Engagement dashboard in Rich Media CMS

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This article is designated for administrators.

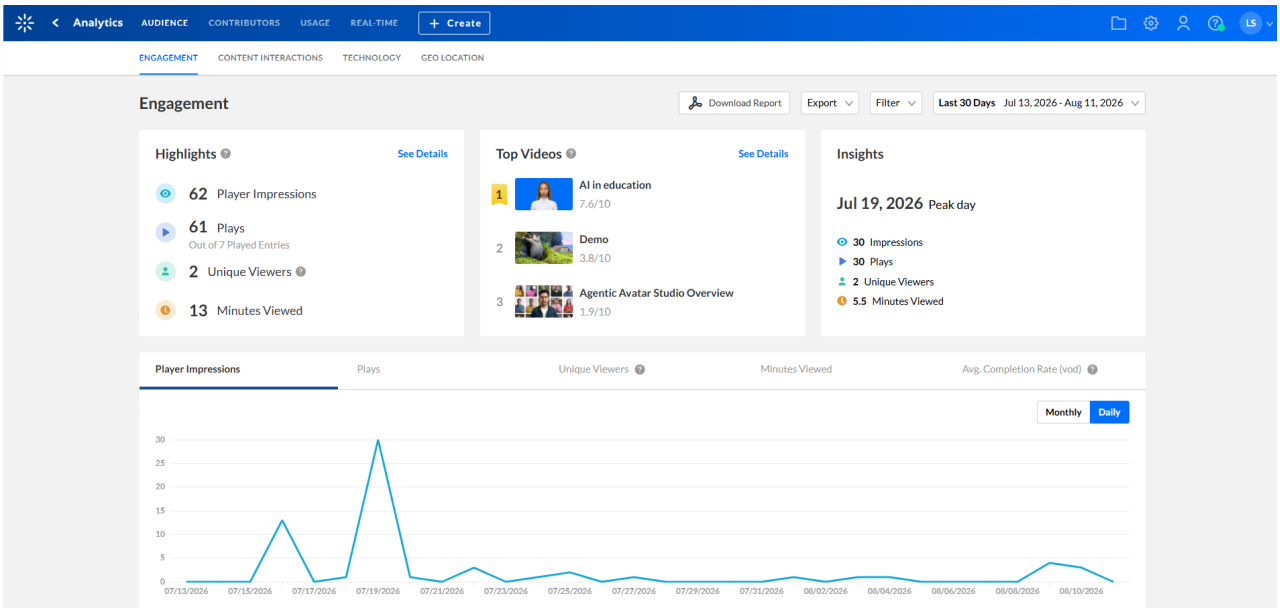
About

The Engagement dashboard in Rich media CMS helps you understand how viewers interact with your videos. You can track trends over time, compare different periods, and filter by location, category, and more.

The dashboard highlights top-performing videos and provides key engagement insights—all in one place. A PDF version is also available for download.

To learn more, see Working with the Engagement Dashboard.

As a reference for analytics terms and definitions, please see the Analytics terminology article.



Overview

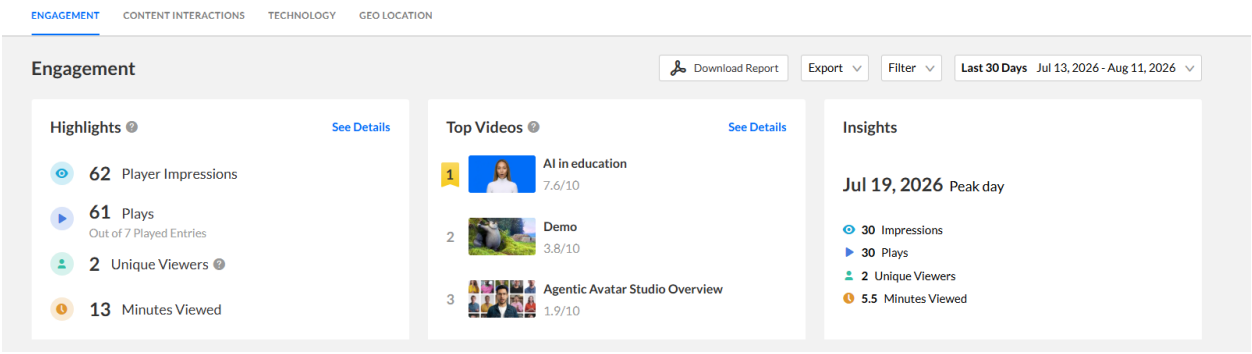
The top panel of the Engagement dashboard provides an overview with highlights and insights on viewer engagement in your account.

