



GNI

Editorial Insights Tool

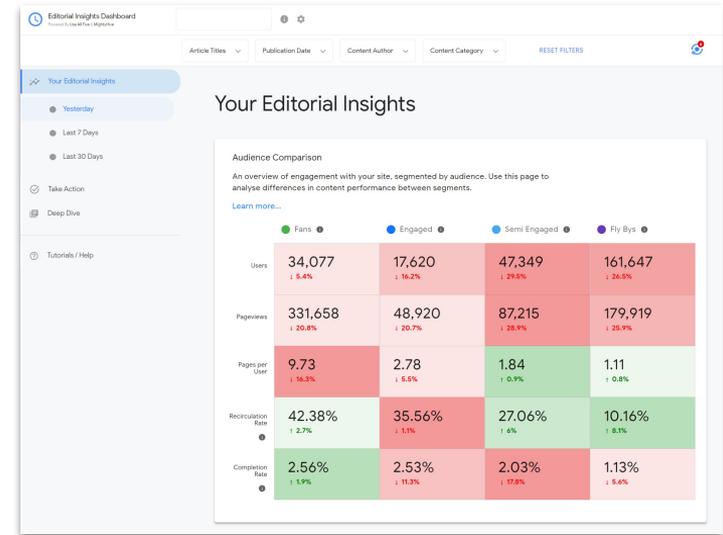
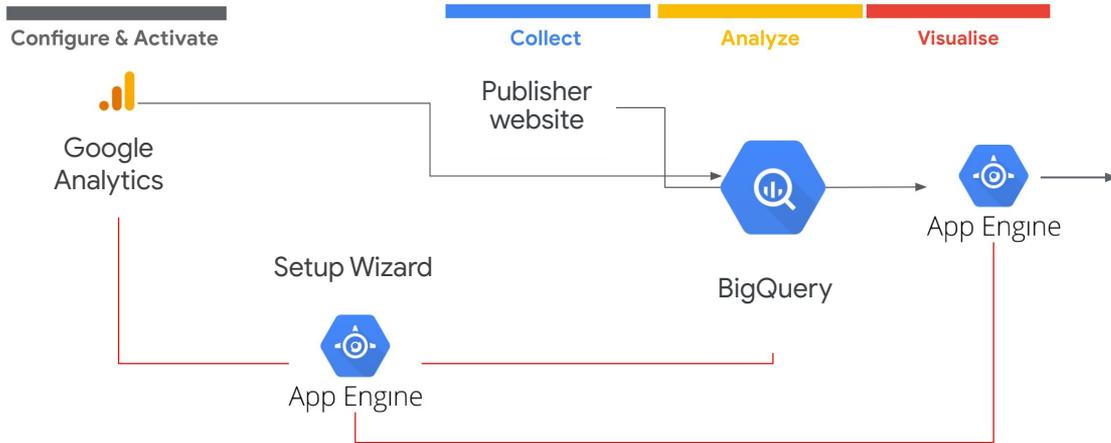
Getting Started

November 2021

How it works

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

Editorial Insights Tool Architecture



Technical requirements

The minimum technical requirements to use the EIT Dashboard

Requirements

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



GA360 client

The EIT is currently only available for GA360 clients.



BigQuery Export Enabled

As the EIT populates data from BigQuery, publishers must be on GA360 and have BigQuery Export enabled.



BigQuery Permissions

To ensure your data privacy, any users of the EIT must be a BigQuery Admin or have minimum permissions (see [Setup Wizard Walkthrough](#) for details).

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

Setup Wizard: Step 1

Dashboard Setup



1 ————— 2 ————— 3 ————— 4 ————— 5

Select your Google Analytics account, property and view.

