

Analytics & Reporting

Complete guide to the analytics dashboard, content metrics, subscription tracking, and report exports

Version 1.1 | Updated 2026-04-11 | Business Teams, Product Teams, Operations, QA, Admin Users

1. Feature Overview

The Analytics & Reporting module gives you a clear picture of how your publishing platform is performing. It answers questions like:

- How many people are reading your content?
- Which articles are most popular?
- How are subscriptions growing?
- Where is your traffic coming from?
- How well are paywalls converting readers to subscribers?
- How are your social media posts performing?
- How are institutional subscribers using their access?

The module has three main areas you will use:

Area	Where to Find It	What It Shows
Dashboard	Sidebar > Dashboard	Quick snapshot of today's activity: articles, subscribers, views, engagement, moderation queue, social overview
Analytics Overview	Sidebar > Analytics	Detailed traffic, subscription, content performance, device, and geographic data with charts and filters
Social Analytics	Sidebar > Social > Analytics	Social media post performance, follower growth, platform comparisons, best posting times

All analytics pages show data visually using charts, metric cards, and tables so you can quickly understand trends without reading raw numbers.

2. Who Should Use This Feature

Role	What You Will Use	Why
Editors / Chief Editors	Dashboard, Analytics Overview, Top Content	Track which articles perform best, identify trending topics, review content quality metrics
Product Managers	Analytics Overview, Subscription Metrics, Paywall Funnel	Monitor product growth, conversion rates, and subscriber behavior
Marketing Managers	Analytics Overview, Social Analytics, Traffic Sources	Understand campaign effectiveness, social reach, and traffic attribution
Sales Managers	Analytics Overview, Institutional Usage	Review institutional subscription utilization for renewals and upselling
Operations / Admin	All analytics pages, Export	Monitor overall platform health, generate reports for stakeholders
QA Team	All analytics pages	Verify data accuracy, test filters and exports, validate GA4 integration
Customer-Facing Teams	Institutional Usage, Subscription Metrics	Prepare usage reports for institutional clients, track account health

3. Before You Begin

Prerequisites

Before analytics data will appear in the Admin Console, the following must be in place:

Required

1. Google Analytics 4 (GA4) must be configured

- GA4 provides traffic data (page views, visitors, sessions), content performance data (time on page, scroll depth), traffic source breakdown, and device/geographic data.
- Without GA4, these sections will show placeholder or empty data.
- GA4 setup is done in **Settings > Integrations** (see Section 5).

2. Reader Portal must be live

- The Reader Portal fires tracking events to GA4 when readers view articles, scroll, hit paywalls, subscribe, and interact with content.
- If the Reader Portal is not deployed or GA4 tracking code is not installed on it, reader behavior data will not flow into your analytics.

3. You must have the right permissions

- To view analytics: You need the **Analytics Read** permission.
- To export reports: You need the **Analytics Export** permission.
- To view social analytics: You need the **Social Analytics Read** permission.
- To view the executive social summary: You need the **Social Executive Read** permission.
- If you see an "Access Restricted" screen with a lock icon when opening Analytics, contact your administrator to request access.

Optional but Recommended

4. **Subscription plans should be configured** — For subscription metrics (MRR, churn, plan breakdown) to be meaningful, you need active subscription plans with real subscribers.

5. **Social media accounts should be connected** — For social analytics to show data, at least one social account (Facebook, Instagram, X/Twitter) must be connected in **Settings > Integrations > Social Media**.

6. **Institutional subscriptions should be set up** — For institutional usage reporting, institutions must be created and have active subscriptions with assigned seats.

4. Key Terms in Simple Language

Term	What It Means
Page Views	The total number of times any page was loaded by any visitor. One person visiting 3 pages = 3 page views.
Unique Visitors	The number of different people who visited your site. One person visiting 3 pages = 1 unique visitor.
Sessions	A group of interactions by one visitor in a single visit. If someone comes in the morning and again in the evening, that counts as 2 sessions.
Avg. Session Duration	How long, on average, each visit lasts before the person leaves.
Bounce Rate	The percentage of visitors who land on a page and leave without clicking anything else. A high bounce rate may mean the content is not engaging or the page loaded slowly.
MRR (Monthly Recurring Revenue)	The predictable subscription income you earn each month. If 100 subscribers pay \$10/month, MRR = \$1,000.
ARR (Annual Recurring Revenue)	MRR multiplied by 12. It projects your yearly subscription income.
Churn Rate	The percentage of subscribers who cancel in a given period. Lower is better.
ARPU (Average Revenue Per User)	Total revenue divided by total subscribers. Shows how much each subscriber is worth on average.
LTV (Lifetime Value)	An estimate of how much revenue a subscriber will generate over their entire subscription lifetime.
Conversion Rate	The percentage of visitors who complete a desired action (e.g., subscribing after seeing a paywall).
Traffic Sources	Where your visitors come from: search engines (Organic), typing your URL (Direct), social media (Social), other websites (Referral), email links (Email), or paid ads (Paid).
Paywall Funnel	The step-by-step journey from a reader seeing a paywall to completing a subscription. Each step shows how many people continued vs. dropped off.
Impressions	The number of times a social post was displayed to people (they may or may not have engaged with it).
Reach	The number of unique people who saw a social post.
Engagement Rate	The percentage of people who interacted with a post (liked, commented, shared, clicked) out of those who saw it.
Scroll Depth	How far down a reader scrolled on an article page (25%, 50%, 75%, or 100%).
GA4	Google Analytics 4 — the analytics service from Google that tracks visitor behavior on your website.
Utilization Rate	For institutional subscriptions: the percentage of assigned seats that are actively being used.

[5. Step-by-Step Setup Guide](#)

[5.1 Configure Google Analytics 4 \(GA4\)](#)

GA4 is the primary source of traffic and reader behavior data. You must configure it before most analytics features will show real data.

