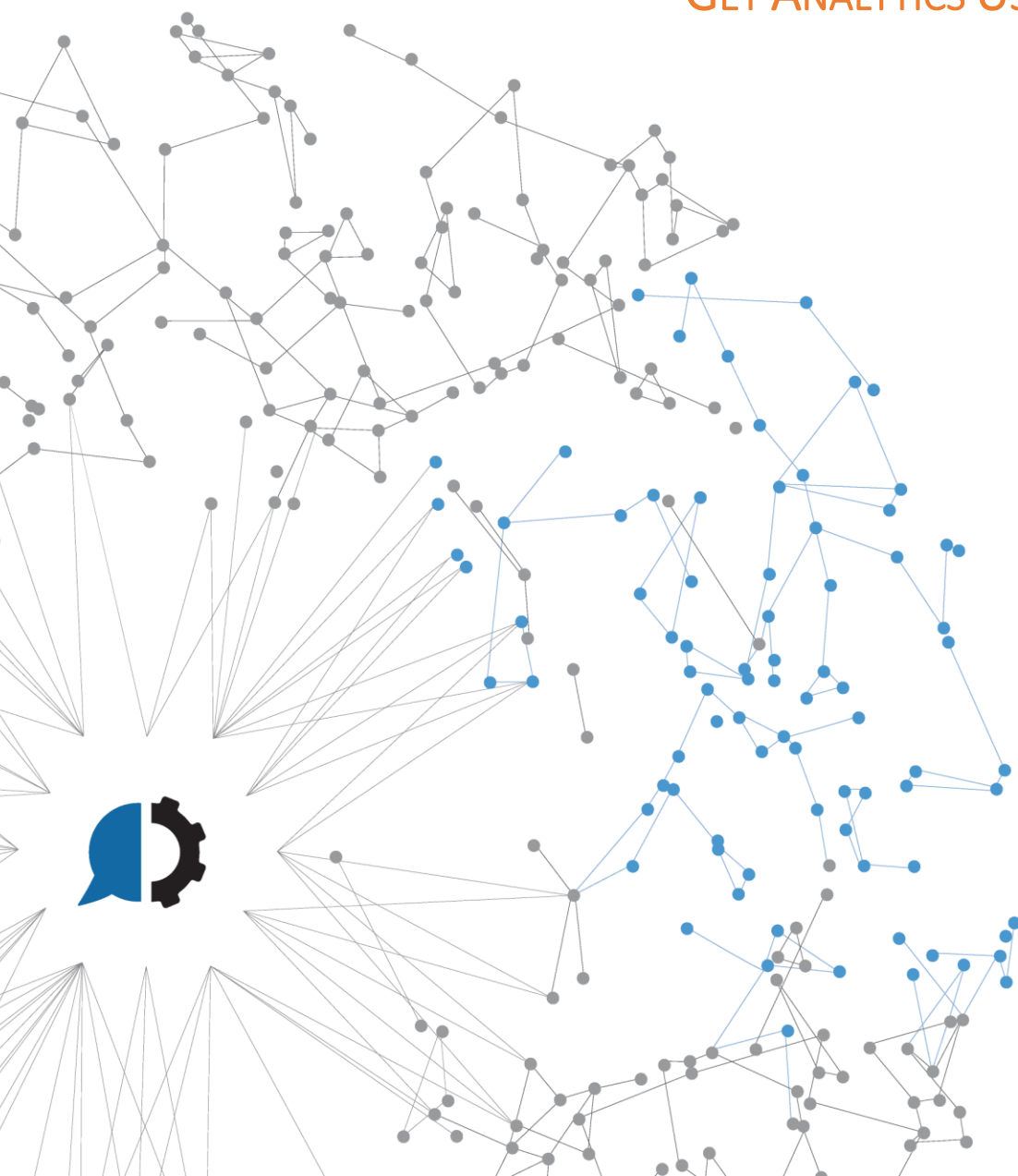




GOOGLE ANALYTICS BOT

GET ANALYTICS USERS BY CHANNEL





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OVERVIEW

This how to guide introduces the *Google Analytics Bot - Get Analytics Users by Channel*. Instead of spending precious time and resources on repetitive, manual tasks, let Automate go to work and streamline your IT and business processes with robotic process automation. Automate can take over the manual steps which greatly reduces repetitive activities and improves the quality and consistency of the work. The top processes being automated are report generation, file movement, data import and export, and scheduling batch processing.

