## Google media.monks

# **GNI Editorial Insights Tool** Getting Started

November 2021

# How it works





## EIT transforms your GA360 data in a dashboard that provides recommendations on content development strategy.





# **Technical requirements** The minimum technical requirements to use the EIT Dashboard



Google

## Requirements

To get the most out of the Editorial Insights Tool, publishers must meet the following requirements:



# As the dashboard runs through BigQuery, publishers must take into account collateral **cloud computing costs.**

The only costs incurred will be BigQuery storage and usage costs.

#### **Storage Costs**

\$0.02 USD per GB per month (\$20USD per 1TB). For data which was not queried in a particular month, storage is discounted by 50%.

Scenario 1: someone loaded 1TB of data on 15th of April. Estimated cost for April = \$20 USD.

Scenario 2: no one queried data from Scenario 1 in May. Estimated cost for May = \$10 USD.

Scenario 3: on 1st of June, someone added to the same table another 1TB of data, but no queries were run on old data. **Estimated cost for June=** \$30 USD (\$20 USD for new 1TB, \$10 USD for old data).

#### Usage Costs

### Querying 1TB of data costs \$5 USD. (100GB \$0.5, 10GB \$0.05 )

There is cache - if you execute same query twice, there is no charge the second time.

There is no charge for queries which were not executed (due to errors).

Scenario 1: someone executed 3 different queries and each query consumed 10GB. **Estimated cost =** \$0.15 USD.

Scenario 2: someone executed the same query 5 times and the initial query consumed 10GB. **Estimated cost =** \$0.05 USD.

# **Setup Wizard walkthrough** Securely set up dashboard access for you and your editorial team





# **Technical lead** How to configure the dashboard so that it can be used by your wider team



Google

#### **Dashboard Setup**

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Select your Google Analytics account, property and view.	
[Your account name]	۵.,
[Your property name]	~
[Your view name]	~
	0

# Select the GA360 View which is connected to **BigQuery Export**.

This will generally be your main reporting View, but you can check within the Property in Google Analytics under Admin > Product Linking > All Products.





EIT will now search for the BigQuery Project connected to your chosen View.

EIT checks whether you have the necessary permissions to create a dataset in BigQuery.

# To configure the dashboard, you'll need the following permissions in BigQuery:

- 1. 'bigquery.datasets.create',
- 2. 'bigquery.datasets.get',
- 3. 'bigquery.datasets.update',
- 4. 'bigquery.jobs.create',
- 5. 'bigquery.tables.create',
- 6. 'bigquery.tables.get',
- 7. 'bigquery.tables.getData',
- 8. 'bigquery.tables.list',
- 9. 'bigquery.transfers.get',
- 10. 'bigquery.transfers.update',
- 11. 'resourcemanager.projects.get',
- 12. 'resourcemanager.projects.getlamPolicy',
- 13. 'servicemanagement.services.bind',
- 14. 'serviceusage.services.enable',
- 15. 'serviceusage.services.get',
- 16. 'serviceusage.services.list'.



1 2 3	4 5
Configure Dashboard	
Select a custom dimension for each field	
[1] Author	~
[3] Category	~
[4] Article ID	~
[5] Publication Date	~

Enter details for the article completion event

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Enter the indices for each custom dimension.

To find the indices for your custom dimensions, go to **Admin > Custom Definitions > Custom Dimensions** in the relevant GA360 Property.





#### Confirm your dashboard settings

#### Google Analyti

Property:

View:

[your-GA360-account-id] [your-property-id] [your-view-id] [your-timezone]

#### BigQuery

View Timezone:

 Project ID:
 [your-bigquery-project-id]

 Dataset ID:
 [your-dataset-id]

 Dataset Region:
 [your-region]

#### Article Meta Data Settings

Author:	custom dimension 1
Category:	custom dimension 3
Article ID:	custom dimension 4
Publication Date:	custom dimension 5

#### Article Completion Evenet Setting

Event Category:	Engagement
Event Action:	Article
Event Label:	Completed

#### Back

Continue

#### Check over the details and Confirm.

This enables EIT to run the query against your BigQuery Export dataset.

A new dataset is then created in the your selected BigQuery Project and the dashboard is configured.





We are now processing your data for your dashboard.

Your dashboard setup is complete!

This may take between 30 minutes and several hours to run depending on the size of your GA360 data set.

Once processing is complete your data will be visible here.

Once the setup wizard is complete, the EIT dashboard will be generated.

This may take some time. You will be notified once the dashboard is ready.

Once you have configured the dashboard, any other users in your team will be able to go directly from Step 1 to the completed dashboard.\*

\*As long as they have the <u>necessary permissions</u> and enter the correct GA360 Account, Property and View details.



# **Editorial team** How to set up access to the dashboard for editorial team members



Google

# To view your newsroom's EIT Dashboard, team members must have basic BigQuery permissions.

#### Option 1 (Recommended): Custom Role

- 1. Open the Manage Roles Page in the Cloud Console.
- 2. Click Create Role.
- 3. Enter a **Title** (e.g. "EIT Viewer").
- 4. Click Add Permissions.
- 5. Add the following permissions using the property search filter:
  - bigquery.jobs.create
  - bigquery.tables.getData
  - bigquery.tables.get
- Click Create.
- 7. Open the IAM Page.
- 8. Click Add to add new members.
- 9. In the Add members dialog:
  - Enter the email address of the user.
  - In the Role drop-down, click
     Custom > {{Your Custom Role Name}}.
  - Click Add.

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#### Option 2: Basic Viewer Role

- 1. Open the <u>IAM Page</u> in the Cloud Console.
- Click Add to add new members to the project and set their permissions.
- 3. In the Add members dialog:
  - Enter the email address of the user.
  - In the Role drop-down, click
     Basic > Viewer.
  - Click Add.



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Select a role	Condition	
Quick access Currently used	Browser     Editor	
Basic	Owner Viewer	Viewer Read access to all resources.
All roles Access Approval Access Context Manager		

If you grant a member of your editorial team one of these roles, **they** will not have to configure the dashboard again.

As long as they're working with the same BQ Project, the dashboard will populate automatically!

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Invite

# Once you have configured BigQuery access for your team, you can then **invite** them to use the dashboard.

Editorial Insights Dashboard Powered By Use All Five & MightyHive	your-big-query-project-id	· • •	Dashboard Configura your-big-query-project-id	tion
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Last 30 Days 1				

2. Enter the email address of the user you wish to add to the dashboard.

(You must have the Role of **admin** to invite new users).

# Once access has been set up, editorial team members can get started on the **Setup Wizard**.

#### Dashboard Setup

1       2       3       4         Select your Google Analytics account, property and view.	5
[Your account name]	~
[Your property name]	~
[Your view name]	~

# Select the GA360 View which is connected to **BigQuery Export**.

This will generally be your main reporting View, but you can check within the Property in Google Analytics under Admin > Product Linking > All Products.

If someone in your team has successfully configured the Setup Wizard, you will only have to complete this first step.

You should be directed straight to the EIT Dashboard after entering the Account, Property and View details.



### If users have access to more than one BigQuery project with their Google Account, they can add a second dashboard.

Select the dropdown next to your BigQuery project ID to add another Dashboard

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	Article Titles 🗸 🗸
☆ Your Editorial Insights	
Yesterday	
Last 7 Days 1	
Last 30 Days 1	

Note that the Dashboard must already be configured for you to add it to your workspace and you must have the minimum permissions required to access the data.

Contact your team's Technical Lead to set up any new dashboards, following the instructions in this pack.



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