What you need before starting:

- A GA4 property set up in Google Analytics (your technical team will have created this).
- The **Measurement ID** (format: `G-XXXXXXXXXX`) — found in GA4 under Admin > Data Streams.
- The **Property ID** (a 9+ digit number) — found in GA4 under Admin > Property Settings.
- A **Service Account Key** (a JSON file) — your technical team creates this in Google Cloud Console to allow the Admin Console to pull data from GA4.

Steps:

1. In the Admin Console, click **Settings** in the sidebar.
2. Click **Integrations**.
3. Find the **Analytics** section on the page.
4. Click **Configure** on the Google Analytics 4 card.
5. A modal titled "Configure Google Analytics 4" will open.
6. Enter the following:
 - **Measurement ID** — Paste your Measurement ID (e.g., `G-ABC1234567`).
 - **Property ID** — Paste your Property ID (e.g., `123456789`).
 - **Service Account Key (JSON)** — Paste the full contents of the JSON key file your technical team provided. It starts with `{"type": "service_account", ...}`.
7. Click **Save**.
8. The integration card should now show a connected/active status.

"Important: The Measurement ID must start with `G-` followed by at least 10 alphanumeric characters. The Property ID must be a number with 9 or more digits. If either format is wrong, the connection will fail silently."

[5.2 Verify GA4 Tracking on the Reader Portal](#)

After GA4 is configured in the Admin Console, your technical team also needs to ensure:

- The GA4 tracking script (`gtag.js`) is installed on the Reader Portal.
- The cookie consent banner is functioning (analytics data only flows after consent is granted by readers).

- Custom events (article views, scroll depth, paywall views, subscription events) are firing correctly.

You can verify this by:

1. Opening the Reader Portal in a browser.
2. Opening the browser's Developer Tools (press F12 or right-click > Inspect).
3. Going to the **Network** tab and filtering for `google-analytics` or `gtag`.
4. Navigating to an article — you should see network requests being sent to Google Analytics.

“This step is for QA/technical verification. Most users will not need to do this.”

5.3 Permissions Setup

If team members cannot see the Analytics page, an administrator needs to assign the correct permissions.

The relevant permissions are:

Permission	What It Allows
<code>analytics:read</code>	View the Analytics Overview page and all charts/metrics
<code>analytics:export</code>	Download CSV/JSON reports from Analytics
<code>social:analytics:read</code>	View the Social Analytics page
<code>social:executive:read</code>	View the Executive tab on Social Analytics

These permissions are assigned through roles:

Role	Analytics Access
Admin	Full access (view + export + social + executive)
Editor	View + Export + Social Analytics
Chief Editor	View + Export
Marketing Manager	View + Export
Moderator	View only
Sales Manager	View only

To change a user's role, go to **Settings > Users** and update their role assignment.

6. How to Verify It Worked

After completing setup, here is how to confirm analytics is functioning:

Quick Verification Checklist

Check	How to Verify	Expected Result
GA4 connection	Go to Settings > Integrations and check the GA4 card	Status should show as connected/active
Analytics page loads	Click Analytics in the sidebar	The page should load with 4 metric cards at the top (Page Views, Unique Visitors, Sessions, Avg. Session Duration)
Traffic data appears	Look at the metric cards and Traffic chart	Numbers should be non-zero if the Reader Portal has had visitors
Traffic Sources show	Look at the Traffic Sources card on the right	Should show percentage bars for Organic Search, Direct, Social, Referral, Email, Paid
Subscription metrics show	Scroll down to the Subscription Metrics section	Should show Total Subscribers, New Subscribers, Churn Rate, MRR
Top Content shows	Scroll down to the Top Content section	Should list your most-viewed articles with page views, time on page, shares, comments
Device Breakdown shows	Scroll down to the Device Breakdown card	Should show Desktop, Mobile, and Tablet percentages
Top Countries show	Scroll down to the Top Countries card	Should list countries with flag icons and percentage of traffic
Export works	Click the Export button in the top-right	A CSV file should download to your computer
Date range works	Click the date range picker and select Last 7 Days	All charts and metrics should update to show only the last 7 days of data

If Data Is Missing

- If all metrics show zero or placeholder data, GA4 may not be configured correctly. Go to **Settings > Integrations** and re-check your GA4 configuration.
- If traffic data is missing but subscription data shows, GA4 may be down or misconfigured, but the platform database is working. Traffic and content data come from GA4; subscription data comes from the platform database.
- If you see "Access Restricted" with a lock icon, you do not have the `analytics:read` permission. Contact your administrator.

7. Using the Dashboard

The screenshot shows the Hyphen Admin Dashboard. On the left is a sidebar with the 'Hyphen' logo and a 'Dashboard' link (marked with a blue circle '1'). Below the sidebar are navigation items: Content, Editorial, Magazine, Readers, Future Readers, Marketing, Sales, Social Media, Layout & Design, Store, Analytics, and Platform & Settings. The main dashboard area has a search icon, a user profile for 'Admin User Administrator', and a 'Dashboard' title. A 'Welcome back, Admin' message is followed by the subtitle 'Here's what's happening with Hyphen today.' Below this are four key metric cards: Total Articles (123), Subscribers (3), Total Views (0), and Engagement (243). A row of six cards shows: 1 Pending Review, 98 Drafts, 1 Published (7d) (marked with a green circle '2'), 0 Comments Queue, 0 Flagged, and 0 New Reports. The 'Most Popular' section lists three articles: 'A Measure of Martyrdom - 2', 'Sweet and Sour - 4', and 'Sweet and Sour - II'. The 'Under Review' section shows 'No articles pending review.' The 'Quick Actions' section includes 'New Article', 'Moderation', and 'Analytics'. At the bottom, there is a 'Social Overview' link and a 'View all >' button. A user profile for 'Admin User' is shown in the top right and bottom left.

