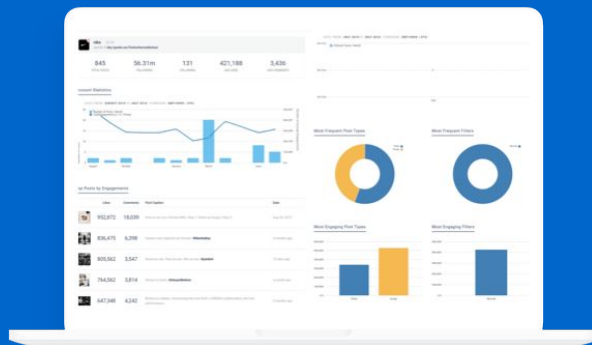




WAI Web Analytics Italia

Statistics of government websites in Italy



What is Web Analytics Italia

WAI is a national platform for web analytics in the public sector.

- The collection of statistical data is mandatory for all public bodies as established by the Italian law.
- Each public administration can choose which tool to use for the collection of statistics, however the use of WAI is recommended because it contributes to the construction of a national data repository.
- WAI is based on Matomo and is connected to the Italian public bodies directory (IndicePA) and SPID (public digital identity system).



Why we use Matomo / 1

Open source software is the first choice for the Italian Public Administration

- All public bodies in Italy must follow the “Guidelines on software acquisition and reuse for public administrations”.
- According to the guidelines, preference should be given to open source solutions and the re-use of software shared by other administrations.

Matomo was the natural choice when we started designing Web Analytics Italia.



Why we use Matomo / 2

A centralized system can provide a valuable national overview (and comparable metrics)

- All statistics can be segmented using geographical criteria or other aggregations based on external data on administrations (population, income, public spending, etc.)
- This kind of segmentations will allow interesting analyses and stimulate data-driven decision making



Why we use Matomo / 3

Small organizations can monitor their traffic with minimal effort

- More than 75% of administrations using Web Analytics Italia are municipalities or schools
- These small organisations either did not collect statistics or used google analytics with individual accounts
- In the short term, the main objective is to spread a sort of “culture of data collection and use” rather than providing advanced analysis tools



