WAI
Web Analytics Italia
Statistics of government websites in Italy
What is Web Analytics Italia

WAI is a national platform for web analytics in the public sector.

- The collection of statistical data is mandatory for all public bodies as established by the Italian law.
- Each public administration can choose which tool to use for the collection of statistics, however the use of WAI is recommended because it contributes to the construction of a national data repository.
- WAI is based on Matomo and is connected to the Italian public bodies directory (IndicePA) and SPID (public digital identity system).
Why we use Matomo / 1

Open source software is the first choice for the Italian Public Administration

● All public bodies in Italy must follow the “Guidelines on software acquisition and reuse for public administrations”.
● According to the guidelines, preference should be given to open source solutions and the re-use of software shared by other administrations.

Matomo was the natural choice when we started designing Web Analytics Italia.
Why we use Matomo / 2

A centralized system can provide a valuable national overview (and comparable metrics)

- All statistics can be segmented using geographical criteria or other aggregations based on external data on administrations (population, income, public spending, etc.)
- This kind of segmentations will allow interesting analyses and stimulate data-driven decision making
Why we use Matomo / 3

Small organizations can monitor their traffic with minimal effort

- More than 75% of administrations using Web Analytics Italia are municipalities or schools
- These small organisations either did not collect statistics or used google analytics with individual accounts
- In the short term, the main objective is to spread a sort of “culture of data collection and use” rather than providing advanced analysis tools
Why we use Matomo / 4

GDPR compliance

- Since the enactment of GDPR, Matomo has been a solution to comply with the European regulation
- The recent CNIL recommendation on exemption from tracking consent is a further argument in support of the use of Matomo
- Italian Data Protection Authority considers the use of first-party analytics cookies to be exempt from user consent when all data is properly anonymised.
How we use Matomo / 1

WAI can be considered an administration frontend for Matomo
How we use Matomo / 2

The onboarding process

1. **SPID Login**
2. **Organization selection**
3. **New website in Matomo**
   - **Tracking code provided**
   - **Inclusion of the tracking code in the website**
4. **New account in Matomo**
   - **Visits start to be tracked**
5. **Onboarding complete**

Organization website
How we use Matomo / 3

The Single Digital Gateway statistics client

- Statistics collection with WAI
- Extraction of statistics data using segments
- Data formatting
- Transmission

Web page

Member state
Our architecture / 1

Italian Cloud IaaS

Kubernetes Cluster

WAI Portal

Ingress Controller

Matomo API

Matomo Ingestion

Matomo web

enqueue

dequeue

Matomo Archive Cron Job

Redis

Matomo Workers
Our architecture / 2

Four kinds of Matomo containers
Our architecture / 4

Providing widgets to authorized organizations

- Matomo offers out-of-the-box widgets ready to be included in every website
- We wanted to limit the inclusion of the widget to the website corresponding to the visualized statistic data
- We made up a custom solution
Our architecture / 3

Some performance metrics
Thank you for your kind attention

https://webanalytics.italia.it/