[Your account name] ▾

[Your property name] ▾

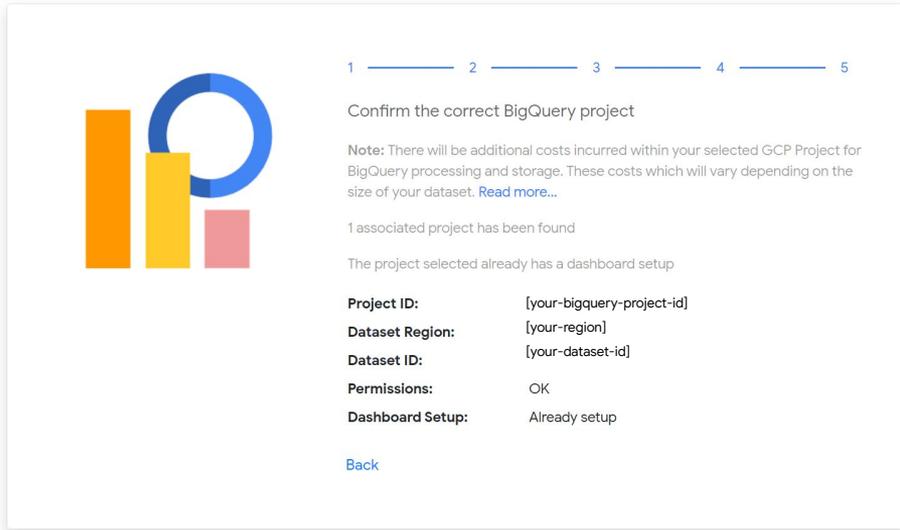
[Your view name] ▾

[Continue](#)

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**.

Setup Wizard: Step 2



1 — 2 — 3 — 4 — 5

Confirm the correct BigQuery project

Note: There will be additional costs incurred within your selected GCP Project for BigQuery processing and storage. These costs which will vary depending on the size of your dataset. [Read more...](#)

1 associated project has been found

The project selected already has a dashboard setup

Project ID:	[your-bigquery-project-id]
Dataset Region:	[your-region]
Dataset ID:	[your-dataset-id]
Permissions:	OK
Dashboard Setup:	Already setup

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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.getIamPolicy',
13. 'servicemanagement.services.bind',
14. 'serviceusage.services.enable',
15. 'serviceusage.services.get',
16. 'serviceusage.services.list'.

Setup Wizard: Step 3



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

Engagement

Article

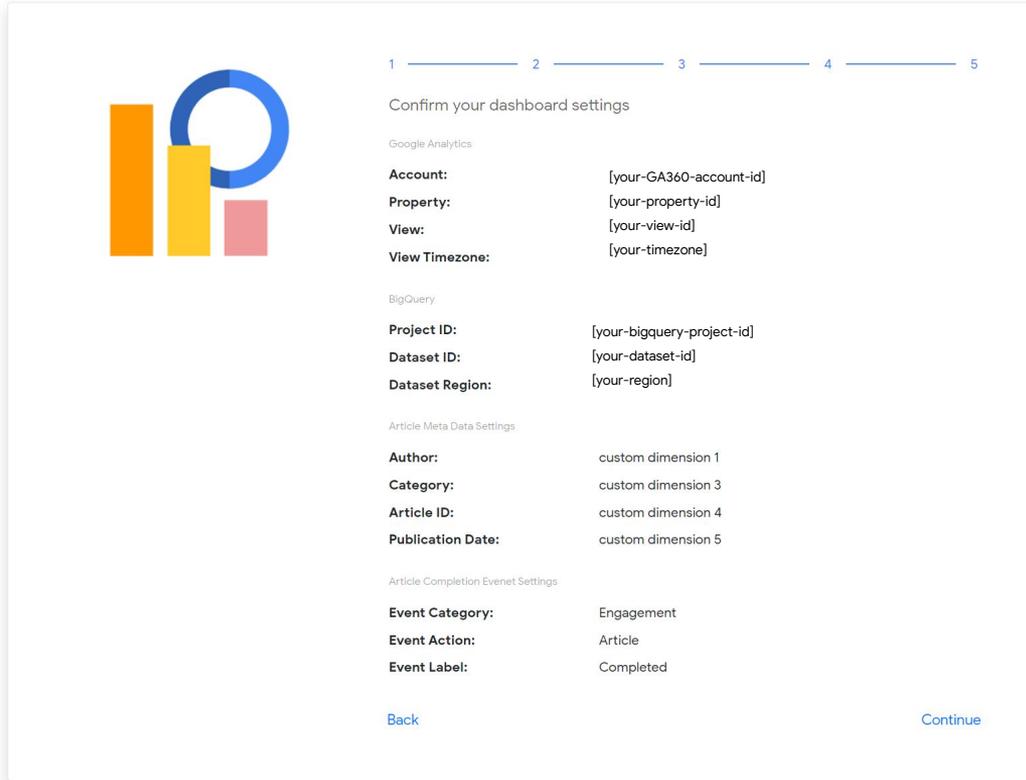
Completed

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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.