Why we use Matomo / 4

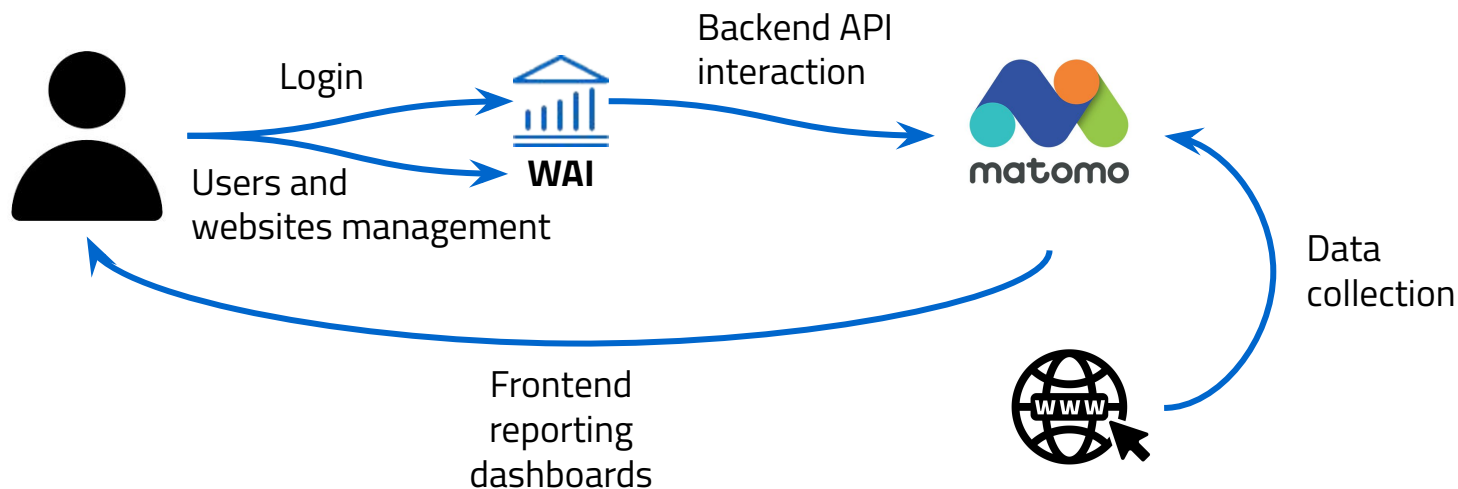
GDPR compliance

- Since the enactment of GDPR, Matomo has been a solution to comply with the European regulation
- The recent CNIL recommendation on exemption from tracking consent is a further argument in support of the use of Matomo
- Italian Data Protection Authority considers the use of first-party analytics cookies to be exempt from user consent when all data is properly anonymised.