The admin dashboard — your daily performance snapshot

- 1 Key metric cards — total articles, subscribers, traffic, and revenue at a glance
- 2 Trend charts — visualize content and subscription growth over time
- 3 Date range selector — filter all dashboard data by period

The **Dashboard** is the first page you see when you log into the Admin Console. It provides a quick daily snapshot.

How to Access

Click **Dashboard** in the sidebar, or it loads automatically when you log in.

What You See

Welcome Section

- A personalized greeting: "Welcome back, [Your Name]"
- Subtitle: "Here's what's happening with Hyphen today."

[Primary Stats \(4 cards across the top\)](#)

Card	What It Shows
Total Articles	Total number of articles in the system (all statuses)
Subscribers	Number of active subscribers, with "+X this month" showing new subscribers this month
Total Views	Total article views across all content
Engagement	Combined count of comments + shares, with breakdown shown below

[Content & Moderation Status \(6 smaller cards\)](#)

Card	What It Shows	Clickable?
Pending Review	Articles waiting for editorial review	Yes — opens Content page filtered to pending review
Drafts	Articles in draft status	Yes — opens Content page filtered to drafts
Published (7d)	Articles published in the last 7 days	No
Comments Queue	Comments awaiting moderation	Yes — opens Moderation page
Flagged	Comments flagged by readers or auto-moderation	Yes — opens Moderation page
New Reports	New content/comment reports from readers	Yes — opens Moderation page

[Three-Column Section](#)

Column	What It Shows
Most Popular	Top articles ranked by view count, with views and comment count. Click any article to open it.
Under Review	Articles currently pending editorial review, with author and last update date. Click to open.
Quick Actions	Shortcuts to New Article , Moderation , and Analytics

[Social Overview Widget](#)

Metric	What It Shows
Scheduled Today	Number of social posts scheduled for today
This Week	Number of social posts scheduled for the current week
Failed	Number of social posts that failed to publish (shown in red if > 0, with a clickable alert)

Quick links:

- [Compose Post](#) — Opens the social post creation page
- [Social Analytics](#) — Opens the Social Analytics page

[Recently Published](#)

A grid showing the last 6 published articles with:

- Article title
- Author name
- View count, comment count, and share count

- Click any article to open its detail page
 - "**View all**" link to see all published articles
-

8. Using the Analytics Overview Page

The screenshot displays the Hyphen Analytics Overview page. On the left is a sidebar with navigation items: Dashboard, Content, Editorial, Magazine, Readers, Future Readers, Marketing, Sales, Social Media, Layout & Design, Store, Analytics (highlighted), and Platform & Settings. The main content area has a header with 'Hyphen' and 'Analytics', a search icon, a notification bell, and the user 'Admin User Administrator'. Below the header is the 'Analytics Overview' section with a subtitle 'Track traffic, engagement, and subscription metrics' and buttons for 'Refresh', 'Export', and a date range filter set to 'Last 30 Days'. A prominent notification states 'Google Analytics 4 not configured' with a 'Configure GA4' link. Below the notification are four summary cards: 'Page Views' (0), 'Unique Visitors' (0), 'Sessions' (0), and 'Avg. Session Duration' (0s, 0.0% bounce rate). The 'Traffic Overview' section shows three toggleable cards for 'Page Views', 'Unique Visitors', and 'Sessions', all currently set to 0. The 'Traffic Sources' section is a table with the following data:

Traffic Source	Percentage
Organic Search	0.0%
Direct	0.0%
Social	0.0%
Referral	0.0%
Email	0.0%
Paid	0.0%

The bottom left of the page shows the user 'Admin User' with email 'admin@hyphen.com' and a 'Sign out' button.

The analytics overview provides detailed traffic, subscription, content, device, and geographic data with date range filters.

The Analytics Overview page is the most detailed analytics view in the platform. It provides traffic, subscription, content, device, and geographic data in one place.

How to Access

Click **Analytics** in the sidebar.

Page Header and Controls

At the top of the page you will see:

- **Page title:** "Analytics Overview"
- **Description:** "Track traffic, engagement, and subscription metrics"
- **Breadcrumb:** Analytics

Action buttons (top right):

Button	What It Does
Refresh	Reloads all data on the page. The icon spins while refreshing.
Export	Downloads a CSV report of traffic and subscription data for the selected date range. Only visible if you have the Export permission.
Date Range Picker	A dropdown that lets you choose the time period for all data on the page.

[Date Range Picker](#)

The date range picker controls the time period for **all** charts and metrics on the page. When you change it, the entire page reloads with data for the new period.

Preset options:

Option	Period
7d	Last 7 days
30d	Last 30 days (default)
90d	Last 90 days
12m	Last 12 months
Custom	Opens start date and end date inputs so you can pick any custom range

How to use:

1. Click the date range button (it shows the currently selected range).
2. A dropdown appears with the preset buttons.
3. Click a preset (e.g., **7d**) to select it immediately.
4. Or click **Custom**, then enter a **Start Date** and **End Date**, then the data will update.

[Key Metrics Cards \(top row\)](#)

Four metric cards appear at the top, showing the most important numbers:

Card	Icon	What It Shows	Comparison
Page Views	Eye	Total page loads across all content	Shows % change vs. previous period (arrow up/down)
Unique Visitors	People	Number of distinct visitors	Shows % change vs. previous period
Sessions	Click	Total browsing sessions	Shows % change vs. previous period
Avg. Session Duration	Clock	Average length of a visit	Shows bounce rate as subtitle text

How to read the comparison:

- A green upward arrow with a percentage (e.g., "+12.5%") means the metric improved compared to the previous equivalent period.

- A red downward arrow means the metric decreased.
- The comparison period matches your selected date range. If you selected "Last 30 days," the comparison is against the 30 days before that.

[Traffic Chart](#)

Below the metric cards, a large line chart takes up two-thirds of the width.