Setup Wizard: Step 4



1 — 2 — 3 — 4 — 5

Confirm your dashboard settings

Google Analytics

Account: [your-GA360-account-id]
Property: [your-property-id]
View: [your-view-id]
View Timezone: [your-timezone]

BigQuery

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 Event Settings

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

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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.

Setup Wizard: Step 5



1 — 2 — 3 — 4 — 5

Your dashboard setup is complete!

We are now processing your data for your dashboard.

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 [necessary permissions](#) and enter the correct GA360 Account, Property and View details.

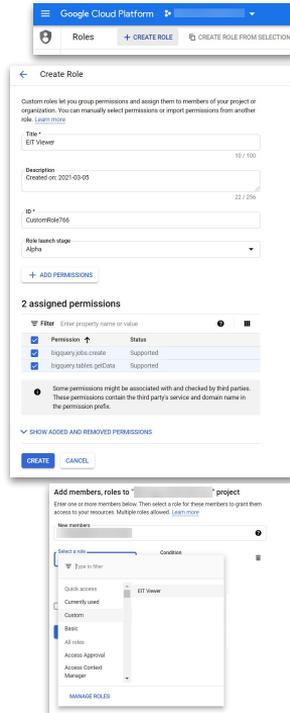
Editorial team

How to set up access to the dashboard for editorial team members

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

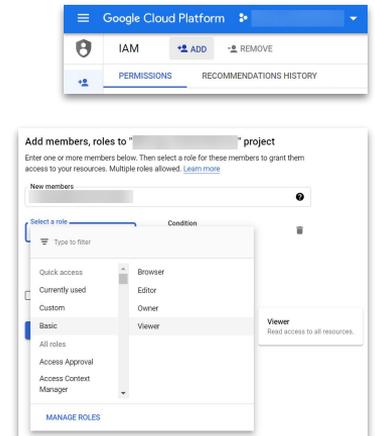
Option 1 (Recommended): Custom Role

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`
6. 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**.



Option 2: Basic Viewer Role

1. Open the [IAM Page](#) in the Cloud Console.
2. 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**.

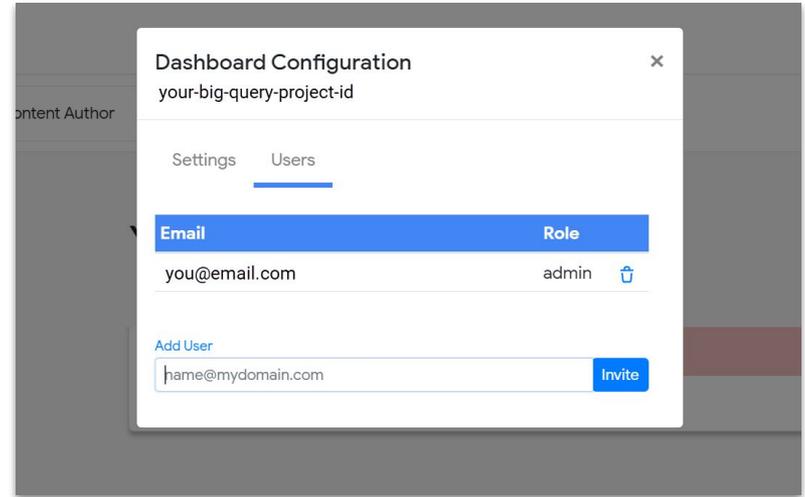
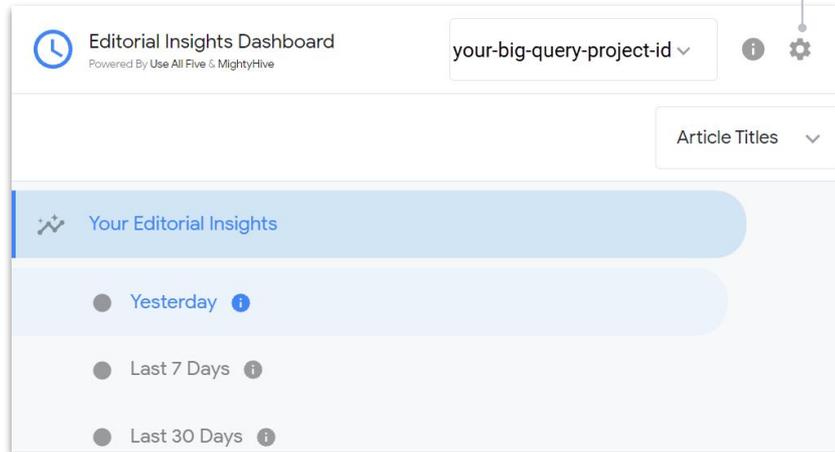