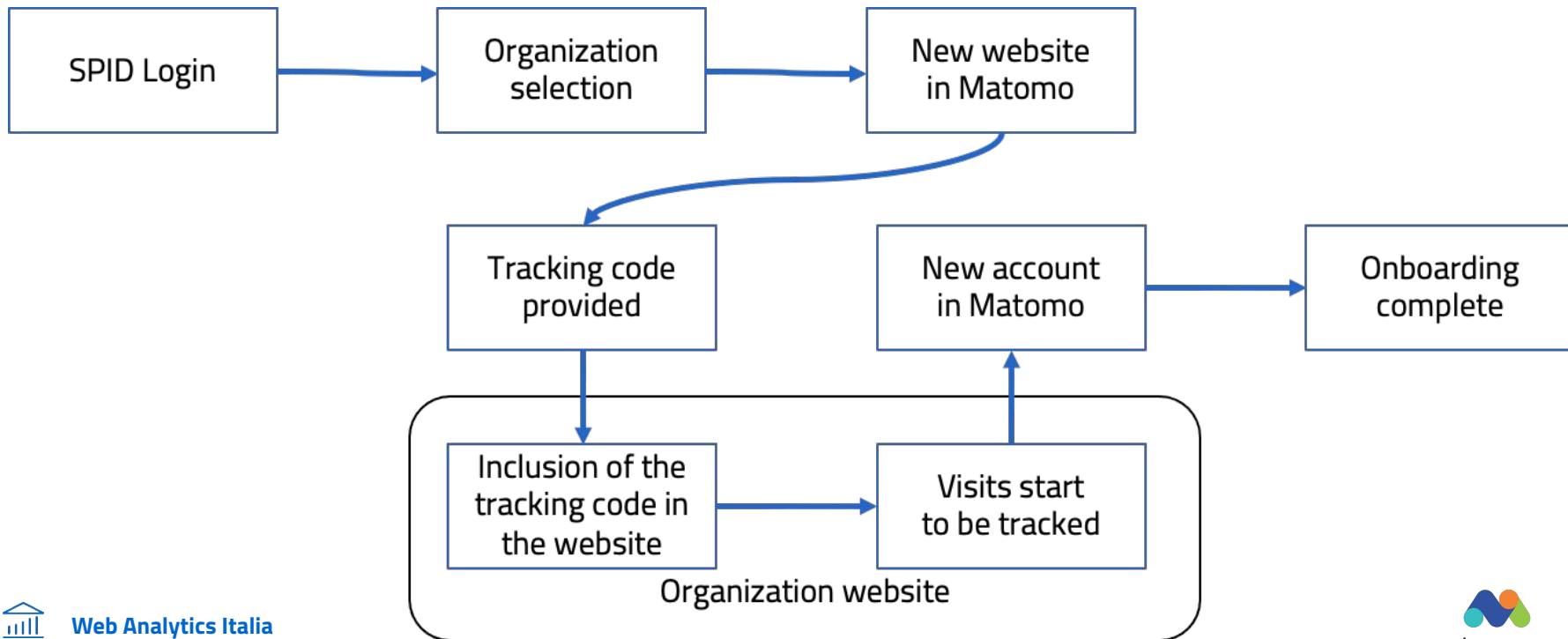
How we use Matomo / 1

WAI can be considered an administration frontend for Matomo



