User analytics

Last Modified on 08/20/2025 9:31 pm IDT
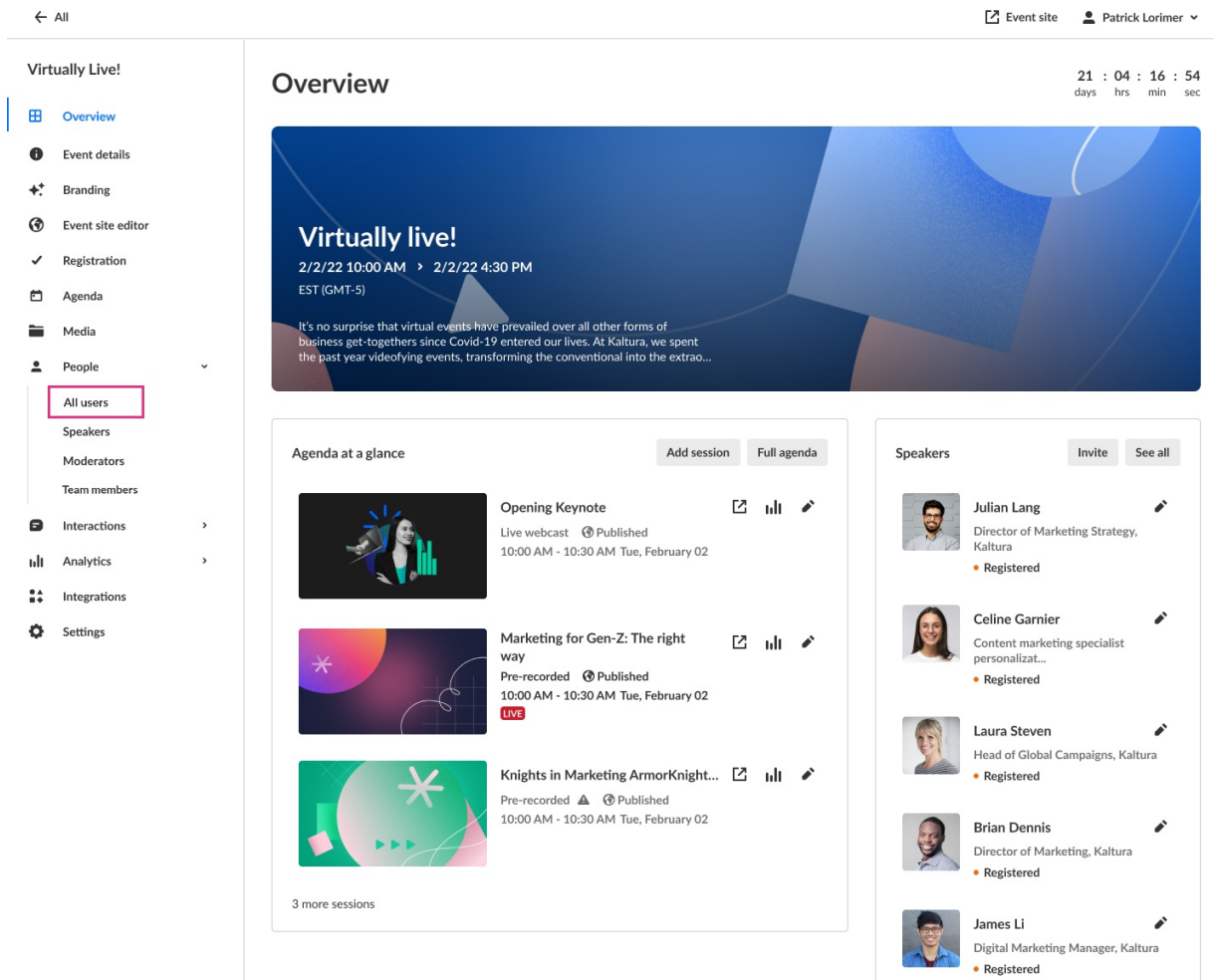
> 👥 **This article is designated for all users.**

About

This article describes how to view analytics on your users.

Navigate to user analytics

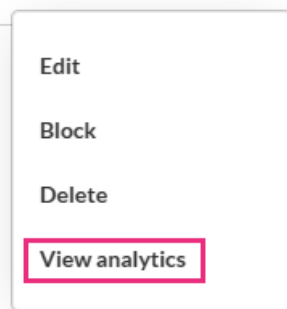1. From the Event page, click the People tab > All users.

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).

Viewing Engagement Funnel

0

Player Impressions   0%

0

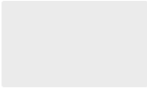Plays   0%

0

Impressions that resulted in [50% ∨] play-through (vod)   0%
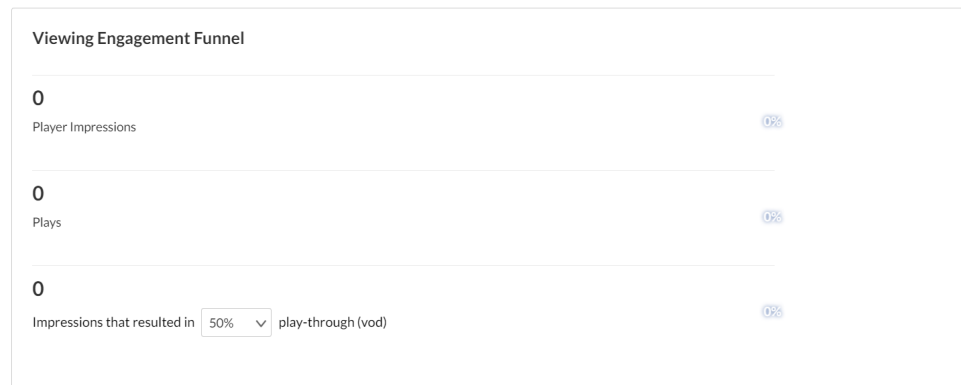
You may also perform the following additional functions on the Analytics page:

Export specific analytics

| Export ∧ | Filter ∨ | Last 1: |

☐ All

☐ Highlights

☐ Top Location

☐ Devices Overview

VIEWING ENGAGEMENT

☐ Metrics over time

☐ Engagement Funnel

Export Reports

Filter by tags

| Export ∨ | Filter ∧ | **Last 12 Months** Jun 19, 2021 - Jun 19, 2022 ∨ |

Tags

Select Tags

Apply

Sort based on specific dates or time

Compare data from one period to another