

Kaltura Events Home page - Engagement analytics - Across events

Last Modified on 10/07/2024 3:39 pm IDT

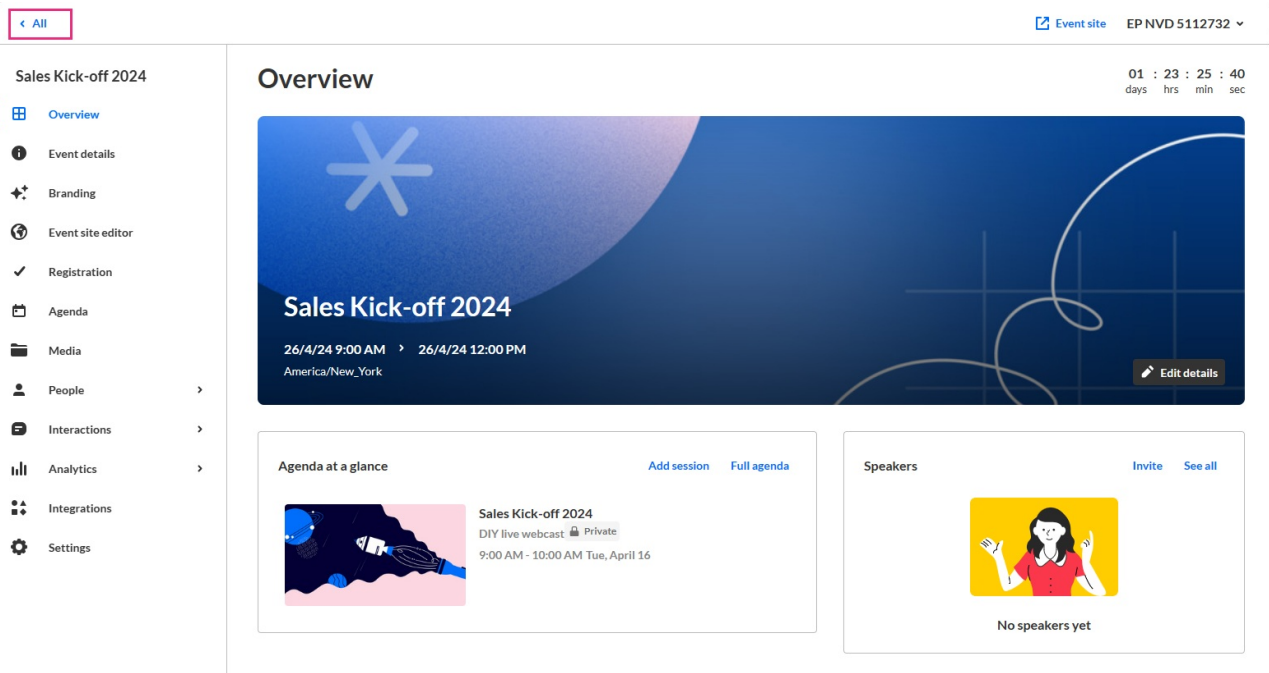
 This article is designated for all users.

About

This article describes how to view analytics across your events.

Access the Analytics page

1. Clicking **All** re-directs you to the Kaltura Events Home page. In the image below, notice the **All** button located at the top left corner of Event page. The user can simply click the **All** button to return to the Kaltura Events Home page.



The screenshot shows the Kaltura Events Home page for an event titled "Sales Kick-off 2024". At the top left, there is a button labeled "< All" highlighted with a red box. The page header includes "Event site" and "EP NVD 5112732". A timer in the top right corner shows "01 : 23 : 25 : 40" (days, hrs, min, sec). The main content area is divided into two columns. The left column is a navigation menu with options: Overview (selected), Event details, Branding, Event site editor, Registration, Agenda, Media, People, Interactions, Analytics, Integrations, and Settings. The right column is titled "Overview" and features a large blue banner for "Sales Kick-off 2024" with a star icon. Below the banner, the event dates "26/4/24 9:00 AM" to "26/4/24 12:00 PM" and location "America/New_York" are displayed. Below the banner are two sections: "Agenda at a glance" with a "Add session" and "Full agenda" link, and "Speakers" with an "Invite" and "See all" link. The "Speakers" section shows a placeholder for a speaker and the text "No speakers yet".