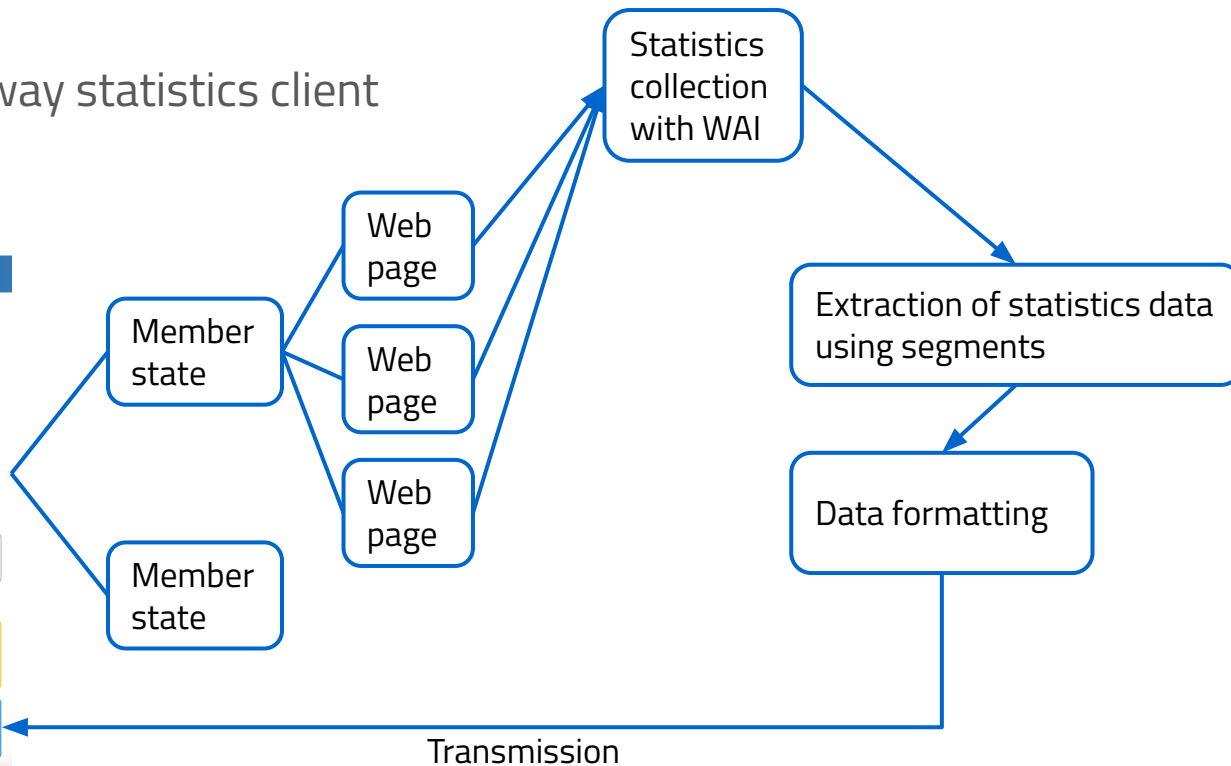
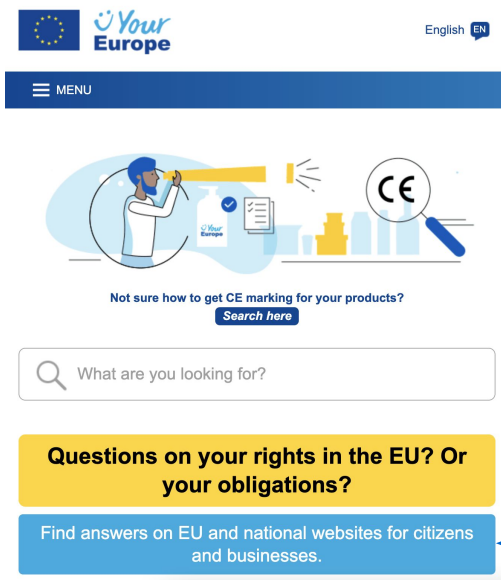
How we use Matomo / 2

