

User analytics for events

Last Modified on 11/10/2025 5:16 pm IST

 This article is designated for all users.

About

This article describes how to view analytics on your users.



The screens shown here represent a multi-session event. The same actions apply when working with single session.

Navigate to user analytics

There are two ways to reach user analytics:

1. From the Event page -
 - a. Click the People tab > All users.

← All Event site Patrick Lorimer

Virtually Live!

- Overview
- Event details
- Branding
- Event site editor
- Registration
- Agenda
- Media
- People
 - All users
 - Speakers
 - Moderators
 - Team members
- Interactions
- Analytics
- Integrations
- Settings

Overview


21 : 04 : 16 : 54
days hrs min sec

Virtually live!
2/2/22 10:00 AM > 2/2/22 4:30 PM
EST (GMT-5)


It's no surprise that virtual events have prevailed over all other forms of business get-togethers since Covid-19 entered our lives. At Kaltura, we spent the past year videoifying events, transforming the conventional into the extrao...

Agenda at a glance


Add session Full agenda



Opening Keynote Add Edit
Live webcast Published
10:00 AM - 10:30 AM Tue, February 02



Marketing for Gen-Z: The right way Add Edit
Pre-recorded Published
10:00 AM - 10:30 AM Tue, February 02
LIVE




Knights in Marketing ArmorKnight... Add Edit
Pre-recorded Published
10:00 AM - 10:30 AM Tue, February 02


3 more sessions

Speakers


Invite See all




Julian Lang Edit
Director of Marketing Strategy, Kaltura
Registered




Celine Garnier Edit
Content marketing specialist personalizat...
Registered



Laura Steven Edit
Head of Global Campaigns, Kaltura
Registered



Brian Dennis Edit
Director of Marketing, Kaltura
Registered



James Li Edit
Digital Marketing Manager, Kaltura
Registered

The All users page displays.

← All Event site Patrick Lorimer









Virtually Live!

- Overview
- Event details
- Branding
- Event site editor
- Registration
- Agenda
- Media
- People
 - All users
 - Speakers
 - Moderators
 - Event team
- Interactions
- Analytics
- Integrations
- Settings

All users

Manage, track and invite attendees, moderators, and speakers to your event.

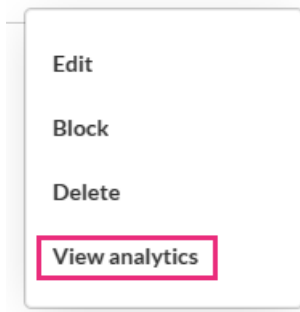
Search All roles 255 Users Bulk Invite Invite

User details	Email	Event role	Registration type	Status	Creation date	
 Eric Grant	eric.grant@kaltura.com	Event manager, Speaker, Moderator	Registration	Blocked from chat	10/09/21	...
 Lori Hattaway	lori.hattaway@kaltura.com	Moderator	Registration	Registered	10/09/21	...
 Ella Williams	ella.williams@kaltura.com	Attendee	Registration	Attended	10/09/21	...
 Julie Davis	julie.davis@kaltura.com	Attendee	Registration	Attended	10/09/21	...
 James Li	james.li@kaltura.com	Event manager, Moderator	Registration	Unregistered	10/09/21	...
 Adele Laurelton	adele.laurelton@kaltura.com	Speaker	Registration	Invited	10/09/21	...
 Liam Gibson	liam.gibson@kaltura.com	Attendee	Registration	Invited	10/09/21	...
 Sandra Sullivan	sandra.sullivan@kaltura.com	Attendee	Registration	Blocked	10/09/21	...

< 1 2 3 >

b. Click the three blue dots to the right of the creation date and choose View

analytics.



