

# Analytics tab - Analytics summary

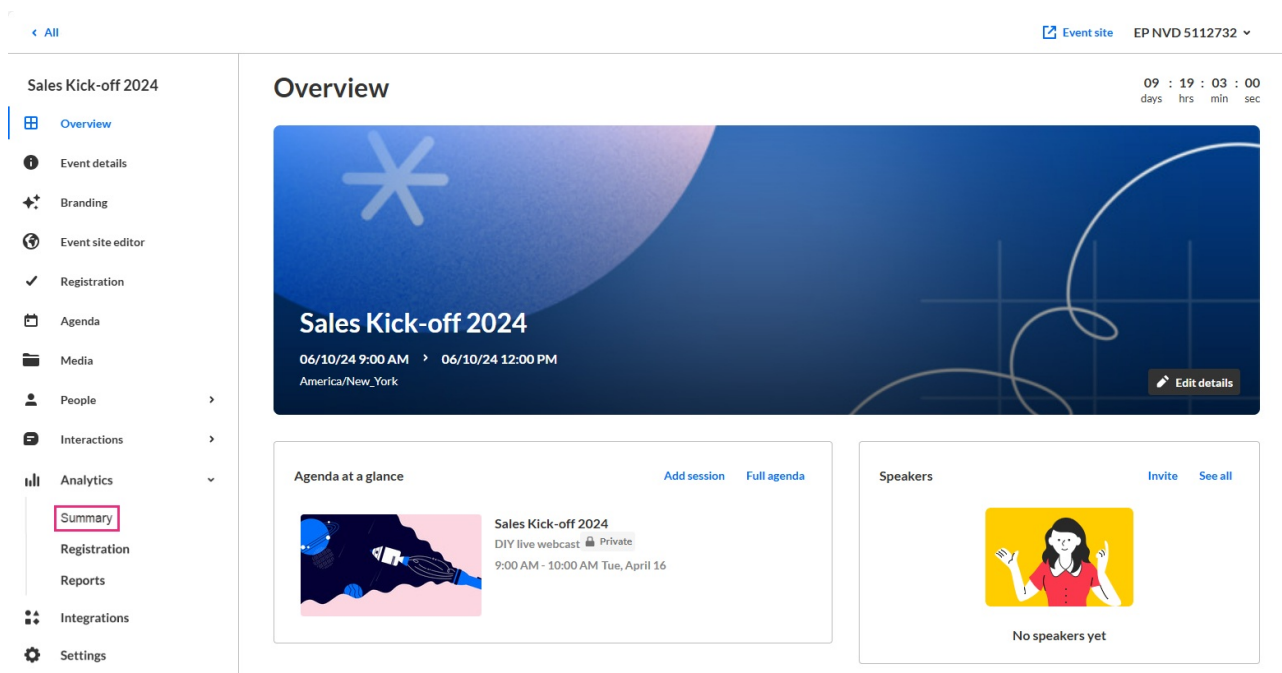
Last Modified on 09/09/2024 2:47 pm IDT

## About

This article shows you how to check out the Summary page, a handy event dashboard that gives you a quick overview of your event.

## Navigate to the Summary page

From the Event page, choose Summary from the Analytics tab pull-down menu.

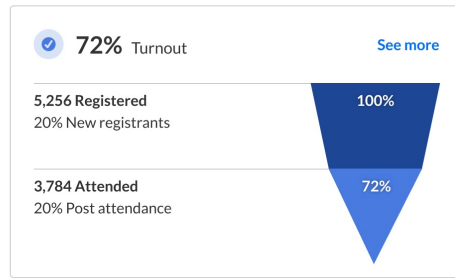


The Summary page displays.

