



# Matomo

*An alternative to using Google Analytics*

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Poudre River Public Library District



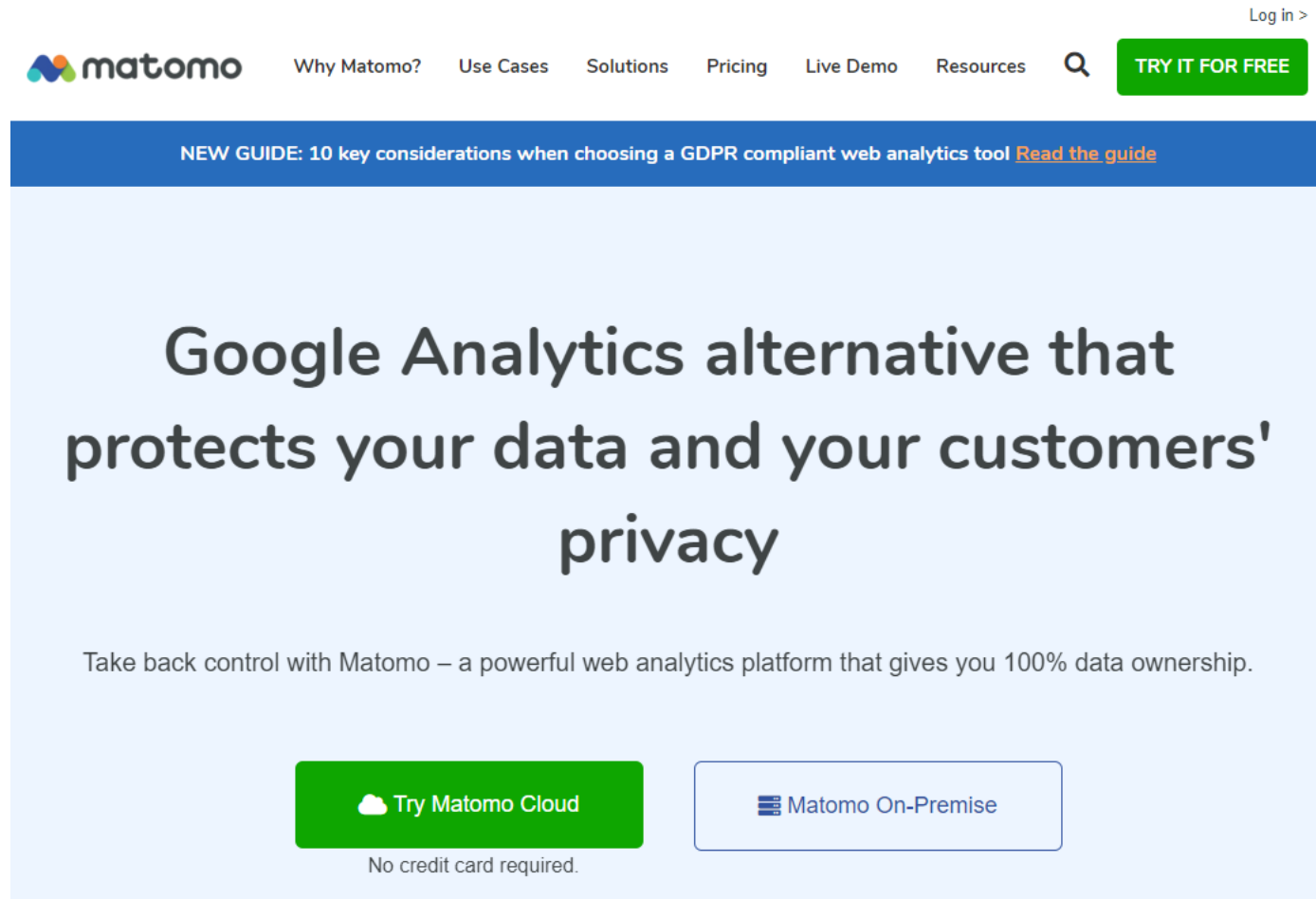
# About PRPLD

- Located in Fort Collins, Colorado
- We have 5 buildings:
  - 3 branches
  - 1 storage/ Collection Development facility
  - 1 Answer Center (Front line customer service via phone and email)/Communications department/administration building
- Currently have 140,000 patron accounts on our system
- A Turn-key server
- On Sierra release 5.2
- Amid a server migration from on-prem servers to AWS (Non-III hosted)

