



AMNESTY
INTERNATIONAL



“The combination of Google Analytics and API seems like a perfect solution. Its greatest advantage is the opportunity to use a stable tool of a proven methodology of measurement. All the information about the users and their visits are stored at Google servers which eliminates the problem of data storage. The ease of implementation in a basic configuration makes the problem of data gathering irrelevant. It is enough to create the application, which will process the data with the use of API and later on it will generate the reports.”

– Piotr Poznański, Information Architect, Digital Communications, Amnesty International

Amnesty International – Google Analytics working to the benefit of the global organization.

Amnesty International is the global movement for human rights. Nowadays, Amnesty International is active in over 150 countries and regions, coordinating the aid for ensuring justice in many areas of human activity.

Considering the communication and traffic flow within websites that belong to the organization, Amnesty International seems to be a very complex structure. Apart from the main website www.amnesty.org (so - called global website), many countries use their own local instances that work under different domains, own languages, independent website structure.

When reality meets analytical needs

Having faced such a complex structure, it is very difficult to gather and analyze statistics within one collective profile. Considering the fact that each country managing its sites acts independently to a great extent, common configuration would require unification of all the sites. Because of the different specifics and the issues tackled in individual countries, that seems impossible.

On the other hand, “*in the Amnesty International structures there has arisen the need for the centralized monitoring of the key performance indicators of the site and the important quality factors*” notes Piotr Poznański of Amnesty International.

“*The objectives were precise: to implement a solution that would be the least independent of the current implementations in particular countries. At the same time, the solution should be universal enough to allow easy aggregation of data from various profiles and transforming it in a way to create useful reports that present the global situation for the most important factors, for Amnesty International operations.*”, points out Zbigniew Nowicki, Managing Director of Bluerank

Working out the global solution

Project challenging tasks include solving problems and eliminating errors through consulting and new implementations as well as working out individual analyses and solutions for Amnesty International operational purposes and the organization’s local structures.

“*We have decided to create a dedicated application that works on the basis of Google Analytics API. Bluerank has quite an experience in that field and has worked out its own solutions, successfully implemented to the benefit of our Clients. The applications based on API have been created from the very moment Google made such an option available. That is why the decision to make use of the opportunities that API allows was made almost instantly, right after Amnesty had come up with the idea of creating the global report. The use of API allowed to minimize the interference in current configurations of particular profiles and this enabled easy aggregation of a huge amount of data that had to be processed.*”, said Maciej Galecki, CEO of Bluerank.

Google Analytics

Google Analytics is a free and intuitive online marketing analytics tool which helps you understand users who visited your website, how they engage with the content and which channels brought them there.

<http://www.google.com/analytics/>

The implementation of the app based on API Google Analytics

It took about 2 months to implement the individual approach in using a BlueStat API platform owned by Bluerank. Another month was spent on testing it. The following 5 months were spent on implementing extra features. At that time 15 profiles from different countries have been connected to the global analytical project. The final result provides answers to questions important from the Amnesty's point of view. First, it gives the opportunity to aggregate information from different profiles which allows to easily compile main KPIs from particular months and compare them.

On the other hand, executive managers are able to evaluate the efficiency of Amnesty's operations and this can be measured in a number of dimensions - by monitoring such parameters as the number of the members that have been acquired over and the amount of money coming from donations from the already registered users (active members) and the common users. The analysis of such information allows to estimate the quantitative values and assign the adequate coefficients, but also to define the share of particular countries in conversion process or lead generation, as the measurement does not concern only the individual actions but also the traffic source.

Owing to such an advanced segmentation made on a large scale, the final information brings clear answer not only to the question of the particular country's share in a total number of conversions, but also what percentage of that share was in fact obtained by means of the global website www.amnesty.org.

Some extra options available within the project include the analysis of users' activity and monitoring the external sources of traffic which, using the assumptions of the global interpretation of conversion and generating leads gives a complete set of information on the efficiency of all the Internet activities.

"The analysis of the basic factors such as bounce rate or time on site allows to determine if a given site has met the users' expectations. Moreover, the keyword analysis, both from the search engines and site search provides the lists of topics that are interesting for the users. Such universality has greatly improved the usability of Google Analytics as the professional tool for data analysis", says Maciej Galecki, CEO of Bluerank.

Google Analytics Certified Partners are a network of conversion experts that can help you grow your business through implementing conversion best practices.



google.com/analytics/partners

"Certainly, the methodology of measurement assumes also the reversed process: the share of particular countries (the share of particular countries' websites to be exact) in the completed conversions within the global website."

– Piotr Poznański, Information Architect, Digital Communications, Amnesty International
