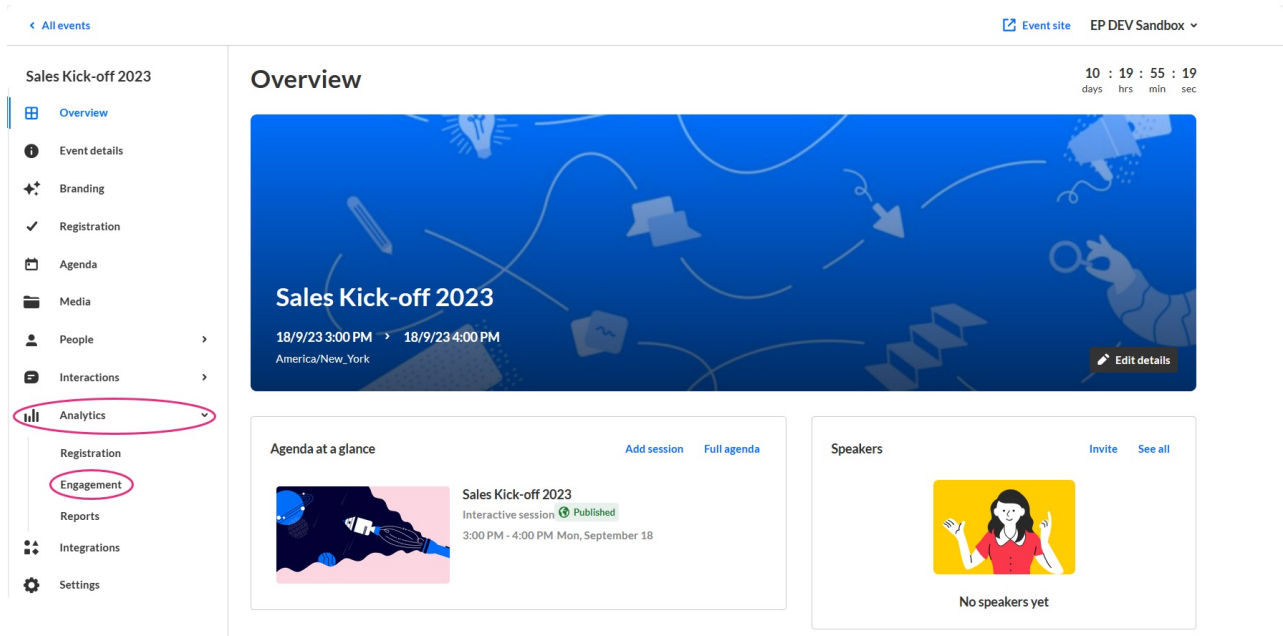


Analytics tab - Engagement analytics

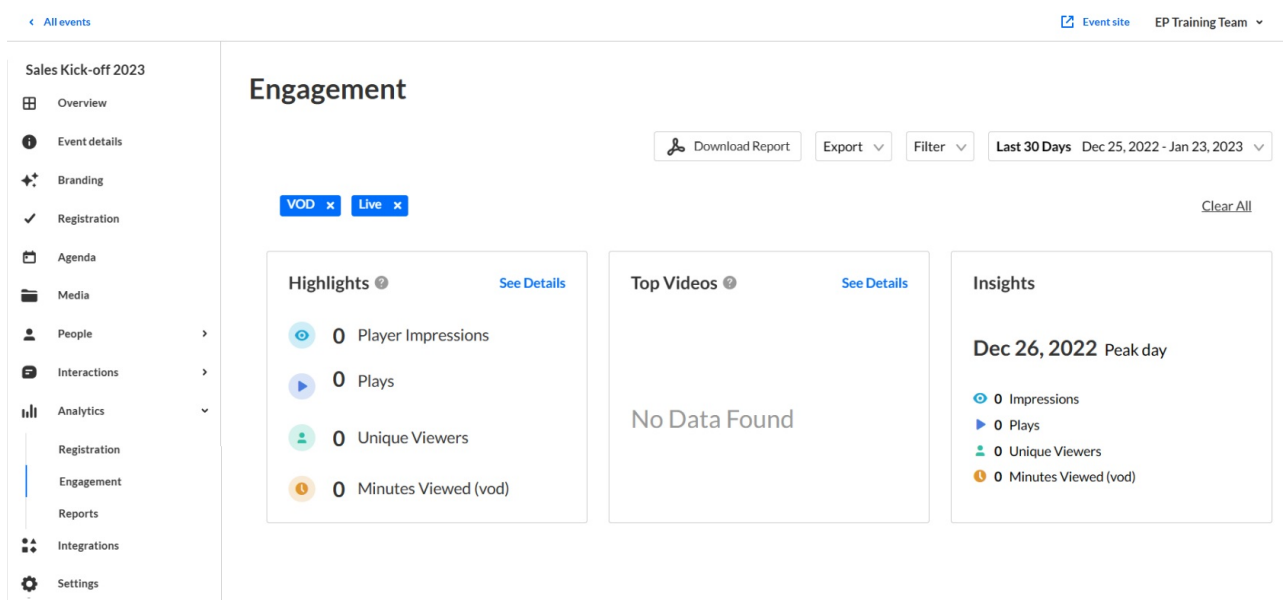
This article describes how to view engagement analytics on your event.

Navigate to the Engagement page; from the Event page, choose Engagement from the Analytics tab pull-down menu.



The screenshot shows the 'Overview' page for the 'Sales Kick-off 2023' event. The left sidebar contains a navigation menu with 'Analytics' highlighted. The main content area displays the event title, dates (18/9/23 3:00 PM to 18/9/23 4:00 PM), and location (America/New_York). Below this, there are sections for 'Agenda at a glance' and 'Speakers'. The 'Agenda at a glance' section shows a session titled 'Sales Kick-off 2023' with a status of 'Published' and a time slot of 3:00 PM - 4:00 PM Mon, September 18. The 'Speakers' section shows a placeholder for a speaker and the text 'No speakers yet'.

