

# Hewlett Foundation

## Google Analytics Case Study



# Customized Use Of Google Analytics Helps To Understand Global Reach And Impact Of Work.

## About Hewlett - [www.hewlett.org](http://www.hewlett.org)

The William and Flora Hewlett Foundation has been making grants since 1967 to solve social and environmental problems at home and around the world.

## Goals

- Measure the web analytics of selected funded organizations
- Provide organizations with data to optimize performance of their websites

## Approach

- A single summary account to view an aggregate of all web analytics, but also separate accounts for each individual website
- Use multiple Google Analytics tracking codes on each website
- Use the Google Analytics API and Custom Reports to reveal key insights

## Results

- Reliable measurement for funded organizations
- Archive of reliable, benchmarked performance data
- State-of-the art websites that help improve education for all

## Educational Materials Made Freely And Legally Available On the Internet for Anyone To Reuse, Revise, Remix And Redistribute

The William and Flora Hewlett Foundation funds projects in education, global development and population, philanthropy, the environment, and the performing arts. It is a major funder of Open Educational Resources (OER); teaching, learning, and research resources that reside in the public domain or have been released under an intellectual property license that permits their free use and re-purposing by others. To understand both the advantages and growth of the OER movement, the Foundation's Education Program wanted a uniform, accessible tool to understand the performance and usage of the many OER websites that receive their support.

## Too Many Measuring Sticks

Hewlett's first priority was to design standardized benchmarks for a small number of sites that receive the foundation's grants and were interested in participating in the benchmarking project. In the past, Hewlett relied on each OER website to supply their own statistics, resulting in a confusing patchwork of statistics. Some sites were using Google Analytics while others implemented their own metrics making it incredibly difficult to measure website functionality and performance.

## A Unified School Of Thought

Hewlett turned to LunaMetrics, a Certified Partner of Google Analytics, to address their reporting issues. LunaMetrics used their technical expertise to install two sets of Google Analytics code on each site: a single roll-up account across sites so that Hewlett could track all of the foundation's grantees, and an additional account to track the performance of sites separately.

Reporting on such voluminous data can be daunting and time consuming, so LunaMetrics set up a quarterly reporting system, streamlined Hewlett's Google Analytics summary chart, and deployed the Google Analytics API to pull in statistics in an easy-to-access, automated fashion.

LunaMetrics also used Custom Reports in Google Analytics to directly inform Hewlett of emerging trends in the use of the OER sites. For example, one Custom Report records visits by time of day, which revealed that OER sites are increasingly being used by K–12 teachers during the school day.

## Making The Grade

This is just one example of how LunaMetrics and Google Analytics helped the Hewlett Foundation obtain valuable insights into the use and performance of their grantees' websites. It also provided grantees with useful data, and through the ability to compare their websites with others doing similar work in education, to adjust online strategies, redesign their sites, and effectively measure the impact of those changes through Google Analytics.

As the Foundation's Education Program enters its fourth year of benchmarked data, Google Analytics training remains a top priority. In the near future, the Education Program hopes to use the experience to create case studies of OER sites, illustrating for grantees how to use high-quality data for effective site redesign.

"We're excited to continue to evaluate and understand what online success looks like for the OER community," says Kathy Nicholson, Program Officer at the Hewlett Foundation. "Using Google Analytics has given us a window into those insights, and we're glad to have LunaMetrics to guide us."



**"LunaMetrics taught us to understand performance on the web. Their work has changed the way we look at the OER websites and how users of open educational resources interact with them."**

**Kathy Nicholson**  
*Program Officer*  
 Hewlett Foundation