What it shows: A time-series visualization of traffic trends over your selected date range.

Metric toggles: Above the chart, you can toggle which lines are visible:

- **Page Views** — total page loads
- **Unique Visitors** — distinct visitors
- **Sessions** — browsing sessions

Click a toggle to show or hide that metric's line on the chart. You can show all three at once or just one.

How to read it:

- The X-axis shows dates.
- The Y-axis shows the count.
- Hover over any point on the line to see the exact value and date in a tooltip.
- Below the chart, summary stats show the totals for each metric.

[Traffic Sources Card](#)

To the right of the Traffic Chart, a card titled "**Traffic Sources**" shows where your visitors come from.

Sources displayed:

Source	What It Means	Color
Organic Search	Visitors who found you through Google, Bing, etc.	Green
Direct	Visitors who typed your URL directly or used a bookmark	Blue
Social	Visitors who came from social media links	Purple
Referral	Visitors who came from links on other websites	Orange
Email	Visitors who clicked links in emails or newsletters	Blue
Paid	Visitors who came from paid advertising campaigns	Red

Each source shows a horizontal progress bar and a percentage. The percentages add up to 100%.

[Subscription Metrics Section](#)

Below the traffic section, a card shows subscription health:

Top-level metrics (4 small cards):

Metric	What It Shows
Total Subscribers	Current total active subscribers
New Subscribers	New subscribers gained in the selected period
Churn Rate	Percentage of subscribers who canceled
MRR	Monthly Recurring Revenue in currency

By Plan breakdown: Below the metrics, a list shows how subscribers are distributed across your subscription plans (e.g., "Basic: 45%", "Premium: 30%", "Annual: 25%") with horizontal progress bars.

Subscriber Trend: A mini sparkline chart shows the subscriber count trend over time.

Additional stats at the bottom:

Stat	What It Shows
Conversion Rate	What percentage of visitors convert to paid subscribers
ARPU	Average Revenue Per User
LTV	Estimated Lifetime Value per subscriber

[Top Content Section](#)

Next to subscription metrics, a table titled "**Top Content**" shows your best-performing articles.

Columns:

Column	What It Shows
Rank	Position (1, 2, 3...) based on performance
Title	Article title with section badge and author name
Page Views	Number of times the article was viewed
Time on Page	Average time readers spent on the article
Shares	Number of times the article was shared
Comments	Number of comments on the article

Click any article row to navigate to that article's detail page in the content management section.

[Device Breakdown Card](#)

Shows what devices your visitors use:

Device	Icon	Example Reading
Desktop	Monitor	62%
Mobile	Smartphone	31%
Tablet	Tablet	7%

Each device shows a circular icon, the device name, and the percentage of traffic. Use this to understand whether your audience primarily reads on desktop or mobile, which can inform design and layout decisions.

[Top Countries Card](#)

Shows the geographic distribution of your traffic:

- Lists the top 5 countries by traffic percentage.
- Each country shows a flag emoji, country name, and percentage.
- A globe icon appears in the card header.

Example:

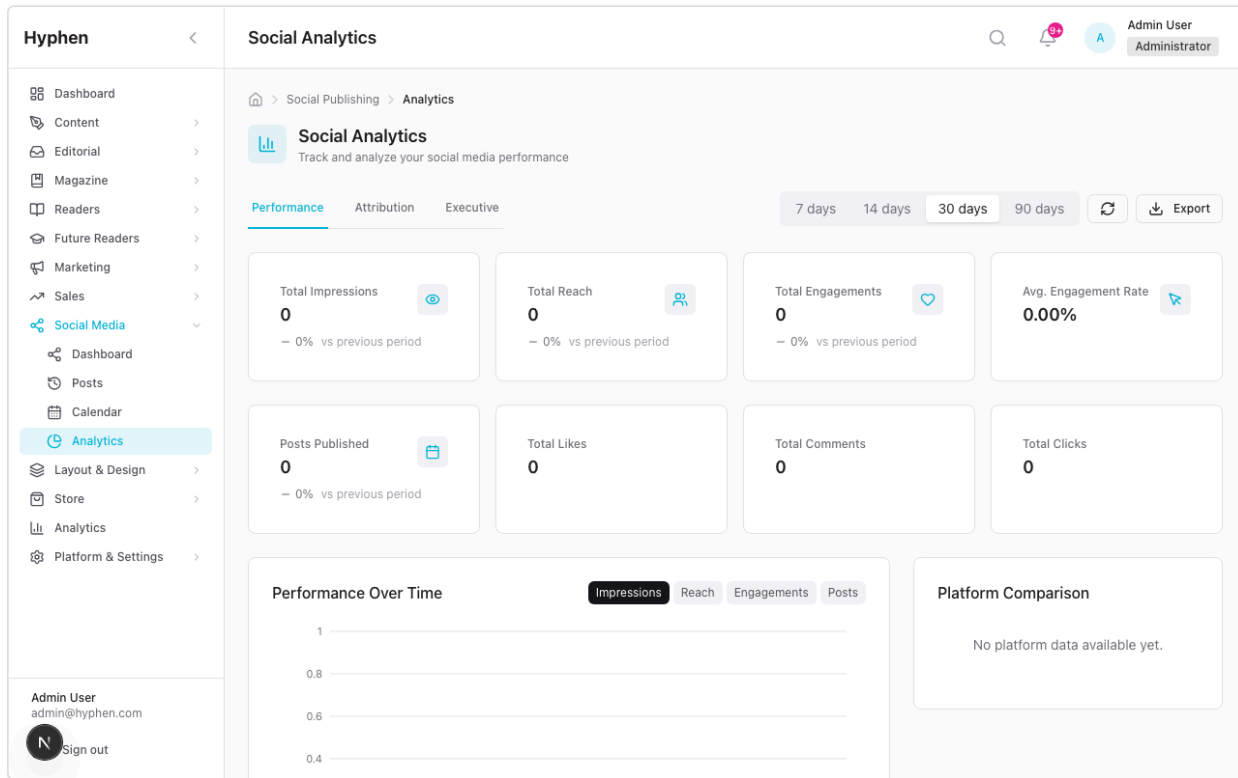
Flag	Country	Traffic
India	42.3%	
United States	23.1%	
United Kingdom	12.8%	

["Need More Detailed Analytics?" Banner](#)

At the bottom of the page, a banner offers a link to open the full Google Analytics dashboard for deeper analysis:

- Text: "Need more detailed analytics?"
- Subtitle: "Access the full Google Analytics dashboard for in-depth analysis"
- Button: "Open Google Analytics" — opens Google Analytics in a new browser tab.

