People tab > All users - User analytics

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This article is designated for all users.

About

This article describes how to view analytics on your users.

View analytics on your users

1. Navigate to the Users page; from the site 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.

The first portion of the page provides information on player impressions, plays, minutes viewed, average completion rate. 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.

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")]

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