# Why Matomo?


- 100% Data Ownership
- Privacy Protection
- Product Features
- Open Source
- Flexibility
- No Data Sampling
- GDPR
- Google Analytics Alternative\*

# What is Matomo?



The screenshot shows the Matomo website homepage. At the top right, there is a "Log in >" link. The navigation menu includes "Why Matomo?", "Use Cases", "Solutions", "Pricing", "Live Demo", and "Resources", followed by a search icon and a green "TRY IT FOR FREE" button. A blue banner below the navigation contains the text "NEW GUIDE: 10 key considerations when choosing a GDPR compliant web analytics tool [Read the guide](#)". The main content area features a large heading: "Google Analytics alternative that protects your data and your customers' privacy". Below this is a sub-headline: "Take back control with Matomo – a powerful web analytics platform that gives you 100% data ownership." At the bottom, there are two buttons: a green "Try Matomo Cloud" button with a cloud icon and the text "No credit card required." below it, and a white "Matomo On-Premise" button with a server rack icon.


Log in >

matomo Why Matomo? Use Cases Solutions Pricing Live Demo Resources  TRY IT FOR FREE


NEW GUIDE: 10 key considerations when choosing a GDPR compliant web analytics tool [Read the guide](#)

## Google Analytics alternative that protects your data and your customers' privacy

Take back control with Matomo – a powerful web analytics platform that gives you 100% data ownership.

 Try Matomo Cloud

No credit card required.

 Matomo On-Premise

# Features

- A single feature was the key for us....

# Custom Dimensions

- The ability to extract portions out of a link using regular expressions
- Extremely useful in understanding behavior on your catalog

## Encore Site Search Terms

ENCORE SITE SEARCH TERMS	ACTIONS	UNIQUE ACTIONS	BOUNCE RATE	AVG. TIME ON DIMENSION	EXIT RATE
⊕ Middle aged women	139	51	0%	00:00:13	0%
⊕ ("ardfic03Lw==22")   ("ardfic02Lw==22")	52	38	0%	00:01:08	0%
⊕ easter	59	33	0%	00:00:17	3%
⊕ (*)	31	26	4%	00:01:59	8%
⊕ climate change	40	26	0%	00:01:06	0%
⊕ ("brn03Lw==22")   ("brn02Lw==22")   ("dvdn03Lw==22")   ("dvdn02Lw==22")	29	23	0%	00:00:38	9%
⊕ How to make friends	57	21	0%	00:00:17	0%



## Encore Format types

ENCORE FORMAT TYPES	ACTIONS	UNIQUE ACTIONS	BOUNCE RATE	AVG. TIME ON DIMENSION	EXIT RATE
⊕ Book	164	111	0%	00:00:49	7%
⊕ BOOK	104	71	0%	00:01:00	3%
⊕ DVD	64	43	0%	00:00:27	7%
⊕ eBook	80	43	0%	00:00:25	7%
⊕ eAudiobook	30	19	0%	00:00:13	11%
⊕ Audio BookLw==CD	5	4	0%	00:03:58	25%
⊕ eVideo	3	3	0%	00:00:03	0%

1-7 of 7



10 ▾





## Extract value

Page URL



eg. /blog/(.\*)/

`__S(.*)__`



✓ Case sensitive match



## Extract value

Page URL



eg. /blog/(.\*)/


Ff:facetmediatype:[^:][^:](.\*?)::