If you grant a member of your editorial team one of these roles, **they will not have to configure the dashboard again.**

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

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

1. Click the **settings** icon in your dashboard

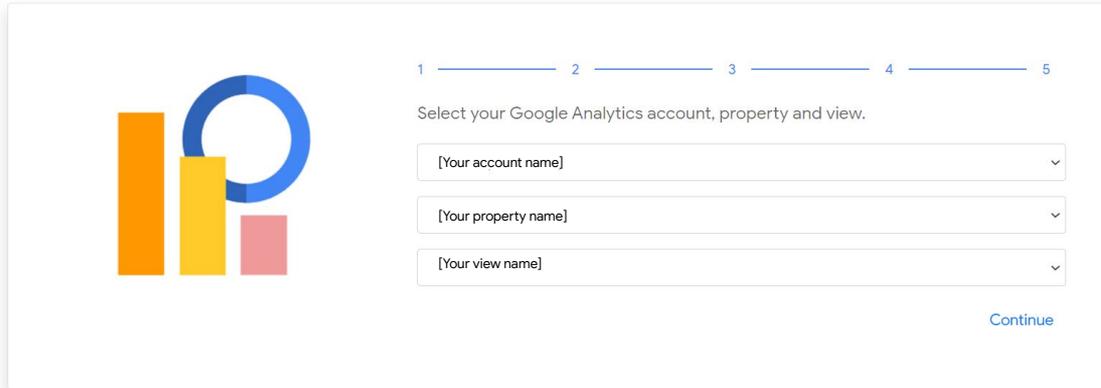


2. Enter the email address of the user you wish to add to the dashboard.

(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 — 5

Select your Google Analytics account, property and view.

[Your account name] ▾

[Your property name] ▾

[Your view name] ▾

[Continue](#)

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

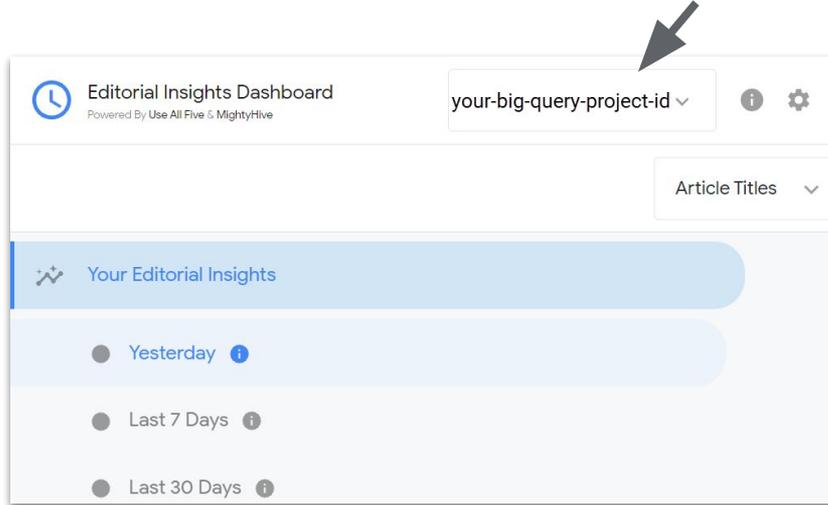
This will generally be your main reporting View, but you can check within the Property in Google Analytics under **Admin > Product Linking > All Products**.

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



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.