- **Highlights** - Displays a snapshot of the important metrics for the selected

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timeframe.

- **Top videos** - Displays the top 3 engaging videos for the selected timeframe. The top engaging videos are selected based on a unique algorithm that takes into consideration the number of plays, unique viewers, and view period of the video.
- **Insights** - Displays interesting data points about engagement in your account.



Engagement metrics over time

To explore engagement trends over time, use the graph to review key metrics:

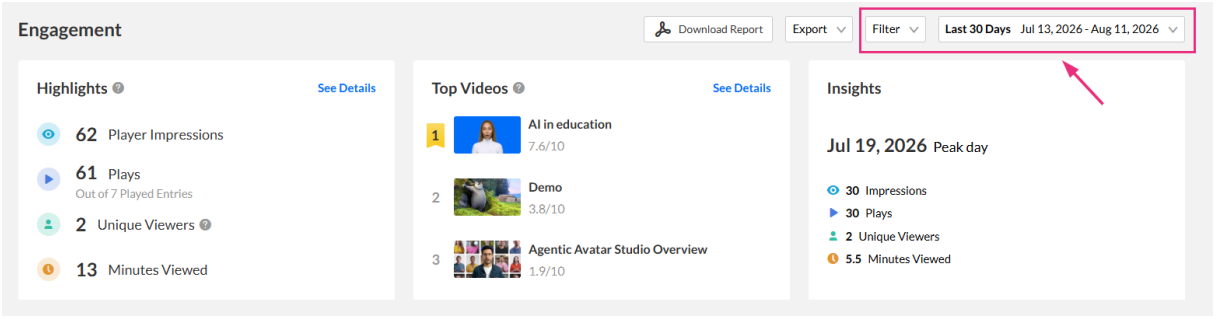
- **Player Impressions** - Number of times the video was loaded on the webpage.
- **Plays** - Number of times viewers clicked play to watch a video.
- **Unique viewers** - Number of authenticated viewers, all anonymous viewers will be counted as a single viewer. The number of unique viewers is an estimate. Anonymous viewers are counted as one, and totals may differ slightly (by about 2%) from the numbers shown in exported reports or other dashboards.
- **Minutes viewed** - Total duration of video watched by viewers.
- **Avg. Completion Rate** - Average percentage of a video watched by viewers.

You can view the data for each metric in daily or monthly granularity. Hover over any point in the graph to see the detailed data.

For definitions of the fields included in the downloaded Top videos and User engagement reports, see Top videos and User engagement reports.

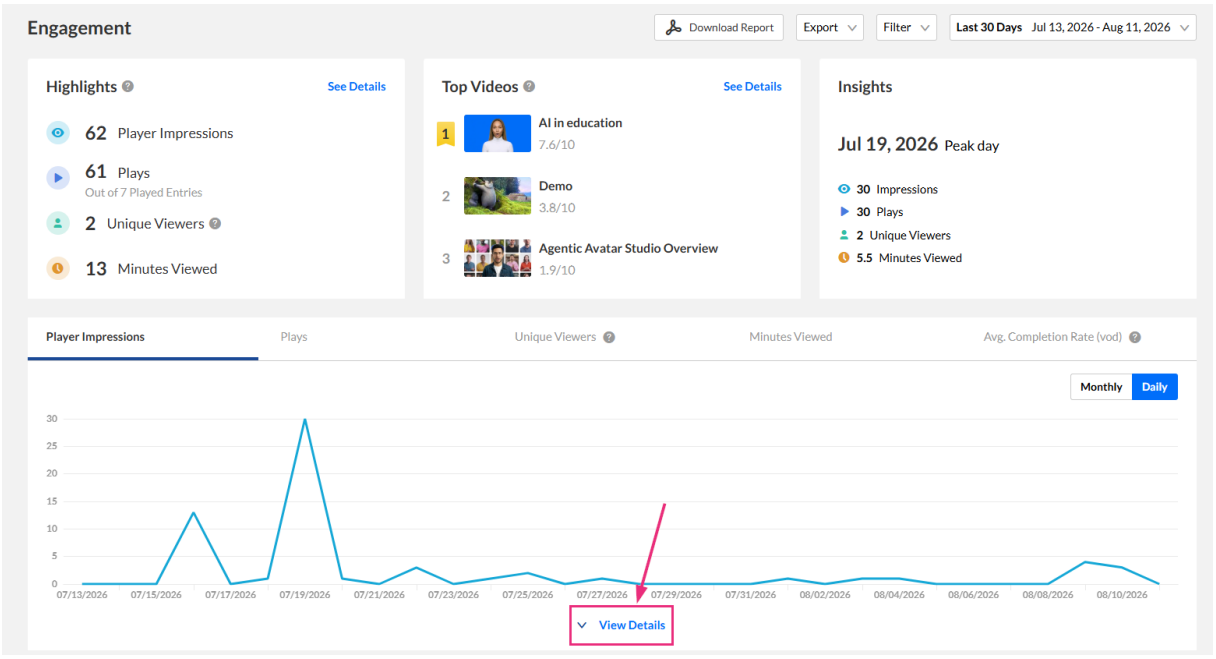
To change the time period or filter the data, use the date picker and filter panel at the top of the dashboard. You can also compare data from different time periods.