2. From the [Session analytics dashboard](#) -
 - a. Click on a user's name in the Attendees area.

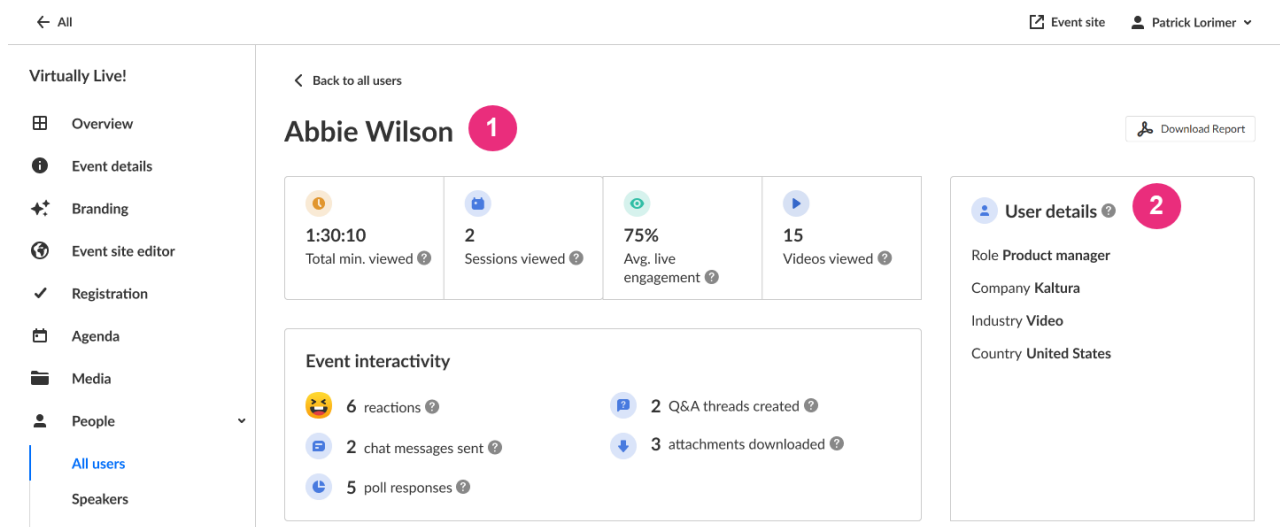
Attendees						
Name	Minutes viewed	Reactions	Sent chat messages	Poll answered	Live engagement rate	
Total	44,201	31	14	14	45%	<div style="width: 45%;"></div>
Roger Chalmer Product Design Manager, Spotify	44	0	34	0	45%	<div style="width: 45%;"></div>
Eric Lorimer Product Manager, Kaltura	42	0	34	0	45%	<div style="width: 45%;"></div>
Barack Azim UX Research Lead, Meta	42	0	34	0	45%	<div style="width: 45%;"></div>

0 Q&A threads created | 1/2 Attachments downloaded | 2 Raised hands

Section Descriptions

User profile information and basic user details are displayed at the top of the dashboard, including the following:

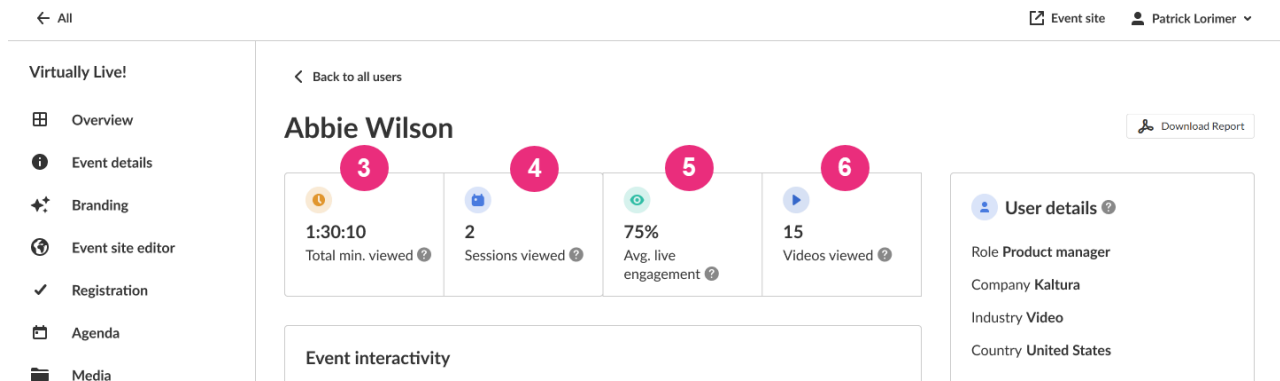
- **User name (1)** - Name of specific user
- **User details (2)** - Role, company, industry, and country



Key performance metrics for the user are also displayed at the top of the dashboard,