9. Using Social Media Analytics



Track social media engagement, top-performing posts, and platform-level metrics.

The Social Analytics page provides detailed performance data for your connected social media accounts.

How to Access

Click **Social** in the sidebar, then click **Analytics**. Or from the Dashboard, click the **Social Analytics** quick action.

Page Controls

- **Date Range:** Select a period (7, 14, 30, or 90 days) to filter all data.
- **Refresh:** Reload the latest data.
- **Export:** Download social analytics as CSV.

Tabs

The page has multiple tabs:

Performance Tab

First row of metrics (4 cards):

- **Total Impressions** — How many times your posts were displayed

- **Total Reach** — How many unique people saw your posts
- **Total Engagements** — Total likes, comments, shares, clicks
- **Avg. Engagement Rate** — Engagements as a percentage of impressions

Second row (4 cards):

- **Posts Published** — Number of posts published in the period
- **Total Likes** — Sum of all likes
- **Total Comments** — Sum of all comments
- **Total Clicks** — Sum of all link clicks

Charts and tables:

- **Performance Over Time** — Line chart showing trends over the selected period
- **Platform Comparison** — Side-by-side comparison of Facebook, Instagram, and X/Twitter performance
- **Follower Growth Chart** — Shows how your follower counts changed over time, with one line per connected account
- **Content Type Breakdown** — Table showing which content types (Text Only, Link Share, Image, Video, Mixed Media) perform best
- **Best Times Heatmap** — A 7-day by 24-hour heatmap showing when your audience is most engaged. Darker colors = higher engagement. Use this to schedule posts at optimal times.
- **Top Posts Table** — Your best-performing posts ranked by engagement, showing the post content, platform, impressions, reach, engagements, and engagement rate
- **Hashtag Performance** — Table showing which hashtags drive the most engagement

[Attribution Tab](#)

Shows how social media drives traffic to your website:

- **Social Attribution Funnel** — Impressions > Link Clicks > Click Rate
- **Platform Traffic Breakdown** — Which platforms send the most traffic
- **Campaign Attribution Table** — If you use campaign tracking, shows which campaigns drive results

[Executive Tab](#)

A high-level summary designed for leadership (requires the **Social Executive Read** permission):

- **Period Selector** — Choose 7, 14, 30, or 90 days
- **Account Selector** — View all accounts or a specific one
- **KPI Cards** with goal progress rings showing progress toward targets
- **Period Comparison** — Current period vs. previous period

- **Top Campaigns** — Best-performing campaigns
-

10. Exporting Reports

Export analytics data as CSV for offline analysis and reporting.

You can download analytics data as files for use in spreadsheets, presentations, or external reporting tools.

From the Analytics Overview Page

1. Go to **Analytics** in the sidebar.
2. Set the **date range** you want to export.
3. Click the **Export** button (download icon) in the top-right.
4. A CSV file will automatically download to your computer.
5. The filename will be: `analytics-report-YYYY-MM-DD.csv`

What the export includes:

- Traffic Sources (Source, Medium, Sessions, Active Users, Bounce Rate)
- Subscription data (Email, Plan, Status, Created At, Canceled At)

"Note: If GA4 is not configured, the traffic sections in the export will show "GA4 not configured" instead of data."

[From the Social Analytics Page](#)

1. Go to **Social > Analytics**.
2. Set the desired date range.
3. Click the **Export** button.
4. Choose CSV or JSON format.

What the social export includes:

- Period summary metrics
- Platform breakdown
- Individual post metrics

[Export Permissions](#)

Only users with the **Analytics Export** permission can see and use the Export button. If you do not see it, contact your administrator.

[11. Understanding Where Your Data Comes From](#)

Analytics data in the Admin Console comes from two main sources. Understanding this helps you troubleshoot when data looks unexpected.

[Data Source Map](#)

What You See	Where It Comes From	How It Gets There
Page Views, Unique Visitors, Sessions	GA4	Reader Portal sends page view events to GA4 via the tracking script
Avg. Session Duration, Bounce Rate	GA4	Calculated by GA4 from session data
Traffic Sources (Organic, Direct, etc.)	GA4	GA4 classifies traffic using UTM parameters and referrer headers
Top Content (page views, time on page)	GA4	GA4 tracks which article pages get the most views
Device Breakdown	GA4	GA4 identifies the device type from the visitor's browser
Top Countries	GA4	GA4 determines geography from IP addresses
Scroll Depth	GA4	Reader Portal fires custom events at 25%, 50%, 75%, 100% scroll
Paywall Funnel	GA4	Reader Portal fires events: <code>paywall_view</code> , <code>subscribe_click</code> , <code>checkout_start</code> , <code>subscribe_complete</code>
Total Subscribers, New Subscribers	Platform Database	Subscription records stored in the platform's own database
Churn Rate, MRR, ARR	Platform Database	Calculated from subscription and payment records
ARPU, LTV, Conversion Rate	Platform Database	Derived metrics calculated from subscriber and revenue data
Subscription by Plan	Platform Database	Counts subscribers per plan from the database
Total Articles, Drafts, Pending Review	Platform Database + Strapi CMS	Article counts from the content management system
Comments, Shares (engagement)	Platform Database	Comment and share records stored in the database
Social post metrics	Platform Database	Metrics pulled from social platforms and stored locally
Institutional Usage	Platform Database	Calculated from login sessions and reading history records