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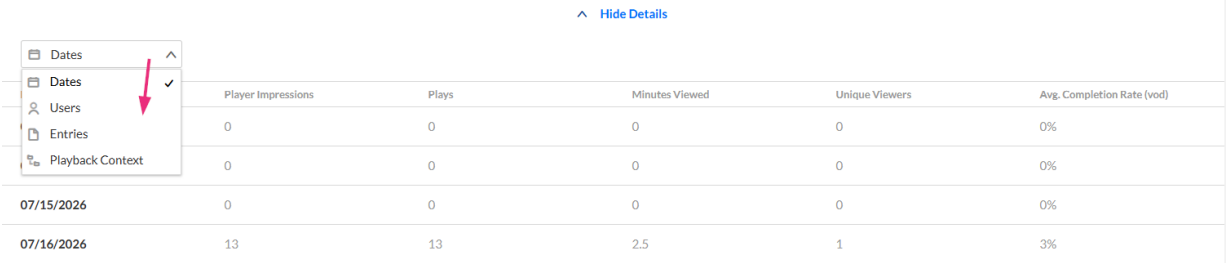
For more information, see Working with the Engagement Dashboard.

Click **View Details** to see a detailed table of the selected metric over time.



The metrics available are:

- **Dates**
- **Users**
- **Entries**
- **Playback Context** - Playback Context shows where viewers accessed your content, such as the specific channel or gallery on your site. Entries played outside known playback contexts are marked as "Unknown".

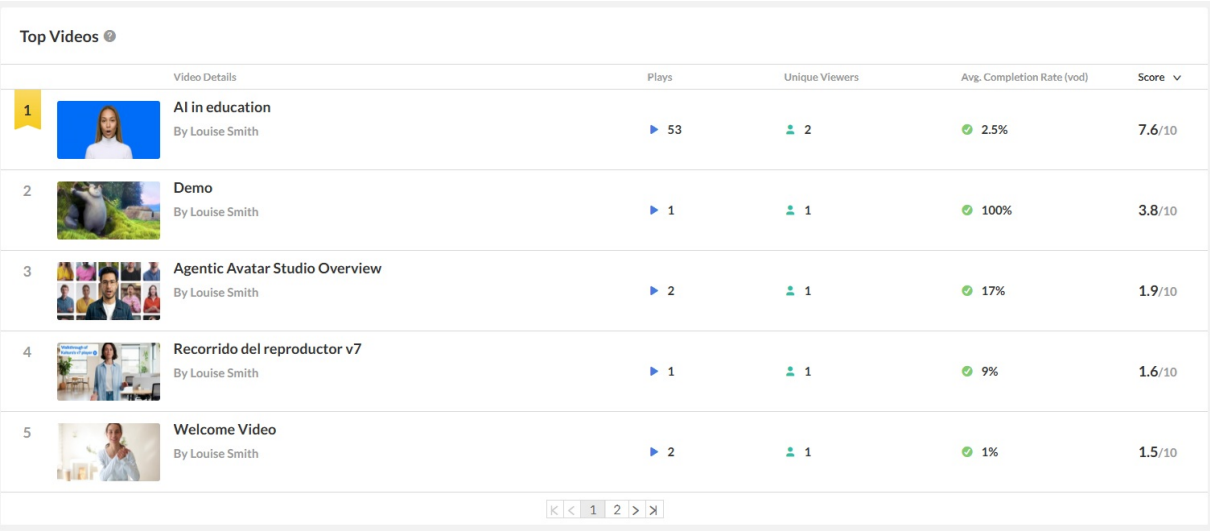


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Top videos

The top videos are selected based on a unique algorithm that takes into consideration parameters such as the number of plays, unique viewers, and average view period and scores them in comparison to other videos in the account.

In addition to the engagement score, you can also see the number of plays, unique viewers and average view period for each video.



Engagement funnel

The engagement funnel shows the viewer journey, from discovery to viewing the entire video. The following metrics are shown in the funnel:

- **Player impressions**
- **Plays**
- **Impressions that resulted in [x%] play-through (vod)** - Select the play-through percentage.