✓ Case sensitive match



https://discover.poudrelibraries.org/iii/encore/search/C\_Schess\_0rightresult\_\_U?lang=eng&suite=cobalt

Search   Advanced Search

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Results 1 - 25 of 305 for chess

Sorted by [Relevance](#) | [Date](#) | [Title](#) | [Author](#)

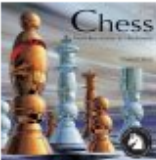
**Refine by:**

**Availability**



- Check on shelf (267)
- Online (148)

**Format**

- Book (138)
- eVideo (69)
- Audiobook (20)



**Chess : from first moves to checkmate / Daniel King**  
King, Daniel.  
Book | 2000.  
Not Available at COUNCIL TREE CHILD Nonfiction (DUE 04-08-22) [see all](#)



https://discover.poudrelibraries.org/iii/encore/search/C\_Schess\_Ff%3Afacetmediatype%3Ab%3Ab%3ABook%3A%3A\_Orightres

Search  Advanced Search

Results 1 - 25 of 138 for chess

Sorted by [Relevance](#) | [Date](#) | [Title](#) | [Author](#)

[clear all]

Current refinements:


Book x

Refine by:

- Availability
- Check on shelf (102)
- Format
- Branches

- Book (138)


- Old Town Library (107)
- Harmony Library (94)
- Council Tree Library (78)



**Chess : from first moves to checkmate / Daniel King**  
King, Daniel.  
Book | 2000.  
Not Available at COUNCIL TREE CHILD Nonfiction (DUE 04-08-22) [see all](#)

[Place hold](#)

Additional actions: [🛒](#) [✉](#) [+](#)



**Chess / Anne Elder ; illustrated by BlueBean**  
Elder, Anne.  
Book | 2021  
Not Available at OLD TOWN CHILD Picture Board Book (DUE 04-02-22) [see all](#)

[Place hold](#)

Additional actions: [🛒](#) [✉](#) [+](#)

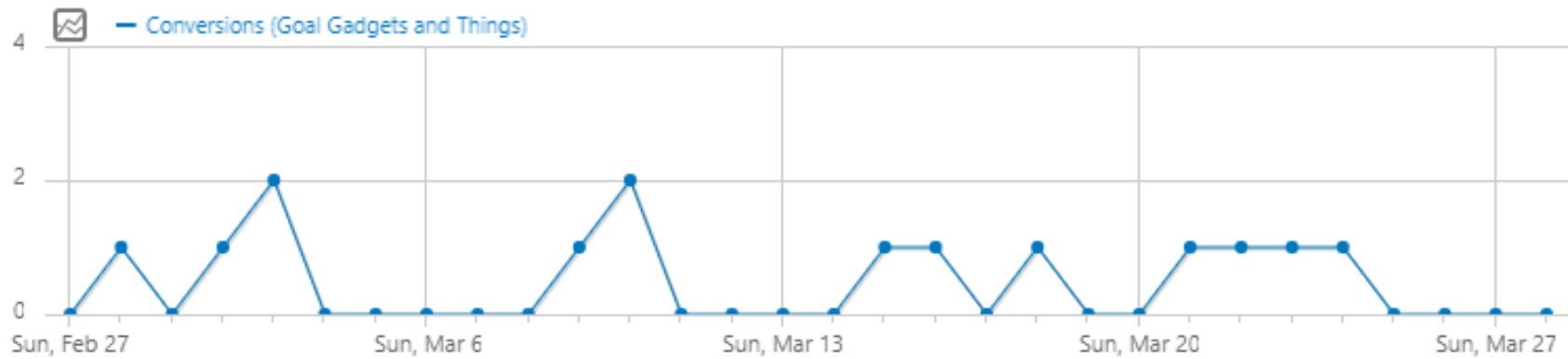


# Goals

- The Goals Overview reports on the performance of the goals defined for your website
- Particularly useful for understanding how patrons are using your catalog
- We set up two goals