The onboarding process



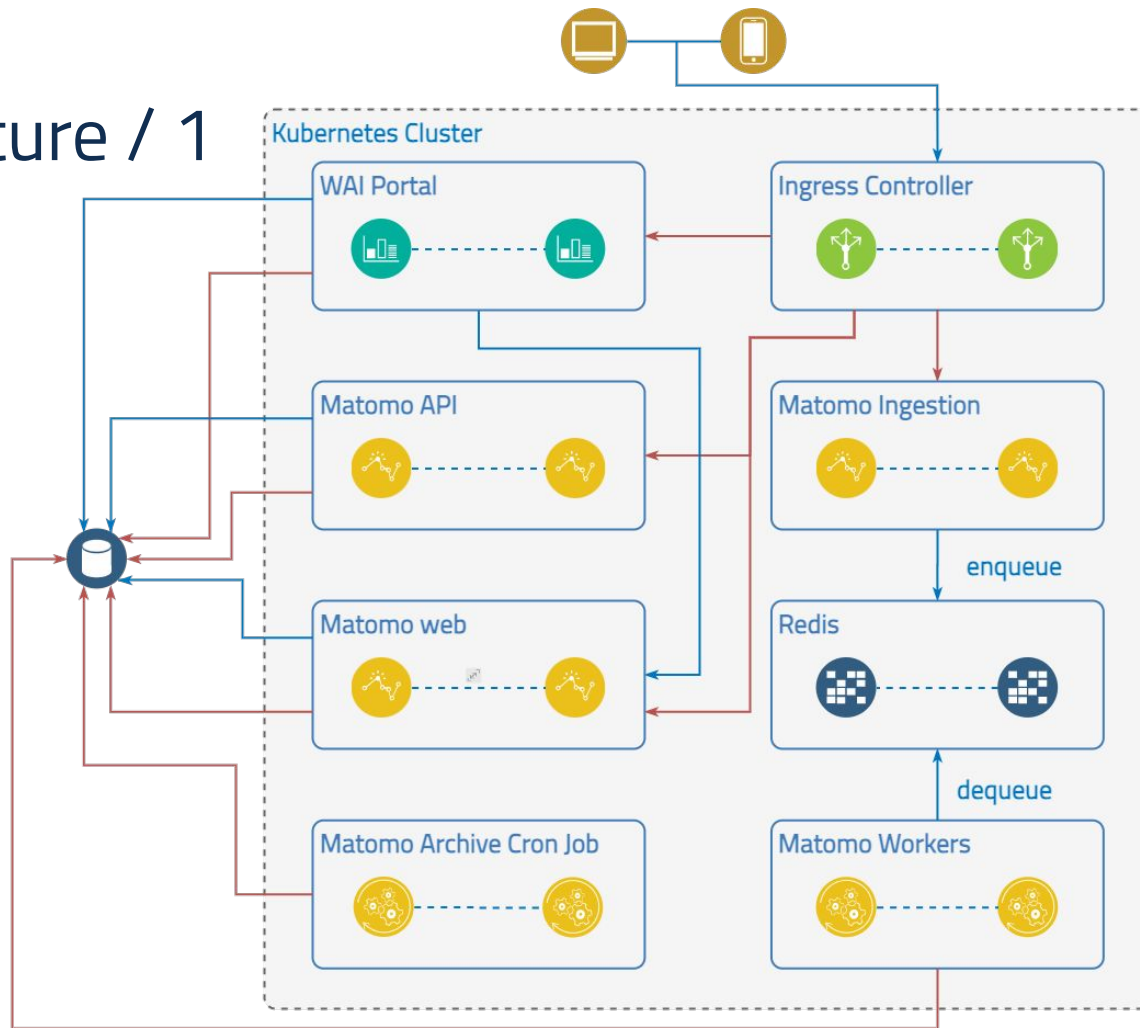
How we use Matomo / 3

The Single Digital Gateway statistics client



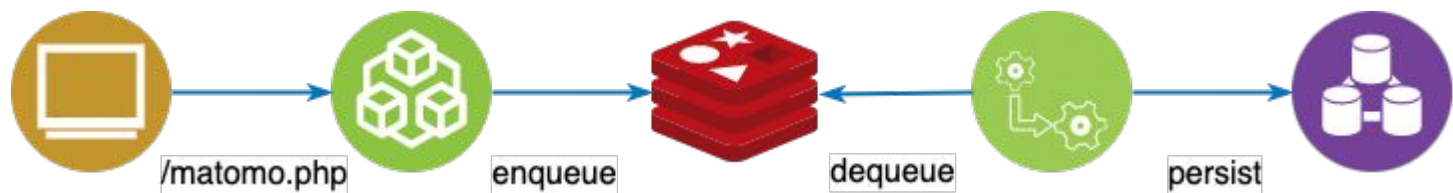
Our architecture / 1

Italian Cloud IaaS



Our architecture / 2

Four kinds of Matomo containers



Our architecture / 4

Providing widgets to authorized organizations

- Matomo offers out-of-the-box widgets ready to be included in every website
- We wanted to limit the inclusion of the widget to the website corresponding to the visualized statistic data
- We made up a custom solution

Agencia per l'Italia Digitale

Web Analytics Italia
Idee del sito: www.spsid.gov.it

Agencia per l'Italia Digitale

Analytics Siti web Utenti

Come partecipare FAQ

Web Analytics Italia > Siti web > SPID > Anteprima.widget

Anteprima widget

Anteprima
Viste nel Periodo

Codice HTML del widget
Viste nel Periodo

```
<iframe width="100%" height="301" src="https://api.webanalytics.italia.it/widgets/index.php?module=Widget&action=iframe&widget=1&moduleOfWidget=VisiteSummary&actionOfWidget=Evolution&application=100&period=month&date=month&id=1&link=1&forceView=1&webSite=1&language=1&lastMonth=evolution_month_last_m6" scrolling="yes" frameborder="0" marginheight="0" marginwidth="0"></iframe>
```

Questo codice è utilizzabile esclusivamente nelle pagine web sotto il dominio <https://www.spsid.gov.it>.
I dati visualizzati si riferiscono al mese precedente.
È possibile modificare i parametri in URL, secondo le proprie esigenze, tuttavia si consiglia di mantenere l'impostazione predefinita per garantire la disponibilità dei dati.

Widget disponibili
Seleziona un widget per vedere l'anteprima e ottenere il codice HTML da inserire nel sito web.

Riepilogo visite Visite nel Periodo Tipo di dispositivo

Tipi di Canale Pagine Siti web

AGID Agenzia per l'Italia Digitale

Seguici su f t y m

COME PARTECIPARE

DOMANDE FREQUENTI

GUIDA UTENTE

UNIONE EUROPEA
Repubblica Italiana
Dipartimento della Funzione Pubblica

CONVENZIONE
SISTEMA
SISTEMA

Privacy Note legali Contattaci Logo

versione: 2.1.5-beta

Our architecture / 3

Some performance metrics



Thank you for your kind attention

<https://webanalytics.italia.it/>