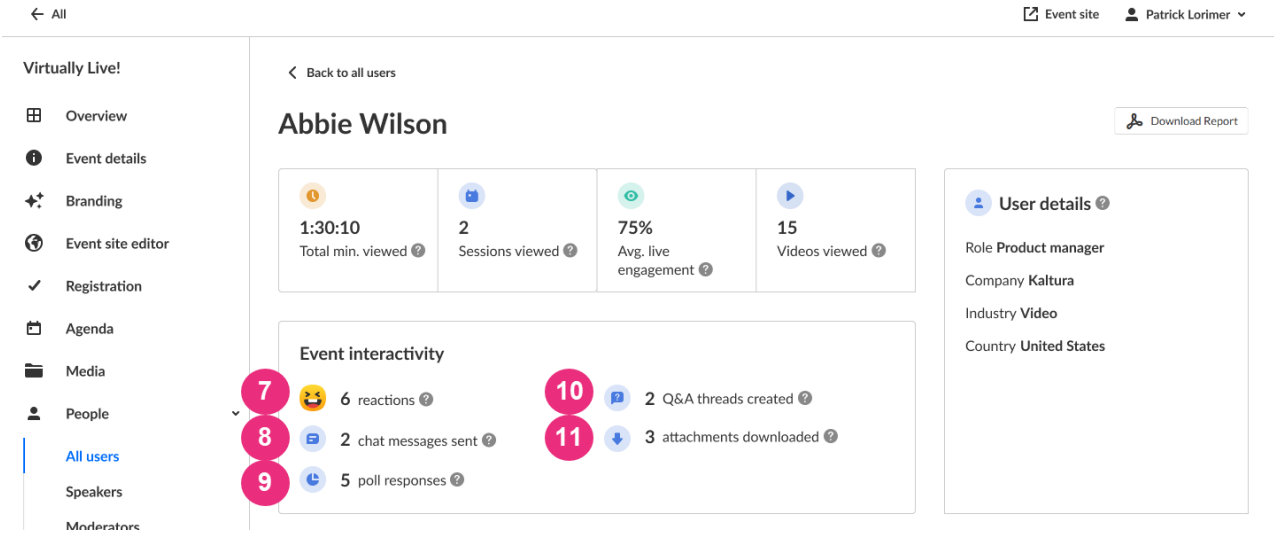
and are calculated or determined as follows:

- **Total minutes viewed (3)** - Sum of minutes viewed across all content types for specific user
- **Sessions viewed (4)** - Number of sessions viewed
- **Average live engagement rate (5)** - Average engagement rate across all live sessions attended by user
- **Videos viewed (6)** - Number of videos viewed



User's engagement metrics across different interaction types are displayed, and are calculated as follows:

- **Reactions (7)** - Number of reactions sent by specific user in the event
- **Chat messages sent (8)** - Number of group chat messages sent by specific user in the event
- **Poll responses (9)** - Number of polls where user submitted answers
- **Q&A threads created (10)** - Number of Q&A threads opened by specific user in the event
- **Attachments downloaded (11)** - Number of unique attachments downloaded by specific user



← All Event site Patrick Lorimer

Virtually Live!

- Overview
- Event details
- Branding
- Event site editor
- Registration
- Agenda
- Media
- People
 - All users
 - Speakers
 - Moderators

← Back to all users

Abbie Wilson

Download Report

1:30:10 Total min. viewed	2 Sessions viewed	75% Avg. live engagement	15 Videos viewed
-------------------------------------	-----------------------------	------------------------------------	----------------------------

