Analytics Connector Pack

Take data-driven decisions

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Data and insights are integral to delivering a great customer experience. Being able to see how content and channels perform, and acting fast on that, is pivotal to optimizing experiences and increasing the return on marketing spend.

Magnolia's Analytics Connector Pack enables development teams to easily connect sources of analytics to Magnolia, and marketing teams to see analytics data where they typically work, inside the CMS.

The pack includes connectors to leading analytics tools out-of-the-box, and an easy integration framework for tools that are specific to your industry, or proprietary.

See performance in context

Dashboards and other business decision tools add more value to your workflow when they are easily accessible and contextually relevant.

See the metrics tightly coupled to content

The Analytics Connector Pack takes full advantage of Magnolia's open and flexible UI. It retrieves data collected by the third-party analytics tools, turns the data into charts, and puts the charts in front of practitioners - inside the CMS.

Build your own dashboards with no-code

A dashboard of default metrics such as visitors and sessions are provided out-of-the-box.

As a marketer, you can easily build your own dashboards without any developer assistance. You simply select your data supplier and chart type, and specify the metrics you want to see.

You can compose as many dashboards as you like using layout presets and by rearranging your widgets with drag and drop.
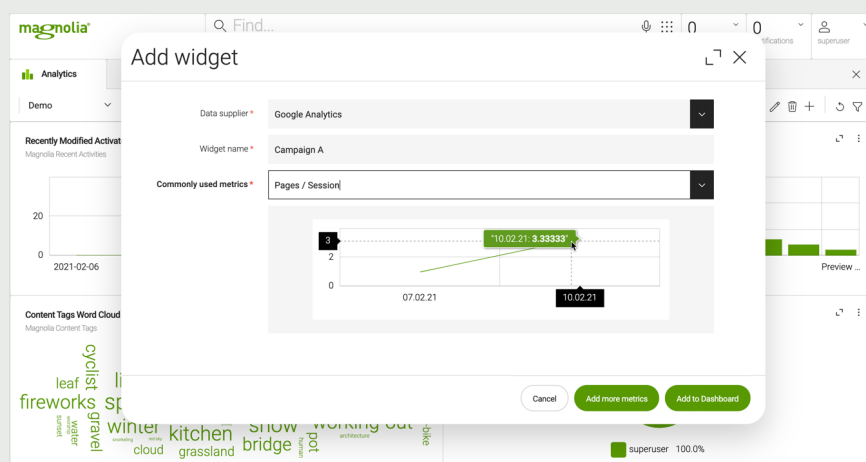

Integrated data sources

The Analytics Connector Pack provides a framework to retrieve web analytics data from any third-party analytics sources. Connectors to Google Analytics, Matomo (formerly Piwik) and Adobe Analytics are out-of-the box.

The framework takes less development time, requires less maintenance, and a smaller IT budget. It provides a generic, ready-to-use API for accessing analytics data from any system. You don't need to change this basic API when you change the analytics tool or add a new one.

The data is rendered as user-friendly charts and visual indicators. You can aggregate and merge analytics data from multiple sources into a single dashboard, customize the dashboard to include metrics that are important for practitioners on your site, as well as change how the data is displayed.
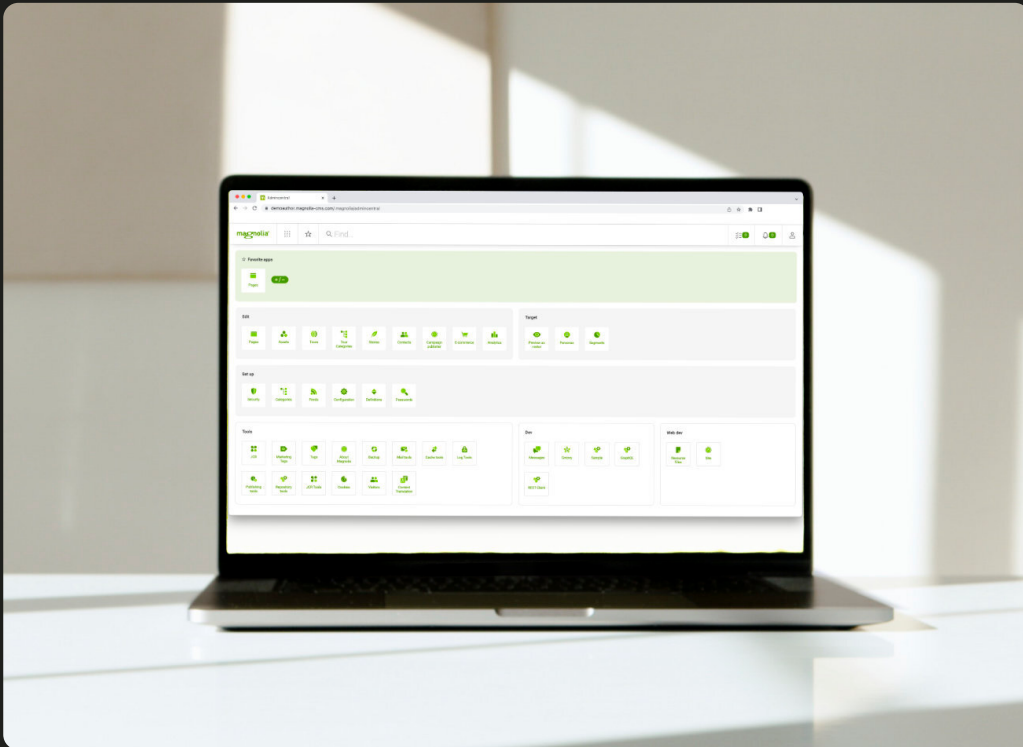
Get in touch

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