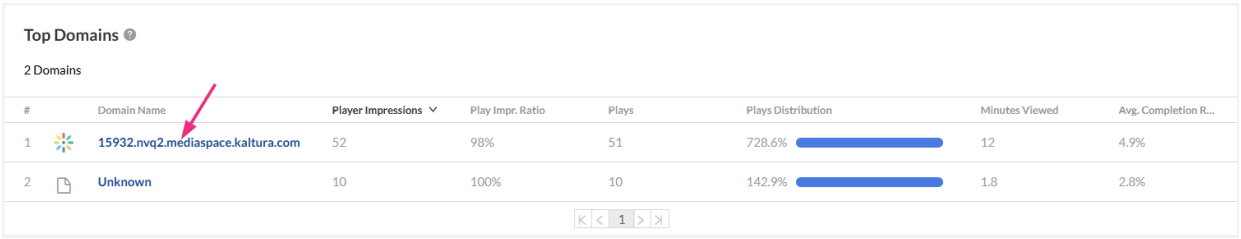
Top domains

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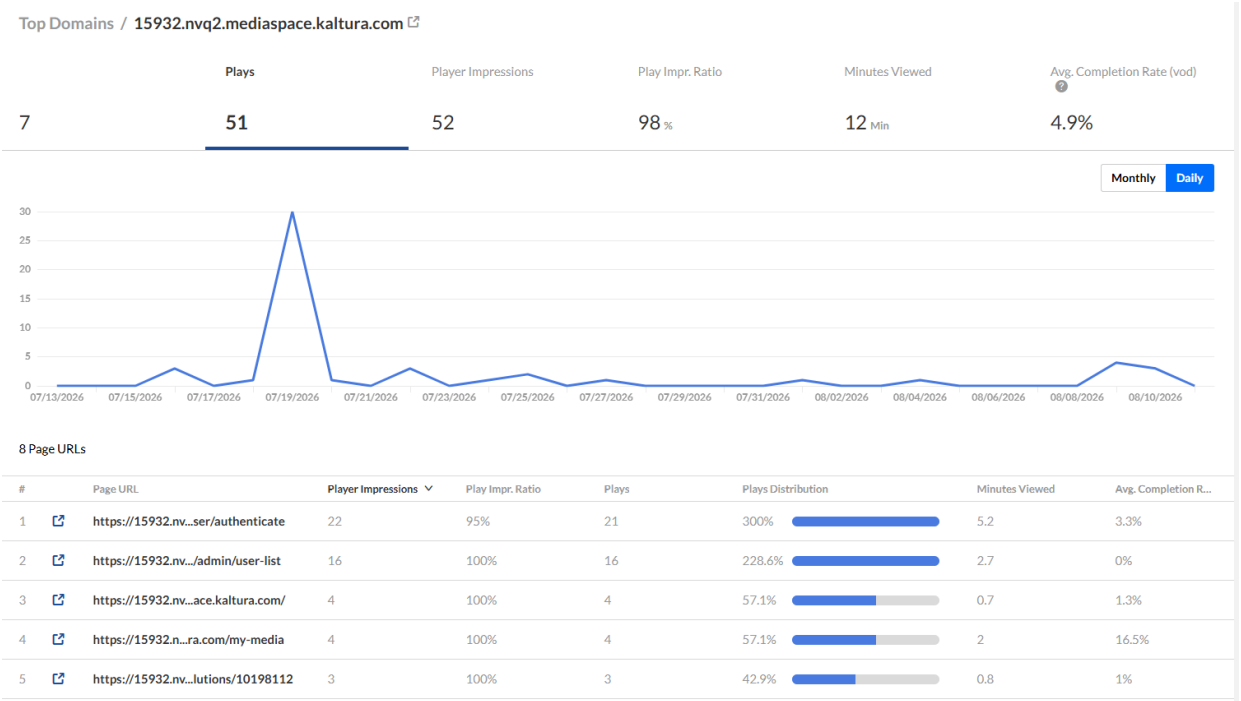
The top domains are ordered by domains with the most plays in the selected timeframe. For each domain the following metrics are available:

- **Player impressions**
- **Player impressions ratio** - number of plays divided by number of impressions
- **Plays**
- **Plays distribution** - number of plays divided by the total number of plays in the selected timeframe
- **Minutes viewed**
- **Average completion rate** - average percentage of a video watched by viewers

You can click the page URL to see all the URLs under that domain and the same metrics in a more granular view.



You can view the data for each metric in daily or monthly granularity.



Hover over any point in the graph to see the detailed data. Click the title of the metric in the table to sort the table based on this metric.

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