## Virtually Live! 2023

- Overview
- Main details
- Branding
- Registration
- Agenda
- Media
- People
- Interactions
- Analytics
  - Summary
  - Registration
  - Reports
- Integrations
- Settings

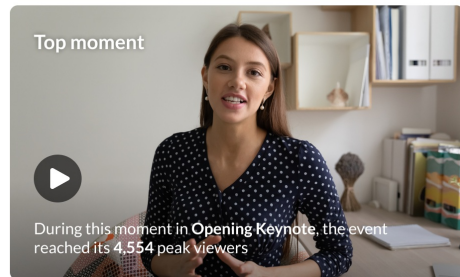
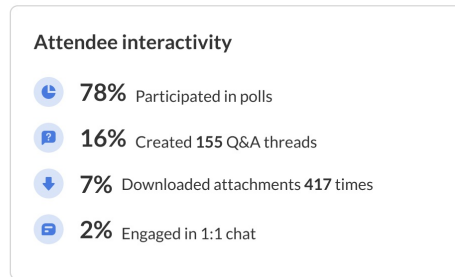
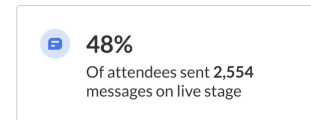
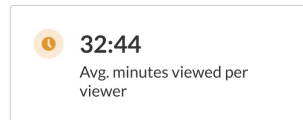
## Analytics summary

[Export PDF](#)


### Registrants profile

[See breakdown](#)

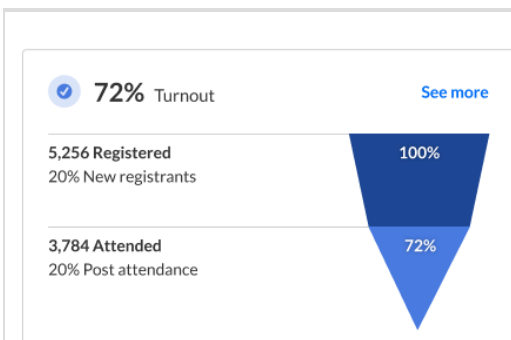
- Oracle
- Amazon
- Nvidia
- United states
- Canada
- Technology
- Healthcare
- Senior Director
- CEO
- Director



## Section Descriptions

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

### Turnout



- **Turnout** - the attendance rate (conversion rate from registration to participation)
- **See more** - access the Registration dashboard
- **Registrants** - all attendees, including admins
- **Confirmed email** - attendees that verified their email address (only for events with confirmation flow)
- **Attended** - those who entered the event site

### Registrant's profile

**Registrants profile** [See breakdown](#)

Oracle

Amazon

Nvidia

United states

Canada

Technology

Healthcare


Senior Director

CEO


Director

- **Registrant profile** - interesting information and characteristics about the registrants displayed in the form of tags, including companies, countries, roles, and industries. Hover over the tags for additional information like percentage out of total and attendance percentage. Data is based on the information collected in the registration form.
- **See breakdown** - access to the Registration and Attendance tab on the dashboard


Average minutes viewed per viewer; percentage of attendees who sent reactions and number of reactions sent; and percentage of attendees who sent messages on live stage and number of messages sent.



**32:44**  
Avg. minutes viewed per viewer







**86%**  
Of attendees sent **1,402** reactions



**48%**  
Of attendees sent **2,554** messages on live stage

Attendee interactivity, including information on polls, Q&A threads, attachments, and 1:1 chats.

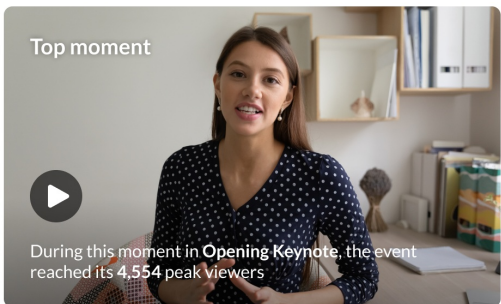
**Attendee interactivity**

-  **78%** Participated in polls
-  **16%** Created 155 Q&A threads
-  **7%** Downloaded attachments **417** times
-  **2%** Engaged in 1:1 chat

- Percentage of attendees who participated in polls
- Percentage of attendees who created Q&A threads and the number of Q&A threads created
- Percentage of attendees who downloaded attachments and total number of downloads of attachments
- Percentage of attendees who engaged in a **1:1 chat**

### Top moment

Top moment



During this moment in **Opening Keynote**, the event reached its **4,554** peak viewers

Clip of the "Top moment" - A clip of the moment with the highest number of peak users out of all sessions in the event. Click the play button to watch the clip.

