A BRIEF INTRODUCTION TO

COUNTER METRICS

THREE TYPES OF METRIC

Usage	• Compare traffic across platforms
Search	• Assess the value of discovery
Denials	• Determine what to license

SEARCH METRICS

✓ Searches Platform: search activity across a whole site

✓ Searches Regular: search activity within a database (user can select a database)

✓ Searches Automated: search activity within a database (user can't select a database)

✓ Searches Federated: search activity from outside the platform

DENIAL METRICS

✓ No License: access denied because the content is not licensed for use

✓ Limit Exceeded: access denied because the license is for a limited number of users, and that cap has been exceeded

USAGE METRICS

Investigations and Requests

Investigations:

✓ All user interactions with content

✓ Includes interactions with metadata and links

✓ Example: video thumbnail

Requests

✓ Subset of investigations

✓ Interactions with full content only

✓ Example: full video

Each interaction is counted

Total Item Investigations / Requests

⬇

Interactions in a session are deduplicated

Unique Item Investigations / Requests

⬇

Book interactions are rolled up

Unique Title Investigations / Requests

COUNTER