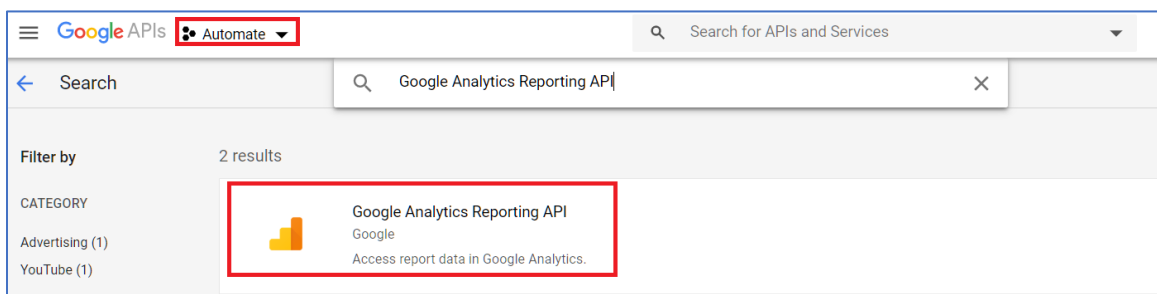
The ***Google Analytics Bot - Get Analytics Users by Channel*** is based in the **Google Analytics Reporting API**. It gets some of the user related metrics associated with a particular **View ID** in your Google Analytics account by executing the ***“reports:batchGet”*** HTTP POST method. It creates an Excel file with the resulting page views data **grouped** by **date** and **channelGrouping** (*dimensions*) in the task folder. You will be able to set a time range for data retrieval. This bot uses the API Token authentication method to avoid using username and password. The Token is associated with the account used to scope authorization. Carefully check the [PREREQUISITES](#) and the [HOW TO EXECUTE THE GOOGLE ANALYTICS BOT - GET ANALYTICS USERS BY CHANNEL](#) sections to get detailed information.

There is also a [GOOGLE BOT - GENERATE AND REFRESH TOKEN](#) bot that will provide an easy way for first creation and refreshing of the token for this bot to work on a daily basis. By default, the token expires after 1 hour. This bot is based in the OAuth Authorization Code Workflow.

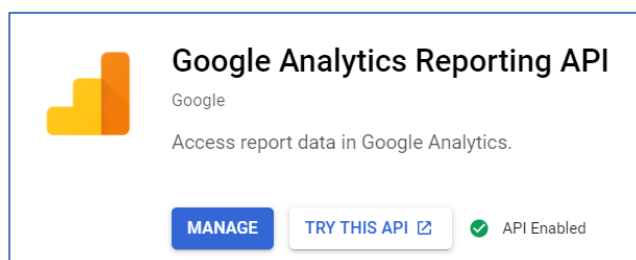


PREREQUISITES

- **Automate:** The Google Analytics Bot depends on Automate software in order to work. The minimal supported versions are:
 - [Automate Ultimate 11.2](#)
 - [Automate Plus 11.2](#)
 - [Automate Desktop 11.2](#)
- **Automate Markup Language file (.AML):** The primary file type used in Automate which contains the steps of our Google Analytics Bot task
- **Google Analytics Reporting API:** Our minimal requirements are
 - **Enable the Google Analytics Reporting API in your Google account:** In order to be able to connect through API to Google Analytics, you need to enable it within your developer console account. To do so, enter the console with this [link](#). Once logged in the first time you enter, you will be asked to create a project, all your integrations with Google will be associated to a project. In the next image you can see that we named the project “Automate”. Go to API [library](#) menu in the left and look for the Google Analytics Reporting API:



Once enabled the status will be shown as this:





- [Create a Token for Connecting to the Google Analytics Reporting API](#): Once the API is enabled, follow the procedure provided by Google within this [link](#), to obtain a **OAuth 2.0 Token** with the Scope “<https://www.googleapis.com/auth/analytics.readonly>” to be able to read the Google Analytics Data.

Remember that we also provide in our [Bot Store](#) the “**Google Bot - Generate and Refresh Token**” based on the OAuth2.0 Authorization Code Workflow. This bot will provide you an easy way to maintain the Token and Token-Refresh and be able to execute this bot on a daily basis.