The Engagement page displays.

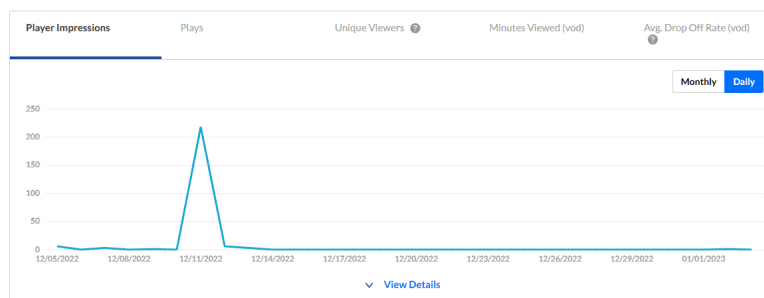


The screenshot shows the 'Engagement' page for the 'Sales Kick-off 2023' event. The left sidebar contains a navigation menu with 'Engagement' highlighted. The main content area displays the event title and a date range of 'Last 30 Days Dec 25, 2022 - Jan 23, 2023'. Below this, there are sections for 'Highlights', 'Top Videos', and 'Insights'. The 'Highlights' section shows a list of metrics: 0 Player Impressions, 0 Plays, 0 Unique Viewers, and 0 Minutes Viewed (vod). The 'Top Videos' section shows 'No Data Found'. The 'Insights' section shows a peak day of 'Dec 26, 2022' with metrics: 0 Impressions, 0 Plays, 0 Unique Viewers, and 0 Minutes Viewed (vod).






The first portion of the page (shown above) provides information on highlights, top videos, and insights.