[Reader Portal Events That Feed Analytics](#)

When a reader uses the Reader Portal, these events are automatically tracked (if GA4 and cookie consent are configured):

Reader Action	Event Tracked	Where It Shows Up
Opens an article	Article View	Page Views, Top Content
Scrolls through an article	Scroll Depth (25%, 50%, 75%, 100%)	Engagement metrics
Finishes reading an article	Article Read Complete	Content performance
Hits a paywall	Paywall View	Paywall Funnel
Clicks "Subscribe" on paywall	Paywall Click Subscribe	Paywall Funnel
Starts subscription checkout	Subscribe Start	Paywall Funnel
Completes subscription	Subscribe Complete	Paywall Funnel, Subscription metrics
Shares an article	Article Share	Top Content shares column
Signs up for newsletter	Newsletter Signup	Conversion tracking
Starts registration	Registration Start	Registration Funnel
Views a product (shop)	Product View	E-commerce tracking
Adds to cart	Add to Cart	E-commerce tracking
Sees a conversion surface (banner, modal, etc.)	Conversion Surface Impression	Campaign/conversion tracking
Clicks a conversion surface CTA	Conversion Surface Click	Campaign/conversion tracking
Copies a coupon code	Coupon Copied	Campaign tracking

“Important: These events only fire if the reader has accepted cookie consent on the Reader Portal. If consent is denied, GA4 will not receive data from that reader's session.”

12. Worked Examples

Example 1: Checking Which Articles Performed Best This Week

Scenario: The editorial team wants to see which articles got the most attention in the past 7 days to inform next week's editorial planning.

Steps:

1. Click **Analytics** in the sidebar.
2. In the top-right, click the **date range picker**.
3. Click **7d** to select the last 7 days.
4. Wait for the page to reload with updated data.
5. Scroll down to the "**Top Content**" section.
6. Review the table:
 - **Rank 1** is your most-viewed article.
 - Check the **Page Views** column for total views.
 - Check **Time on Page** to see which articles held attention longest.
 - Check **Shares** and **Comments** to see which articles sparked the most engagement.
7. Click on any article title to go to its content detail page for more information.

What to look for:

- Articles with high views AND high time-on-page are genuinely engaging.
 - Articles with high views but low time-on-page may have clickbait titles but disappointing content.
 - Articles with low views but high shares may be niche but highly valued by their audience.
-

Example 2: Reviewing Subscription and Revenue Growth Over a Quarter

Scenario: The product team needs to report on subscription growth and revenue for the last quarter.

Steps:

1. Click **Analytics** in the sidebar.
2. Click the **date range picker** and select **90d** (last 90 days).
3. Review the **Key Metrics Cards** at the top:
 - Note the **Page Views** and **Unique Visitors** to understand overall traffic trends.

- Check the comparison arrows — are they up or down compared to the prior 90 days?
4. Scroll down to the **Subscription Metrics** section:
 - **Total Subscribers** — Current subscriber count.
 - **New Subscribers** — How many new subscribers were gained in the last 90 days.
 - **Churn Rate** — What percentage canceled.
 - **MRR** — Current monthly recurring revenue.
 5. Look at the **By Plan** breakdown to see which plans are most popular.
 6. Check the subscriber trend sparkline for growth direction.
 7. Note the **Conversion Rate**, **ARPU**, and **LTV** at the bottom.
 8. To share this data, click the **Export** button to download a CSV report.

What to look for:

- MRR should ideally be growing month over month.
- If churn rate is rising, investigate why subscribers are leaving.
- If conversion rate is low, the paywall or pricing may need adjustment.

Example 3: Checking Whether a Paywall or Campaign Is Converting Well

Scenario: Marketing launched a new campaign last week with a special paywall offer. They want to know if it is driving subscriptions.

Steps:

1. Click **Analytics** in the sidebar.
2. Set the date range to **7d**.
3. Look at the **Page Views** and **Unique Visitors** cards — has traffic increased?
4. Check **Traffic Sources** — Is the campaign's channel (e.g., Email, Social, Paid) showing a higher percentage than usual?
5. Scroll to **Subscription Metrics**:
 - Are **New Subscribers** higher than the previous period?
 - Has the **Conversion Rate** improved?
6. For social campaign effectiveness, go to **Social > Analytics**:
 - Check the **Attribution Tab** to see how much traffic social posts drove.
 - Look at the **Top Posts Table** to see which campaign posts performed best.

7. Compare the current period numbers with the previous period (shown as % change on metric cards).

What to look for:

- A successful campaign shows increased traffic from the campaign channel AND improved subscription conversion.
 - If traffic is up but conversions are flat, the landing page or paywall offer may need improvement.
 - If the campaign channel shows low traffic, the campaign distribution may not be reaching enough people.
-

Example 4: Reviewing Institutional Usage for a Customer Account

Scenario: The sales team has a renewal meeting with an institutional client and needs to show how their staff has been using the platform.

Steps:

1. The institutional usage data is available through the Admin Console's analytics API.
2. Ask your administrator or product team for an institutional usage report, which includes:
 - **Total Users vs. Active Users** for the institution
 - **Content Accessed** — Number of articles read by the institution's users
 - **Recent Logins** — Login activity over the selected period
 - **Utilization Rate** — Percentage of assigned seats being actively used (active users / total seats)
3. Key metrics to present to the client:
 - High utilization rate (above 70%) shows the subscription is well-used and worth renewing.
 - Low utilization rate (below 30%) may mean the institution needs onboarding support or awareness campaigns.
 - Content accessed count shows the value delivered.

