FrontFace Plugin

Analytics

The digital signage & kiosk software *FrontFace* can be extended by plugins that add additional functionality. This way you can e.g., display special content types, integrate external data sources or systems, and add entirely new features to the software.

Description:

The **Analytics Plugin** for *FrontFace* can track both, interactive use and the content actually played on a FrontFace player. In this way, it can be determined which contents of a touch menu are accessed particularly frequently and how many users use the system over time. The plugin can also be used to create playout records for non-interactive playlists. The recording can either be done via an external Matomo/Piwik installation or as a CSV file. A supplied Excel spreadsheet can be used to evaluate the generated CSV data.

Installation:

For general information on how to install a plugin, please refer to the user manual of *FrontFace.*

This plugin is a so-called service plugin, which is installed per player. You can install and configure the plugin in the *FrontFace Assistant* under **"Players" > "Advanced Player Settings" > "Services"**.

> **Notice:** If you have previously downloaded and installed the trial version of the plugin, you have to install the full version over the existing trial version in order to get the full version running. The procedure is exactly the same as for installing a new plugin. If you already used the trial version of the plugin in your project, all settings will remain after installing the full version!

Setup and Usage:

After you have installed the plugin, you can open the settings dialog by clicking on the pencil icon or double-clicking on the plugin's icon.

Various event filters can be selected in the plugin's settings dialog, which determine which actions and events should be recorded, for example **"Playlist Started"**, **"Page Started"** and "**New User / interaction idle timer triggered"**. You can also determine the type of recording here:

- as CSV file(s) or
- via an external Matomo/Piwik installation
- via an external HTTP endpoint (custom)

Instructions when using a CSV file

1.) In the settings dialog, specify the path to a folder in which the CSV file(s) are stored. There is a monthly rollover, i.e. a new CSV file is created for each month. Make sure that this path can be reached by the player PC. Alternatively, instead of entering the path directly, you can also select the option **"Blacklink Folder of Player"**. In this case, the CSV files are then written to the `"\Backlink\<PLAYERID>\"` folder within the publishing folder which is set for the player.

2.) Publish the player. The player then starts tracking. After some tracking data has been generated, you can evaluate the CSV file, e.g. by using the supplied Excel file or another reporting tool for your choice (e.g. MS Power BI).

3.) Open the `"Reporting.xlsx"` file (included in delivery). This file can be accessed from the settings dialog by clicking on **"Other files"**. Make a copy of this file for each analysis and use only the copied file.

4.) Select the **"Data"** worksheet, click on **"From Text/CSV"** from the **"Data"** menu and select the CSV file generated by the Analytics Plugin. Then choose **"Load into..."** and then the option in **"Existing Worksheet"**. Thus, the CSV data is imported into the **"Data"** worksheet.

5.) Switch to the **"Reporting"** worksheet and click on an evaluation. The new item **"Pivot Table Analysis"** appears in the menu, below you find the function **"Update > Update All"**, which updates the corresponding evaluations based on the new CSV data.

6.) Whenever the CSV file changes with new data, simply select **"Update All"** in the **"Data"** worksheet from the **"Data"** menu to get the current data.

Instructions when using an external Matomo/Piwik installation

In the settings dialog, enter the **"Matomo Site Id"** and the **"URL"** for the Matomo tracker endpoint. Then select (optionally) whether the method **"POST"** or **"GET"** (default) should be used. Changes to the **"Request Parameters"** are usually not necessary.

Instructions when using an external HTTP endpoint (Custom):

You can also specify a custom HTTP endpoint instead of Matomo/Piwik, which will then be called for each event. Use the **"Request Parameters"** to specify how the data is to be transmitted.

Help and Support:

If you need help or technical support when using this plugin or the *FrontFace* software, you can contact our support. For more information, please visit: http://www.mirabyte.com/en/support/