Event analytics tips - Using event data properly

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This article is designated for Kaltura's Flagship Events customers

One of the most powerful benefits of running a virtual, or hybrid, event (rather than a conventional in-person one) is the ability to gather and use data before, during, and after the event. You can use analytics to help you provide every attendee with the best possible event experience and optimize your future events. Not only can you gather analytics (that provide insight into which elements of your event are the most (or least) popular among your audience as a whole), but you can also zoom in on how an individual behaves over the course of the event. This way you can gather the information that can help you understand your customers and prospective customers better so that you can raise the level of personalization that you deliver.

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