

Analytics tab - Engagement (Session analytics)

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This article is designated for all users.

About

This article describes how to view engagement analytics on your webinar.

View engagement analytics on your webinar

Navigate to the Engagement page; from the site page, choose Engagement from the Analytics tab pull-down menu.

The Engagement page displays.

The first portion of the page (shown above) provides the following information:

Unique viewers - Number of unique users that viewed the live session or the recording.

Average minutes viewed - Average number of minutes viewed per viewer.

Live engagement

- Average live engagement rate - Average engagement rate of all users during the session.
- Sent live reactions - Percentage of users that sent one or more reactions during the live session and the number of reactions sent in the session.
- Sent messages on group chat - Percentage of users who sent messages on the group chat and total number of group chat messages sent in the session.
- Participation in polls - Percentage of users who participated in polls.
- Q&A threads created - Percentage of users who created Q&A threads and total number of Q&A threads opened in the session.
- Attachments downloaded - Percentage of users who downloaded attachments and total number of downloads of session attachments.

Recordings plays - Number of times that the recording started playback

The next portion (shown below) focuses on live unique viewers and live engagement rate.

Live unique viewers (blue line) - Number of users at each point of the session (compare to numbers on the left side).

Live engagement rate (green line) - Average live engagement rate across all users in the session at each point (compare to percentages on right side).

Note the points in the session that received the highest reaction rates.

The next portion provides information on viewer engagement.

Minutes viewed - Number of minutes viewed per user.

Reactions - Number of reactions sent by the user over the course of the live session.

Raised hands - Number of times user raised hand over the course of the live session.

Live engagement rate - Average engagement rate of the user during the session.

Note the heatmap for each viewer. The darker color shade indicates higher engagement.

The next portion provides information on recordings with plays over time.

Recordings - Number of times that the recording started playback.

Press View Details to view additional details about the recordings.

Impressions - Number of times the user loaded the player.

Plays - Number of times the user started playback on the player.

Minutes viewed - Number of minutes viewed by the user.

Average completion rate - Average completion rate of the video over all plays. Each percentile viewed by the user in each play is counted and summed up. Then this number is divided by the number of plays that the user had.

The next section allows you to discover from where your attendees watch the session (live or for the VOD experience).

Press View Details to view additional details about the countries.

Live unique viewers - Number of unique viewers that watched the live session (live or meeting) from the country.

Recording unique viewers - Number of unique viewers that watched the recording from the country.

The next section allows you to see on which devices your session was watched (live or for the VOD experience).

Live unique viewers - Number of unique viewers that watched the live session (live or meeting) on the device.

Recording unique viewers - Number of unique viewers that watched the recording on the device.

Download report

You may click on the **Export** button to export the users list and their engagement data. You may also click the **Download Report** button to download a PDF version of the dashboard.

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