What to look for:

- If utilization is declining, reach out proactively before the renewal conversation.
 - If certain departments use it heavily and others do not, suggest targeted onboarding.
-

[Example 5: Troubleshooting Why Analytics Data Is Missing or Incomplete](#)

Scenario: An editor opens the Analytics page and sees zeros everywhere, or some sections show data while others are blank.

Diagnostic Steps:

Step 1: Check if GA4 is configured

1. Go to **Settings > Integrations**.
2. Find the **Google Analytics 4** card.
3. If it shows "Not configured" or "Inactive":
 - Click **Configure** and verify the Measurement ID, Property ID, and Service Account Key are entered correctly.
 - The Measurement ID must start with `G-` (e.g., `G-ABC1234567`).
 - The Property ID must be a 9+ digit number.
 - The Service Account Key must be valid JSON starting with `{"type": "service_account"}`.

Step 2: Check if some data shows but not all

- If **subscription metrics** show data but **traffic metrics** are zero:
 - Subscription data comes from the platform database (works without GA4).
 - Traffic data requires GA4. Check Step 1.
- If **traffic data** shows but **paywall funnel** is empty:
 - The Reader Portal may not be firing paywall tracking events. Ask your technical team to verify.

Step 3: Check your permissions

1. If you see a lock icon and "Access Restricted" message, you do not have the **Analytics Read** permission.
2. Contact your administrator to get the appropriate role.

Step 4: Check the date range

1. Make sure the date range is set to a period that has data.
2. If you just launched the platform, try **7d** first.
3. If the platform is new, it takes 24-48 hours for GA4 data to start appearing.

Step 5: Check if the Reader Portal is live

- If the Reader Portal is not deployed or not receiving traffic, GA4 will have no data to report.
- Try visiting the Reader Portal yourself and then check GA4 directly (using the "**Open Google Analytics**" link at the bottom of the Analytics page).

[Example 6: Finding the Best Time to Post on Social Media](#)

Scenario: The social media team wants to optimize their posting schedule.

Steps:

1. Go to **Social > Analytics**.
2. Set the period to **90 days** for a reliable sample.
3. Click the **Performance** tab if not already selected.
4. Scroll down to the **Best Times Heatmap**.
5. The heatmap shows a grid: days of the week (rows) by hours of the day (columns).
6. Darker cells indicate higher engagement rates at that time.
7. Identify the 3-5 darkest cells — these are your optimal posting windows.
8. Also check the **Content Type Breakdown** table to see which content types (Image, Video, Link Share, etc.) perform best.
9. Combine insights: Post your best content type during your best time slots.

[Example 7: Understanding Where Your Readers Come From](#)

Scenario: The marketing team wants to understand traffic attribution to allocate budget.

Steps:

1. Go to **Analytics** in the sidebar.
2. Set the date range to **30d**.
3. Look at the **Traffic Sources** card:
 - If **Organic Search** is dominant (>40%), your SEO strategy is working well.
 - If **Direct** is high, you have strong brand recognition (people type your URL).
 - If **Social** is growing, your social media efforts are driving traffic.
 - If **Email** is significant, your newsletter campaigns are effective.
 - If **Paid** is low despite active ad campaigns, check your UTM parameter setup.
4. Scroll down to **Top Countries** to see geographic distribution.
5. Check **Device Breakdown** to understand if your audience is mostly mobile or desktop.
6. Export the data for a marketing budget review meeting.

Example 8: Reviewing Social Media ROI Across Platforms

Scenario: Leadership wants to know which social platform delivers the best return on effort.

Steps:

1. Go to **Social > Analytics**.
 2. Set the period to **30 days**.
 3. On the **Performance** tab, find the **Platform Comparison** card.
 4. Compare across platforms:
 - Which platform has the highest **Engagement Rate**?
 - Which drives the most **Impressions** and **Reach**?
 5. Switch to the **Attribution** tab.
 6. Check the **Platform Traffic Breakdown** — which platform sends the most clicks to your website?
 7. If you have Executive access, switch to the **Executive** tab for KPI goal tracking.
 8. Export the report to share with leadership.
-

13. Common Mistakes and How to Fix Them

Mistake	What Happens	How to Fix
GA4 not configured	Traffic metrics, content performance, device breakdown, and geographic data all show zero or placeholder values	Go to Settings > Integrations , click Configure on the GA4 card, and enter valid Measurement ID, Property ID, and Service Account Key
Wrong Measurement ID format	GA4 connection fails silently	Ensure the ID starts with G- followed by at least 10 characters (e.g., G-ABC1234567)
Wrong Property ID format	GA4 data queries fail	Ensure the Property ID is a number with 9 or more digits
Invalid Service Account Key	GA4 API authentication fails, no traffic data loads	Paste the complete JSON key file contents. It should start with <code>{"type": "service_account"}</code>
Reader Portal cookie consent not accepted	No GA4 events fire for that visitor	This is expected — analytics only tracks visitors who consent. Inform your team that analytics coverage depends on consent rates
Looking at too narrow a date range	Charts look empty or have very few data points	Try a wider date range (30d or 90d) for more meaningful trends
Confusing Page Views with Unique Visitors	Overestimating audience size	Page Views counts every page load; Unique Visitors counts distinct people. A small audience can generate many page views
Expecting real-time data	Data appears stale or zero for very recent activity	GA4 data can take 24-48 hours to fully process. The Dashboard page uses more recent platform data
Not having Export permission	Export button is not visible	Contact your administrator to add the Analytics Export permission to your role
Social analytics empty	No social posts or accounts connected	Connect at least one social account in Settings > Integrations > Social Media and publish posts
Comparing periods of different lengths	Trends look misleading	When using Custom date ranges, make sure you compare periods of equal length for fair comparison

14. QA / Testing Checklist

Use this checklist to verify that the Analytics & Reporting module is functioning correctly.