## Goal 'Gadgets and Things'

Track the selection of the Gadgets and Things items based on the format facet



0 conversions

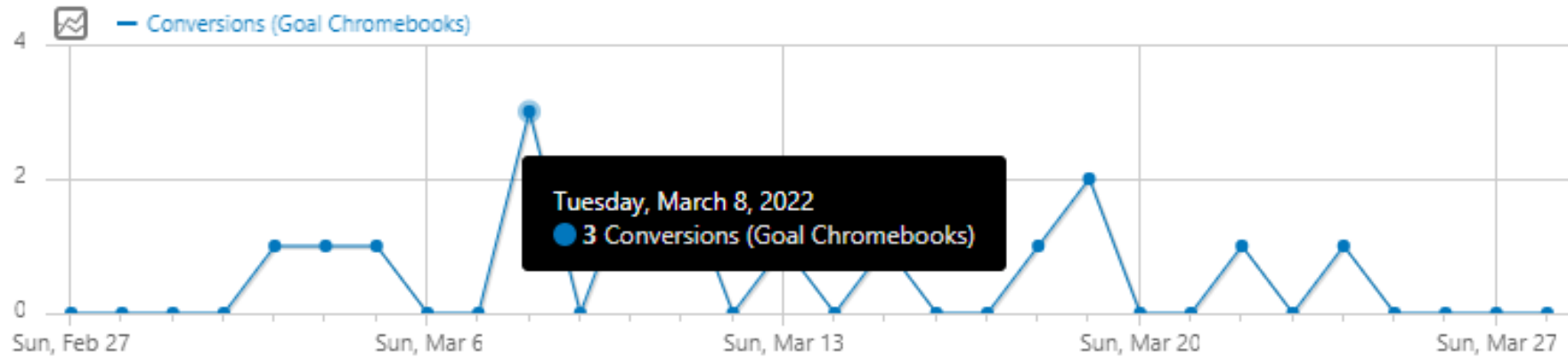


0% overall conversion rate (visits with a completed goal)



## Goal 'Chromebooks'

Tracks every time a user clicks on the bib (title) link to see more details about the Chromebooks



🔗 📷 💬 📅 Day

30 ▼

📈 0 conversions

📈 0% overall conversion rate (visits with a completed goal)



# Demo



▼ ENCORE

📅 2022-03-28

👤 ALL VISITS

▼ DASHBOARD ⤴

- ☰ **Dashboard**
- Dashboard
- 👤 **Visitors**
- 🔔 **Behaviour**
- 📅 **Acquisition**
- 🎯 **Goals**
- 🏪 **Marketplace**

### Encore Site Search Terms

ENCORE SITE SEARCH TERMS	ACTIONS	UNIQUE ACTIONS
+ Middle aged wom...	2.9% 139	1.5% 51
+ ("ardfic03Lw==22...	1.1% 52	1.1% 38
+ easter	1.2% 59	1% 33
+ (*)	0.6% 31	0.8% 26
+ climate change	0.8% 40	0.8% 26
+ ("brn03Lw==22")  ...	0.6% 29	0.7% 23
+ How to make frie...	1.2% 57	0.6% 21
+ poetry	0.8% 40	0.6% 21

### Visits Over Time



### Become a Matomo Expert



Great progress vzuniga! Only a few more challenges to complete.

You are currently a **Matomo Professional**. Complete 3 more challenges and you become a **Matomo Expert**.

- ✓ Flatten a page report
- ✓ Change a visualisation
- ✓ Add a scheduled report
- ✓ Customise dashboard
- 👁 Add a segment

< Previous | Next >

### Premium Features & Services for Matomo

📈 A/B Testing

# What we have learned...



Great for tracking search terms on Encore

Can also track:

- Format types
- Branches
- Collections



Ability to setup campaigns for multiple websites within one single platform

A drop-down menu allows you to switch between different profiles (i.e., Encore catalog, library website, Classic catalog, etc)



Great tool for your Communications/Marketing department



# THANK YOU

Questions?

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