The Home tab is the default open tab upon navigating to the Kaltura Events Home page.

kaltura
+ Create Patrick Lorimer

- Home
- Team
- Analytics
- Integrations

Good morning, Patrick

Recently viewed

Kaltura Academy
Viewed 40 minutes ago

SKO 2023
Viewed 1 day ago

Virtual Summit 2023
Viewed 2 days ago

Training day
Viewed 3 days ago

Product palooza
Viewed 3 days ago

Events & Webinars

All events & webinars
All Labels
4 Results
Showcase

Date	Name	Labels	Showcase	Type	Registration
07/24/24 - 07/24/24 In 16 hours	<p>From Concept to Launch Created by Alexander Benj... 2 days • 2 sessions</p>	Product +2	✓ Added	Webinar	Open 172 Registrants
07/24/24 - 07/24/24 In 16 hours	<p>How to Drive Conversions Created by Eric grant 2 days • 2 sessions</p>		✓ Added	Interactive session	Open 172 Registrants
07/24/24 - 07/24/24 In 16 hours	<p>Tips and Techniques for Created by Eric grant 2 days • 2 sessions</p>	Marketing	✓ Added	Interactive session	Open 172 Registrants
10/24/23 - 11/30/23 Ended 8 months ago	<p>Marketing Kick-off Created by Eric grant 37 days • 4 sessions</p>	Marketing	✓ Added	Interactive session	Closed 172 Registrants

2. Click the Analytics tab.

The Analytics page is only available to account owners/admin.

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- Home
- Team
- Analytics
- Integrations

Analytics

Download Report
Export
Filter
Last 30 Days May 6, 2023 - Jun 4, 2023

VOD x Live x
Clear All

Highlights [See Details](#)

- 606** Player Impressions
- 33** Plays
Out of 118 Played Entries
- 9** Unique Viewers
- 21** Minutes Viewed (vod)

Top Videos [See Details](#)

- SampleVideo_1...**
8.8/10
- ропcorn_2.mp4**
4.2/10
- Записьэкран...**
3.9/10

Insights

May 16, 2023 Peak day

- 81** Impressions
- 9** Plays
- 3** Unique Viewers
- 0.9** Minutes Viewed (vod)

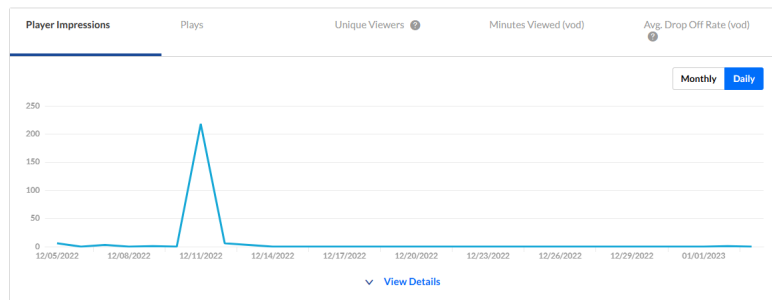
Section Descriptions

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



2

The first portion of the page (shown above) provides information on highlights, top videos, and insights. This allows you to gain insight into your event highs and lows.

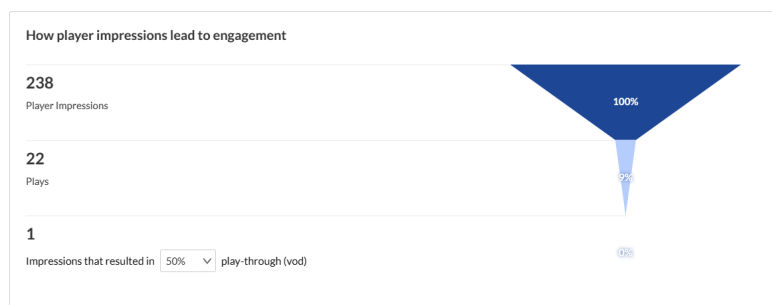
The second portion (shown below) provides information on player impressions (a player impression event is counted each time the player is loaded on the page), plays (a play is counted when a user clicks the Play button to watch a video; if the player is set to auto-play, a play event will be counted when the player begins to play the video), unique viewers (number of unique users that had an active viewing action during the time period), minutes viewed (minutes played across all viewers), and average drop off rates (the average percentage of drop-off quartile (last quartile watched), across all plays).



The third portion (shown below) focuses on top videos. Get measurable data to prove ROI and apply personal and organizational KPIs.