- [Google Analytics Reporting API Version](#): This bot was created using the Google Analytics Reporting API v4

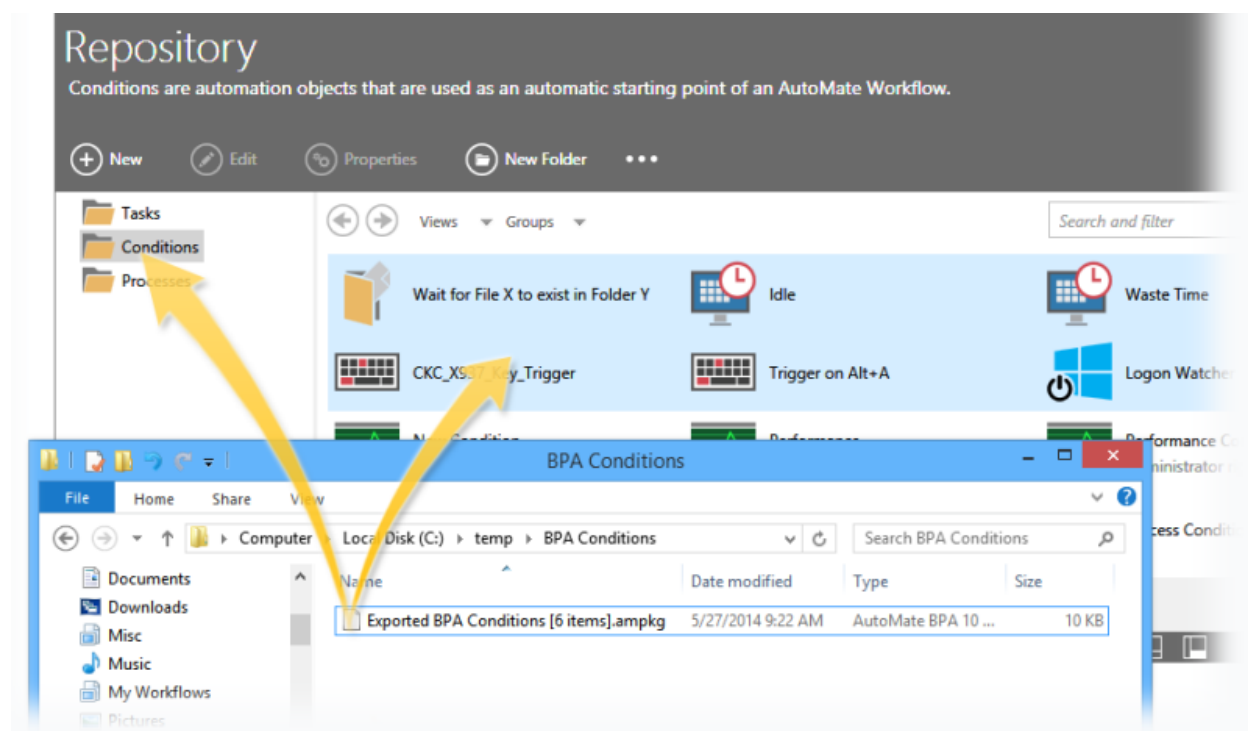


HOW TO IMPORT AN AUTOMATE TASK

Compatible file types can be imported to the repository via drag-and-drop

From the [Server Management Console](#), navigate to the Repository section

Drag the desired file(s) from its original location and drop them into the folder in the [SMC](#). Files can be dropped into the folder icon or the main panel (as shown below). Imported object(s) are automatically placed into their corresponding repository location.



