

GOOGLE ANALYTICS PROCESS

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I. Introduction

Google Analytics is Google's statistical tool, which allows website administrators to analyze their audience.

This website provides statistics on various items such as:

- Details on the audience type of the site: where do they come from?
- Internet users' behavior: which pages do they visit?
- Acquisition: via which browser and which device does it use?
- Site content: which pages do they visit?
- Etc.

II. Context

In a context of management of the various sites of the company, the digital marketing pole is responsible for the various GA accounts.

III. Account process

The digital marketing pole does account management; all requests should therefore be addressed to digitalsupport@arval.com.

a. New account

When a country or a collaborator wishes to have a new account (for a new collaborator or an agency for example), it must make its request by e-mail to the address indicated.

He must inform for whom this new account is for:

- If it is for an Arval employee, he must enter his name as well as his e-mail address.
- If it is for an external service provider, such as an agency which takes care of the site for example, the country must explain who this service provider is and provide a Google e-mail address. We specify that it remains responsible for the actions carried out on GA and even if it delegates the webmastering he is responsible for the actions of his agency.

A country can only have access to GA profiles of sites in its country, and must at least know how to use the tool.

Email addresses	
Enter email addresses	
<input checked="" type="checkbox"/> Notify new users by email	
Permissions	
Edit Can create and edit filters, goals, etc. Cannot manage users. Learn more	<input type="checkbox"/>
Collaborate Can create and edit shared assets, like dashboards or annotations. Learn more	<input type="checkbox"/>
Read & Analyze Can view report and configuration data. Learn more	<input checked="" type="checkbox"/>

b. Different profiles

There are 3 different levels of profiles on GA:

- the minimum level "Read & Analyze": all profiles have at least this level, it allows access to information without being able to make changes
- level 2 "Collaborate" which allows to create and edit share assets, like dashboards or annotations
- level 3 "Edit" which allows you to have all the rights

According to the needs of the countries, we allocate the rights which they wish.

c. Old account

If Arval corporate is noticed by a country that somebody is leaving the firm, Digital team remove the access of concerned person.

Once a quarter, Digital corporate check the different accesses on all the sites and when we notice obsolete accounts Digital corporate ask the managers if they still need them, and if this is no longer the case we remove the access.

In general when an account is deleted from GA, we also ask whether to delete this account on GSC, GTM and SessionCam.