Top Videos						
	Video Details	Plays	Unique Viewers	Avg. Completion Rate (vod)	Score	
1	 4444952_1667723679 By Training Team	▶ 13	▶ 2	▶ 0.2%	6.7/10	
2	 Broadcasting Best Practices By epm_content_managers_44...	▶ 5	▶ 2	▶ 0%	Deleted Entry 3.6/10	
3	 My DIY Session By epm_content_managers_52...	▶ 1	▶ 1	▶ 63%	2.8/10	
4	 My Simulive By epm_content_managers_52...	▶ 1	▶ 1	▶ 0%	2.1/10	
5	 Broadcasting Best Practices By epm_content_managers_44...	▶ 1	▶ 1	▶ 0%	Deleted Entry 1.2/10	

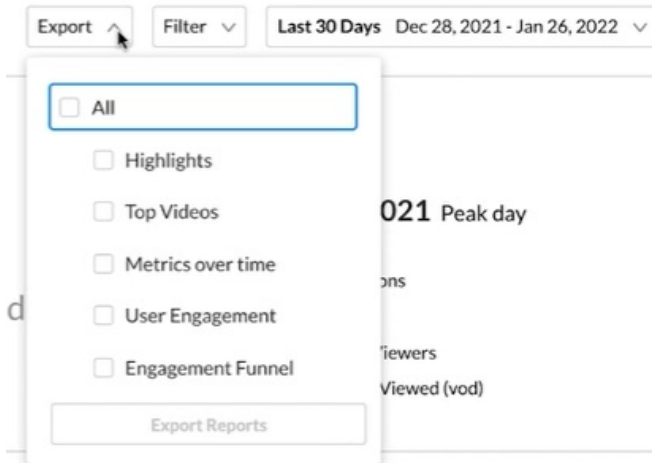
The fourth portion (shown below) provides information on how player impressions led to engagement. This includes player impressions, plays, and impressions that resulted in [number]% play-through (VOD) (pull down menu allows you to select percentage).



□ You may also perform the following additional functions on the Analytics page:

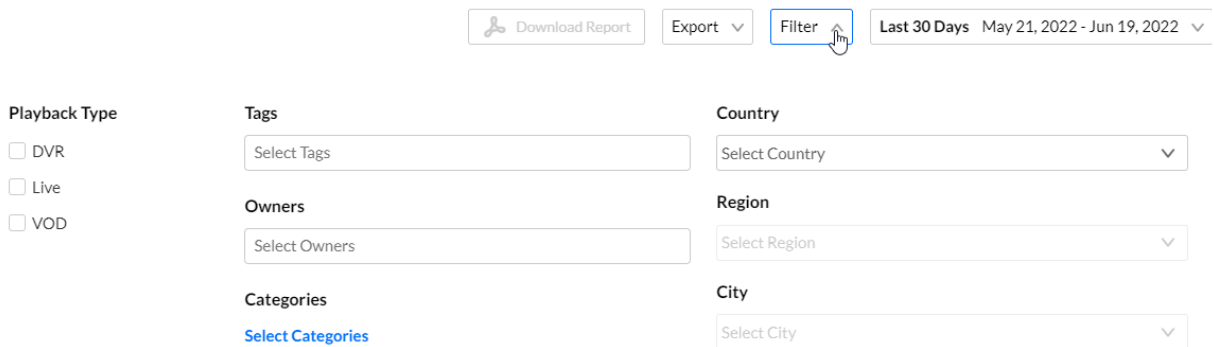
Export specific analytics

Export reports and share with colleagues.



Filter by several different data points

Analytics



Sort based on specific dates or time

Export ▾ Filter ▾ Last 30 Days May 21, 2022 - Jun 19, 2022 ▾

Preset
Specific Date Range

<p>LAST</p> <p>7 Days</p> <p>30 Days ✓</p> <p>3 Months</p> <p>12 Months</p>	<p>CURRENT</p> <p>Week</p> <p>Month</p> <p>Quarter</p> <p>Year</p>
------------------------------------------------------------------------------------	--------------------------------------------------------------------

Compare with another period

Apply

Compare data from one period to another

Compare sessions and event across any time frame to learn about what was most engaging.

Export ▾ Filter ▾ Last 30 Days May 21, 2022 - Jun 19, 2022 ▾

Preset
Specific Date Range

📅 06/20/2022

00:00 ▾

-

📅 06/20/2022

23:59 ▾

<
June ▾

>
2022 ▾

Su	Mo	Tu	We	Th	Fr	Sa
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	1	2

Compare with another period

Apply



Download report

You may click the **Download Report** button to download a PDF version of the dashboard.

[template("cat-subscribe")]