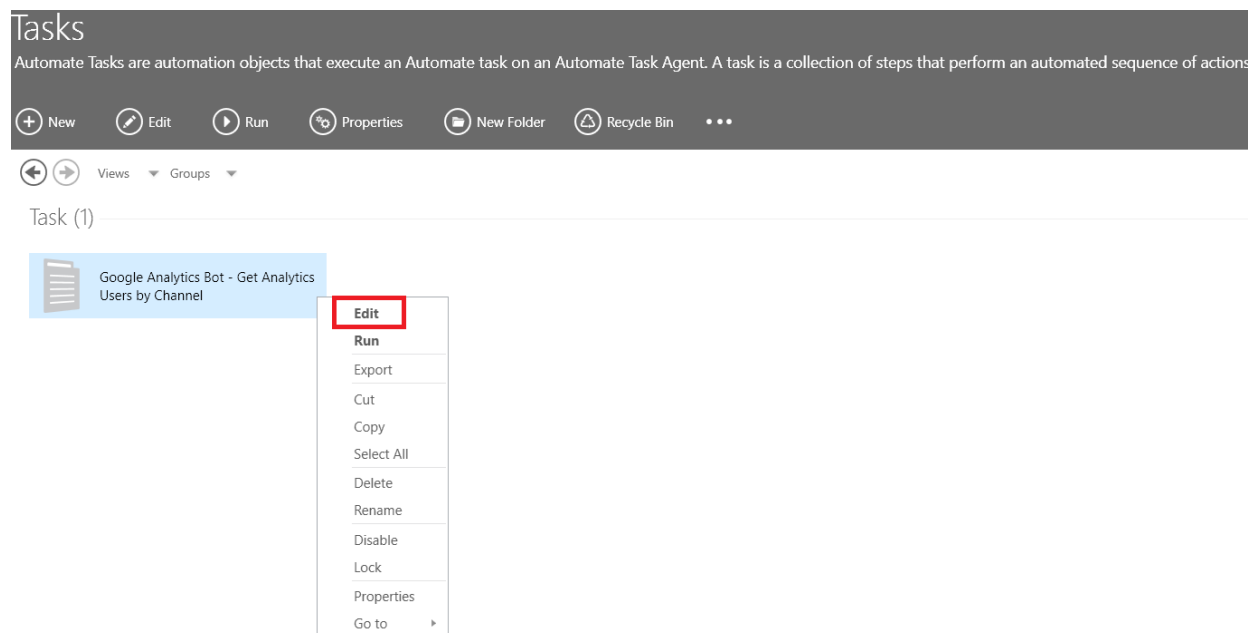


HOW TO EXECUTE THE GOOGLE ANALYTICS BOT - GET ANALYTICS USERS BY CHANNEL

If this is the first time running this task, we will need to set some parameters

Open the [Server Management Console](#) and locate the imported task

Edit the imported task by right clicking on the task and selecting [edit](#)



From [step 2](#) edit the next variables according to you desired output:

- **var_ViewID**: Set your Google Analytics View ID. You can get it by signing into your Google Analytics, go to the Admin section and navigate to view. You will find the ID in Basic Settings.
- **var_StartDate**: Set the Start Date for data retrieval. Important to set the Format: yyyy-MM-dd. Example: 2020-07-01.
- **var_EndDate**: Set the End Date for data retrieval. Important to set the Format: yyyy-MM-dd. Example: 2020-07-31
- **var_GoogleAnalyticsToken**: Set your token for connection (String) or the path of the file with the token information. Remember that the token will be associated to the account we connect with. Google Analytics Token to execute the connection/request with. It can be set to the token value itself or the path in which the .txt file with the token inside is located.

Example: **C:\Automate\GoogleToken.txt**

In the case of using a .txt file, the token must have the next format/structure:

access_token:TokenString



Example of the file:

```
*GoogleToken.txt - Notepad
File Edit Format View Help
access_token:ya29.a0AfH6SMB7Tz6BVRHJdisMCT84lwLer1w
refresh_token:1//0hKeHgPAAzz5bCgYIARAAGBESNwF-L9Ir0
```

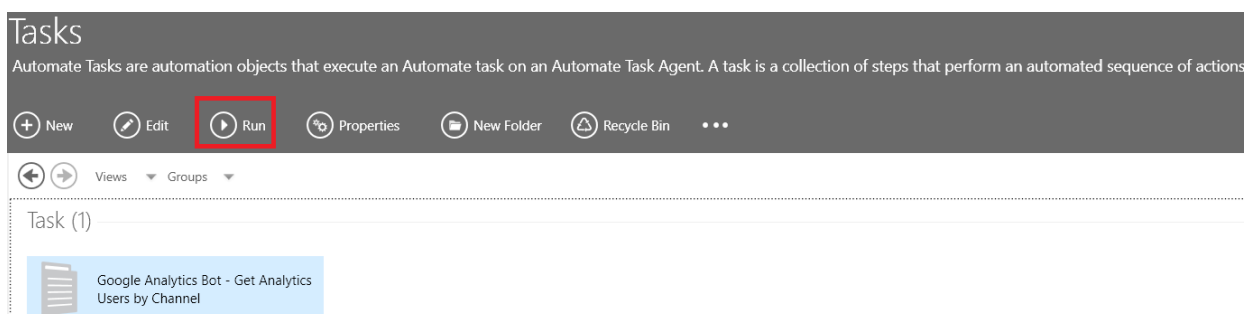
Note that there is a refresh_token value, this is managed by Google Bot - Generate and Refresh Token

