



Digital Magazine Tools Analytics

Monitoring User Behavior
with WoodWing Analytics Tools

A WoodWing White Paper

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Introduction

Just as web analytics are vital for identifying the behavior of visitors to a company's website, WoodWing understands the need for publishers to analyze behavior of readers for their digital publications. Advertisers want to know who is purchasing content, editors want to know what content is popular, and publishers want to know which business models work best. This is why WoodWing builds 'hooks' into its [Digital Magazine](#) architecture, allowing analytics modules for services like Adobe Omniture, Google Analytics, and Flurry to report on user behaviors within the digital publication. This document provides a summary of how WoodWing implements analytics in its Digital Reader Applications and what events are supported.

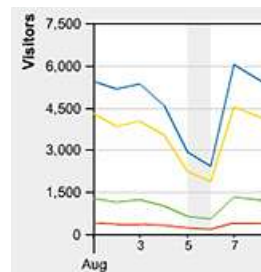
How Does It Work?



An analytics-specific module is included with the Reader App created by the publisher.



Events from the device where the Reader App sits are collected by an analytics server.



Publishers use an application like Site Catalyst or Google Analytics to view analytics data and graphs.

What Services Are Supported?

WoodWing provides an Adobe Omniture analytics module by default as part of its Reader App architecture. A Google Analytics module is commercially available through the network of WoodWing's [Authorized Solution Partners](#). Other services can be implemented through the development of a module by the customer or a WoodWing Business Partner.

How Is the Analytics Module Integrated?

The analytics module is a package which can be simply dropped into the file structure of the publisher's Reader App prior to the build process. In summary, a publisher:

1. Includes the analytics module as part of the Reader App build.
2. Enables the Reader App Analytics feature in an included settings file.
3. Enters the events to be reported back to the analytics server.
4. Optionally, includes an opt-out message to inform the user that analytics are being collected.

WoodWing's user documentation describes, step-by-step, how to enable and configure the Omniture analytics module.

The following table lists events supported by the analytics architecture, regardless of the service used:

Event	Trigger
hitDownloadIssueWithCategory	Called when an issue is going to be downloaded, after having bought one.
hitVisitToStoreLandingPage	Called when user opens the Store.
hitVisitToLibrary	Called when user opens the Library
hitVisitToCover	Called when user accesses the magazine cover, but not when in Library.
hitVisitFreePreviewPageWithCategory	Called when user accesses an issue preview.
hitVisitCurrentIssueTOC	Called when user accesses the Table Of Content of current issue, with optionally the current section.
hitVisitToNewsFeed	Called when user accesses the News Feed screen
hitVisitToPage	Called when user accesses a page
hitVisitToAd	Called when user accesses an ad page
hitSlideForSlideShowOnPage	Called when user accesses a slide in a slide show. Note that upon accessing a page containing a slide show, this function is called immediately for the first slide.
hitVisitToURL	Called when user visits a URL.
appLaunch	Called when the app launches.
appExit	Called when the app terminates gracefully.
mediaOpen	Called whenever a media file is accessed.
mediaPlay	Called whenever a media file (video or audio) is started.

In addition, variables returned by these events include:

- Application Name and Platform
- Version
- Installed Date

For IT staff configuring the service, a full listing of events and variables comes with the [Digital Magazine Tools](#) user documentation. Using these items, it's possible, for example, to see how often a user visits the application store to check for new content, how often they visit the newsfeed, or which pages are the most read within a given digital publication.

Summary

WoodWing's Analytics Tools for Digital Magazines offer publishers the greatest choice when it comes to choosing a method to track user behavior within a digital publication. By having an open architecture, customers are able to implement tracking using the service they desire, and implementing it is as simple as dropping in a package of files and listing the events to track. A variety of events lets publishers monitor the behavior they consider most important and which provide the greatest value to advertisers, ensuring that publishers using WoodWing's Digital Magazine Tools are successful, productive, and in the optimal position to get a return on their investment.

For more information on Tablet Publishing, see www.woodwing.com/tablet

Videos about our solutions are available in [WoodWing's YouTube channel](#)

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