

# Audience Analytics

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## Overview

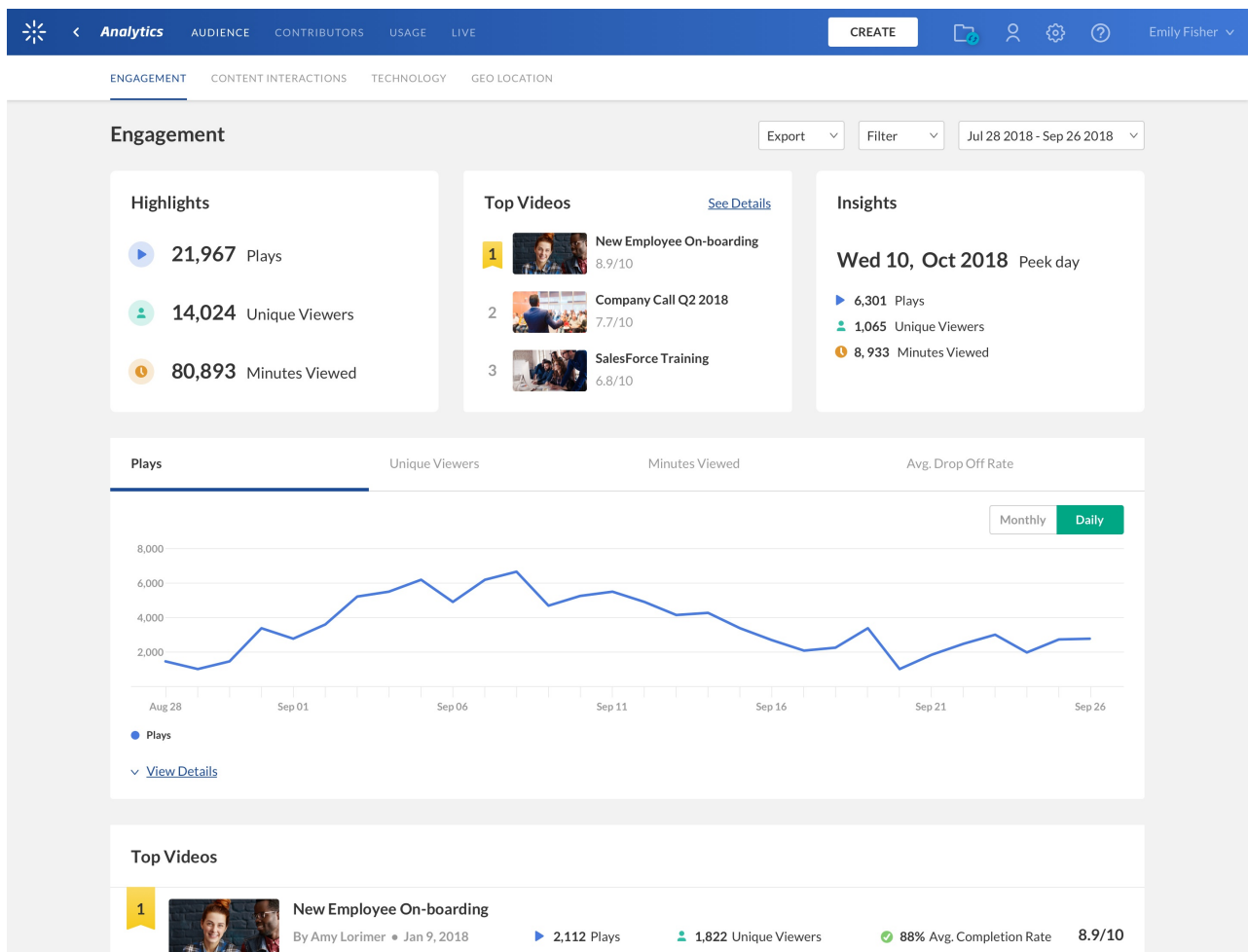
The Audience dashboard is the primary dashboard for audience engagement analytics and includes reports and insights that enable you to get a closer view on the way your audience consumes and engages with video content in your account.





## The Audience Dashboard Reports

The Audience dashboards are comprised of the following:

- [Engagement](#) - How users engage with content?
- [Content Interactions](#) - How users interact with the player?
- [Technology](#) - What technology is used by your users?
- [Geo Location](#) - What countries do your users come from?

As a reference for analytics terms and definitions, please see the [Advanced Analytics Terminology](#) article.



2		<b>Company Call Q2 2018</b> By Ron Greenberg • Jan 9, 2018	▶ 201 Plays	▶ 165 Unique Viewers	▶ 76% Avg. Completion Rate	7.7/10
3		<b>SalesForce Training</b> By Lily Grant • Jan 9, 2018	▶ 201 Plays	▶ 165 Unique Viewers	▶ 75% Avg. Completion Rate	7.4/10
4		<b>HR Training</b> By John Sullivan • Jan 9, 2018	▶ 201 Plays	▶ 165 Unique Viewers	▶ 70% Avg. Completion Rate	7.2/10
5		<b>Corporate Announcement</b> By Eric Melody • Jan 9, 2018	▶ 201 Plays	▶ 165 Unique Viewers	▶ 68% Avg. Completion Rate	7.1/10

### How player impressions are leading to engagement?

**30,546**

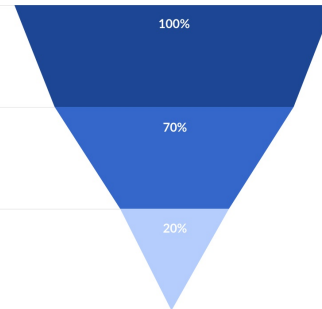
Player Impressions

**21,967**

Plays






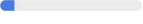



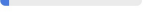
**6,071**

Plays that reached  play-through.



### Top Domains ?

5 Domains

#	Domain Name	Plays	Plays Distribution	Player Impression	Play Impr. Ratio	Min. Viewed	Avg. Completion Rate
1	 corp.kaltura.com	2,543	24% 	3,223	34%	4,883	42%
2	 linkedin.com	2,102	22% 	12%	4,332	1,722	20%
3	 mediaspace.kaltura.com	1,988	22% 	20%	2,332	988	29%
4	 google.com	1,238	20% 	1,223	22%	992	22%
5	 kmc.kaltura.com	1,010	20% 	3,223	34%	1,882	42%