The second portion (shown below) provides information on player impressions (a player impression event is counted each time the player is loaded on the page), plays (a play is

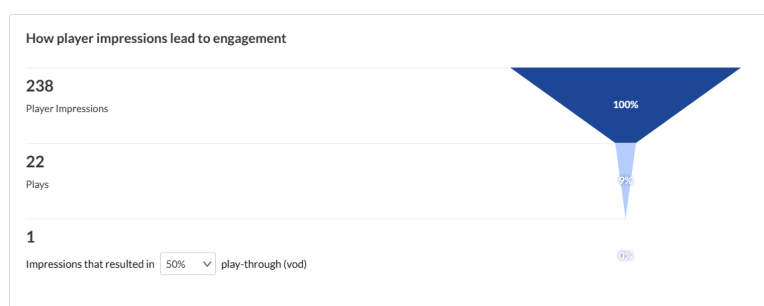
counted when a user clicks the Play button to watch a video; if the player is set to auto-play, a play event will be counted when the player begins to play the video), unique viewers (number of unique users that had an active viewing action during the time period), minutes viewed (minutes played across all viewers), average completion rate (average percentage of completion, across all plays), and average drop off rates (the average percentage of drop-off quartile (last quartile watched), across all plays).



The third portion (shown below) focuses on top videos.

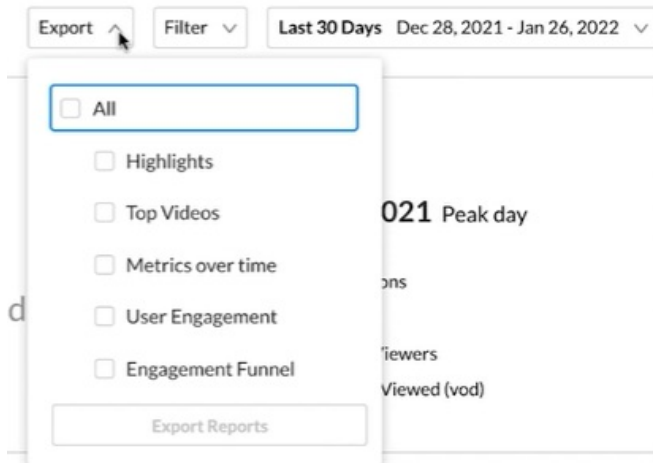
Top Videos					
	Video Details	Plays	Unique Viewers	Avg. Completion Rate (vod)	Score
1	 4444952_1667723679 By Training Team	▶ 13	2	0.2%	6.7/10
2	 Broadcasting Best Practices By epm_content_managers_44...	▶ 5	2	0%	Deleted Entry 3.6/10
3	 My DIY Session By epm_content_managers_52...	▶ 1	1	63%	2.8/10
4	 My Simulive By epm_content_managers_52...	▶ 1	1	0%	2.1/10
5	 Broadcasting Best Practices By epm_content_managers_44...	▶ 1	1	0%	Deleted Entry 1.2/10

The fourth portion (shown below) provides information on how player impressions led to engagement. This includes player impressions, plays, and impressions that resulted in [number]% play-through (VOD) (pull down menu allows you to select percentage).



□ You may also perform the following additional functions on the Analytics page:

Export specific analytics



Filter by several different data points

Analytics

[Download Report](#)

Export

Filter

Last 30 Days May 21, 2022 - Jun 19, 2022

Playback Type
☐ DVR
 ☐ Live
 ☐ VOD

Tags

Owners

Categories
[Select Categories](#)

Country

Region

City

Sort based on specific dates or time

Export

Filter

Last 30 Days May 21, 2022 - Jun 19, 2022

Preset

Specific Date Range

LAST

CURRENT

7 Days

Week

30 Days ✓

Month

3 Months

Quarter

12 Months

Year

☐ Compare with another period

Apply

Compare data from one period to another

Export ▾
Filter ▾
Last 30 Days May 21, 2022 - Jun 19, 2022 ▾

Preset
Specific Date Range

06/20/2022 00:00 ▾ – 06/20/2022 23:59 ▾

June ▾
2022 ▾

Su	Mo	Tu	We	Th	Fr	Sa
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	1	2

☐ Compare with another period

Apply

Download report

You may click the **Download Report** button to download a PDF version of the dashboard.

[template("cat-subscribe")]