Also displayed are how many viewers were watching at this "Top moment".

Users may also download the clip.

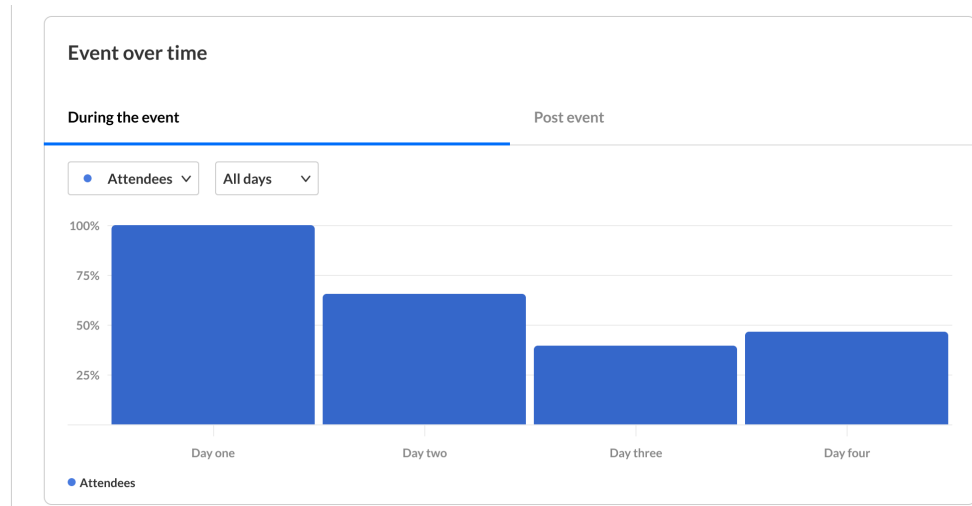
The second portion of the page (shown below) provides graphical representation of the

traction in the event over time. Choose to view data during the event or post event. The left filter allows control of the metric that is displayed - Attendees or Minutes viewed. The right filter allows control of the time granularity - All days or specific date.

Use the drop-down menu to select from the following:

Attendees - the percentage of attendees that were active in the event, split over time.

Minutes viewed - the percentage of viewed minutes of content, split over time.



The third portion (shown below) focuses on sessions. A list of event sessions is displayed, including the following:

**Session name** - Name of session

**Live unique viewers** - Number of unique users that viewed the live session











**Live average engagement rate** - Average engagement rate of all users during the session

**Recording unique viewers** - Number of unique users that viewed the recording

**Recording average completion rate** - Average completion rate of the recording 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.

You may sort information in each column.

Access the session dashboard of a specific session by clicking on a session in the list.

Sessions						All Sessions ▾
Name	Live unique viewer ▾	Live avg. engagement rate	Recording Unique viewers	Recording avg. completion rate		
 Opening Keynote	2,554 	78%	1,554	44%		
 Masterclass with ...	2,554 	78%	1,554	44%		
 Salesforce vision f...	2,554 	78%	1,554	44%		
 Marketing Against...	2,554 	78%	1,554	44%		
 Marketing Against...	2,554 	78%	1,554	44%		

The fourth portion (shown below) provides information on content on-demand, including the following:

**Content name** - Name given to piece of content

**Player impression** - Number of times the content was loaded on the player.

**Plays** - Number of times the content was started for playback on the player.











**Unique viewers** - Number of unique users that viewed the content.

**Minutes viewed** - Number of minutes the content was viewed.

**Average completion rate** - Average completion rate of the content 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.

You may sort information in each column. Click on any piece of content to access it directly.

**Content on-demand**

Name	Player impression	Plays ▾	Unique viewers	Minutes viewed	Avg. completion rate
 Video 1	4,332	2,554 	2,445	14,887	84%
 Video 1	4,332	2,554 	2,445	14,887	84%
 Video 1	4,332	2,554 	2,445	14,887	84%
 Video 1	4,332	2,554 	2,445	14,887	84%
 Video 1	4,332	2,554 	2,445	14,887	84%

## Export PDF

You may click the Export PDF button to export a PDF version of the dashboard.