User details

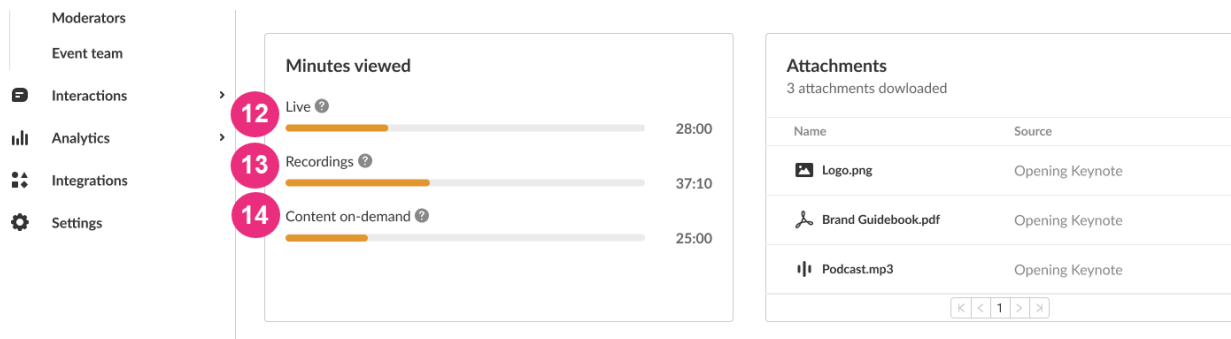
- Role Product manager
- Company Kaltura
- Industry Video
- Country United States

Event interactivity

- 7** 6 reactions
- 8** 2 chat messages sent
- 9** 5 poll responses
- 10** 2 Q&A threads created
- 11** 3 attachments downloaded

A detailed breakdown of user's viewing time across different content types is displayed, and is calculated as follows:

- **Live (12)** - Sum of minutes viewed during live sessions
- **Recordings (13)** - Sum of minutes viewed of session recording
- **Content on demand (14)** - Sum of minutes viewed of additional on-demand content uploaded to the event



Moderators
Event team

- Interactions
- Analytics
- Integrations
- Settings

Minutes viewed

12 Live	28:00
13 Recordings	37:10
14 Content on-demand	25:00

Attachments
3 attachments downloaded

Name	Source
Logo.png	Opening Keynote
Brand Guidebook.pdf	Opening Keynote
Podcast.mp3	Opening Keynote

A detailed list of attachments that were downloaded by the user are displayed and determined as follows:

- **Number of attachments downloaded (15)**
- **Name (16)** - Attachment title with file type icon
- **Source (17)** - Session from which the attachment was downloaded

Moderators

Event team

Interactions >

Analytics >

Integrations

Settings

Minutes viewed

Live

28:00

Recordings

37:10

Content on-demand

25:00

Attachments

3 attachments downloaded

15	16	17
Name		Source
Logo.png		Opening Keynote
Brand Guidebook.pdf		Opening Keynote
Podcast.mp3		Opening Keynote









A detailed breakdown of user's participation in individual sessions is displayed, and is calculated as follows:

- **Session name (18)**
- **Minutes viewed (19)** - Sum of minutes viewed filtered by user ID and session entry ID
- **Engagement rate (20)** - User's live engagement rate

Sessions		
18	19	20
Name	Minutes viewed	Live engagement rate
Opening Keynote	42.5	45%
Masterclass with Product...	16.2	45%
Salesforce vision	45	45%
Marketing Strategy	5	45%

Click the down arrow to the left of the session name to expand the section and view additional information.

- **Reactions (21)** - Number of reactions sent by the user in the session
- **Raised hands (22)** - Number of raised hands in the session
- **Attachments downloaded (23)** - Number of attachment downloads by the user in the session
- **Chat messages sent (24)** - Number of threads created by the user in the session
- **Polls answered (25)** - Number of polls answered by the user in session




Sessions		
Name	Minutes viewed	Live engagement rate
 Opening Keynote	42.5	45% 
21 3 Reactions 22 0 Raised hands 23 1/2 Attachments downloaded 24 10 Chat messages sent 25 3 Polls answered		
 Masterclass with Product...	16.2	45% 
 Salesforce vision	45	45% 
 Marketing Strategy	5	45% 

i Quick tip - You may click the session name to navigate to the [session analytics](#).

The user's viewing behavior for on-demand content is displayed, including detailed completion metrics for all VODs in the event.

i This includes on-demand content uploaded to the event, apart from session recordings.

- **Name (26)** - Title of content
- **Minutes viewed (27)** - User's viewing time
- **Completion rate (28)** - Percentage of content completed

Content on-demand		
15 videos viewed		
26 Name	27 Minutes viewed	28 Completion rate
 Make it Count	45	47%
 Leadership Pa...	27.8	47%
 Leadership Pa...	27.8	47%

i Quick tip - You may click the content name to navigate to the [VOD analytics](#).



Download report

Click the **Download Report** button to download a PDF version of the dashboard.
