

## Web Statistics Access Request Form

This form should be used to request access to website statistics located within the *ECU Corporate Google Analytics* account. Refer to the *Website statistics* webpage for further info: <https://s.ecu.edu.au/3BEpzNo>

### Part A

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To be completed by the staff member requesting access.

- An individual Google Account (created with the staff member's **@ecu.edu.au** email address) will be required, please refer to the *Website statistics* webpage for instructions on how to create a Google Account using your ECU staff email account: <https://s.ecu.edu.au/3yONjfx>

Requester Name:		
Requester Staff Number:		
Google Account:		@ecu.edu.au
Request Date:		

There are four levels of access to ECU's Corporate Google Analytics statistics:

By default, all users are granted **ECU Staff** permissions only unless they have specific responsibilities.

Access to the web statistics is via a custom self-service dashboard created by the Digital Marketing, Experience and Analytics Team. The dashboard simplifies access to the data, reducing the complexity of Google Analytics 4.

- a) **ECU Staff:** Allows for viewing cross-channel activity and includes answers to common questions such as:
- How many visitors do your web pages get?
  - Where do visitors come to your web pages from?
  - What devices are your visitors using - desktop, tablet, mobile?
  - What source campaigns do your visitors come from?
  - What files are being downloaded?
  - What internal clicks are being captured?

The following access the Google Analytics 4 platform natively.

- b) **ECU Marketing and Sales Staff:** Have direct responsibility for marketing and sales initiatives. This permission type includes additional *Property* views relating to these activities This user type inherits all the functionality available via the standard **ECU Staff** access.
- c) **ECU Administrators:** Staff who are responsible for the management and support of the Google Analytics system. These users are the *Business Process Owners* for all Google products, such as Search, Ads, Analytics, and Tagging. They ensure the system is meeting business needs, monitor new functionality, and have an in-depth understanding of configuration and customisation. Requests for *ECU Administrators* level access are by exception and should be first discussed with the Digital Marketing, Experience and Analytics Manager, within Brand and Marketing, before a request submission takes place.

- d) **Microsite Analyst:** Have direct responsibility for a microsite that isn't hosted within the ECU WebCMS, and the microsite is a subdomain of \*.ecu.edu.au

Domain:

## Part B

This part must be completed by your **School Executive Dean (including for Research Centres/Institutes within a School), Dean, Service Centre Director, or Executive Director.**

In signing this access request form the business owner agrees to ensure that any website analytics data that is retrieved by the *Requester* is treated as 'Commercial in Confidence' and should not be passed onto any third party without prior approval by the ECU Digital Marketing, Experience and Analytics Manager.

Approver Name:		Signature:		Date:	
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Please return this completed form by internal mail to the  
Digital Marketing, Experience and Analytics Team, Brand and Marketing  
or scan and email to [corporateanalytics@ecu.edu.au](mailto:corporateanalytics@ecu.edu.au)

**Part C: To be completed by Brand and Marketing upon final processing.**

Name:		Signature:		Date:	
Wiki Updated:	<input type="checkbox"/> Yes		Ref: <a href="https://ecu.atlassian.net/l/cp/B751wfgn">https://ecu.atlassian.net/l/cp/B751wfgn</a>		
Access Type:	<input type="checkbox"/> "a"	<input type="checkbox"/> "b"	<input type="checkbox"/> "c"	<input type="checkbox"/> "d"	<input type="checkbox"/> GA4 Self-service Dashboard