Access & Permissions

- User with **Analytics Read** permission can access the Analytics page
- User without **Analytics Read** permission sees the "Access Restricted" lock screen
- User with **Analytics Export** permission sees the Export button
- User without **Analytics Export** permission does not see the Export button
- User with **Social Analytics Read** permission can access Social Analytics
- User with **Social Executive Read** permission can see the Executive tab

Analytics Overview Page

- Page loads without errors
- Loading skeleton animation shows while data loads
- All 4 metric cards display values (Page Views, Unique Visitors, Sessions, Avg. Session Duration)
- Metric cards show comparison arrows and percentages
- Bounce rate displays as subtitle on the Session Duration card
- Traffic Chart renders with at least one line visible
- Traffic Chart metric toggles (Page Views, Unique Visitors, Sessions) work
- Hovering over chart data points shows tooltips with values and dates
- Traffic Sources card shows percentage bars for all 6 sources
- Subscription Metrics card shows Total Subscribers, New Subscribers, Churn Rate, MRR
- Subscription by Plan breakdown shows plan names and percentages
- Subscriber trend sparkline renders
- Conversion Rate, ARPU, and LTV display at the bottom of subscription card
- Top Content table lists articles with rank, title, page views, time on page, shares, comments
- Clicking an article in Top Content navigates to the content detail page
- Device Breakdown shows Desktop, Mobile, and Tablet percentages
- Top Countries shows up to 5 countries with flags and percentages
- "Open Google Analytics" link opens in a new tab

[Date Range Picker](#)

- Default selection is 30 days
- Clicking 7d updates all data to last 7 days
- Clicking 30d updates all data to last 30 days
- Clicking 90d updates all data to last 90 days
- Clicking 12m updates all data to last 12 months
- Custom date range accepts start and end dates and updates data
- Changing the date range causes all charts and metrics to reload

[Export](#)

- Clicking Export downloads a CSV file
- CSV filename includes the date
- CSV contains traffic source data (if GA4 configured)
- CSV contains subscription data
- Opening the CSV in a spreadsheet application works without formatting errors

[Dashboard](#)

- Welcome message shows the logged-in user's first name
- All 4 primary stat cards show values
- Content & Moderation status cards show counts
- Clickable cards navigate to correct pages (Content filtered by status, Moderation)
- Most Popular section lists articles with views and comments
- Under Review section shows pending articles
- Quick Actions links work (New Article, Moderation, Analytics)
- Social Overview shows scheduled today, this week, and failed counts
- Failed posts alert appears when count > 0 and links to failed posts
- Recently Published shows up to 6 articles with engagement metrics

[Social Analytics](#)

- Performance tab loads with metric cards and charts
- Platform Comparison shows data for connected platforms
- Follower Growth Chart renders with account-specific lines
- Best Times Heatmap displays 7x24 grid with color intensity

- Top Posts Table shows posts ranked by engagement
- Attribution tab shows funnel and platform breakdown
- Executive tab is only visible to users with the correct permission
- Period selector (7, 14, 30, 90 days) updates all data
- Export button downloads data

Edge Cases

- Analytics page works when GA4 is not configured (shows empty/placeholder data, not errors)
 - Analytics page works when there are no subscribers (subscription metrics show zero)
 - Analytics page works when there are no articles (top content shows empty state)
 - Social Analytics works when no social accounts are connected (shows empty state with CTA)
 - Refresh button reloads data without page navigation
 - Page handles API errors gracefully (no crash, shows error state)
-

15. Current Known Limitations

Limitation	Impact	Workaround
GA4 data can take 24-48 hours to process	Very recent activity may not appear in analytics immediately	Use the Dashboard for more real-time platform metrics (articles, subscribers); check GA4 directly for real-time visitor data using the "Open Google Analytics" link
Traffic data requires GA4	Without GA4 configured, traffic, content performance, device, and geographic data will be unavailable	Configure GA4 in Settings > Integrations. Subscription and article data will still work without GA4
Cookie consent affects data completeness	Visitors who decline cookies will not be tracked in GA4, potentially underreporting traffic	This is expected behavior for privacy compliance. Consider the consent acceptance rate when interpreting traffic numbers
Institutional usage reports are API-based	There is no dedicated admin UI page for browsing institutional usage — data is accessed via the API	Contact your technical team or administrator for institutional usage reports; the data is available programmatically
PDF export not yet available	Export currently supports CSV and JSON only	Export as CSV and use a spreadsheet application to format and print/PDF as needed
No saved/scheduled reports	You cannot schedule automatic report delivery via email	Manually export data as needed. Scheduled reports may be added in a future release
Social analytics requires connected accounts	Social analytics pages will show empty states without connected social accounts	Connect accounts via Settings > Integrations > Social Media before using Social Analytics
Paywall funnel depends on Reader Portal events	If the Reader Portal is not properly firing paywall tracking events, the funnel will be incomplete	Have your technical team verify that paywall events are firing correctly in the Reader Portal
Author Stats are API-only	Per-author content performance data is available via the API (<code>/api/analytics/author-stats</code>) but not yet displayed on a dedicated admin page	Access author performance data via API export or build a custom report
Registration Funnel is API-only	The registration funnel (Visitors → Registered → Subscribed) is available via the API (<code>/api/analytics/registration-funnel</code>) but not yet displayed on the Analytics page	Access registration funnel data via API or export

This user manual covers the Analytics & Reporting module as implemented in the Hyphen Admin Console as of March 2026. Core analytics features including the Paywall Conversion Funnel and Content Engagement (scroll depth) are fully implemented and displayed on the Analytics Overview page. Author Stats and Registration Funnel

APIs are available for programmatic access. For technical implementation details, refer to the architecture documentation and API docs.

[< Page Template System](#)

[Complete guide to managing page templates, sections,...](#)

[Reader Management System >](#)

[Complete guide to reader registration, subscriptions, ins...](#)