The output file will be automatically generated in the task folder with the next fields:

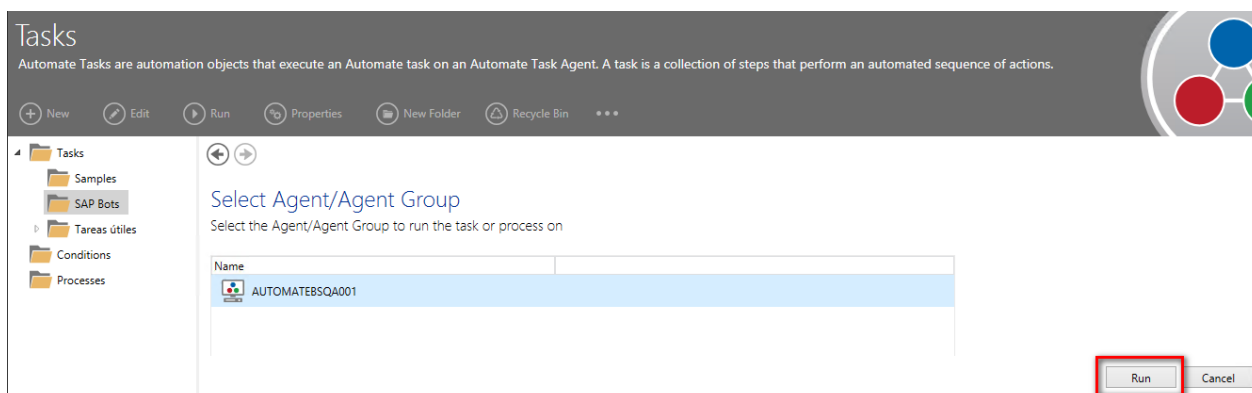
Date, Channel Grouping, Users, New Users, Percent New Sessions, Sessions Per User, Sessions, Bounce Rate, Average Session Duration and Page Views Per Session. There will also be the **Totals, Maximums and the Minimums** values for each metric.

Save and close the task

Select the task and click on [Run](#)



Select your [Agent](#) and click on [Run](#) again





APPENDIX A –EXCEL RESULT EXAMPLE WITH GOOGLE ANALYTICS USERS VIEWS

Excel file with results:

A	B	C	D	E	F	G	H	I	J
Date	Channel Grouping	Users	New Users	Percent New Sessions	Sessions Per User	Sessions	Bounce Rate	Average Session Duration	Page Views Per Session
2020-07-13	Direct	2			1,5	3	66,67	9,67	4,67
2020-07-10	Direct	2			3,5	7	14,29	1386,86	20,57
2020-07-09	Direct	2	2	66,67	1,5	3		4586,67	55,67
2020-07-07	Direct	1			1	1		248	8
2020-07-06	Direct	2	2	66,67	1,5	3		1981,67	23

L	M	N	O	P	Q	R	S	T
	Users	New Users	Percent New Sessions	Sessions Per User	Sessions	Bounce Rate	Average Session Duration	Page Views Per Session
Totals	9	4	23,53	1,89	17	17,65	1746,47	23,65
Maximums	2	2	66,67	3,5	7	66,67	4586,67	55,67
Minimums	1			1	1		9,67	4,67

GoogleAnalyticsUsersbyGroup_14072020_174322.xlsx

File naming pattern:

GoogleAnalyticsUsersbyGroup_	Base Name
14072020	Represents the date of execution (ddMMyyyy)
174322	Represents the time of execution (Hmss)

Note: The output file will be created in the task folder: C:\Automate\Tasks\<<TASK NAME>>.



APPENDIX B - TROUBLESHOOTING

- Logs: Each iteration of our bot creates a log file for troubleshooting. You can locate the log file under C:\Automate\Tasks\<<TASK NAME>>. By Default, the task name is *Google Analytics Bot - Get Analytics Users by Channel*.



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