

People tab > All Users - User analytics

Last Modified on 06/04/2024 10:53 pm IDT

This article is designated for all users.

About

This article describes how to view analytics on your users.

Navigate to user analytics

1. From the Event page, click the People tab > All users.

The All users page displays.

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

Section Descriptions

The first portion of the page 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), minutes viewed (minutes played across all viewers), average completion rate (average percentage of completion, across all plays). The second portion provides information on top location and most used devices. The third portion focuses on Last Played Entries.

The fourth portion provides information on Viewed Entries.

The fifth portion focuses on the Viewing Engagement Funnel, including 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 tags



Sort based on specific dates or time

Compare data from one period to another

[template("cat-subscribe")]
