Image entry dashboard

Content updated: 10/16/2026

This article is designated for administrators.

About

The Image entry dashboard provides administrators with a centralized view of analytics for an individual image entry.

Use the dashboard to monitor image exposure, review audience trends, and understand where users access your image content. Key metrics include:

- **Player impressions** - The number of times the player containing the image was loaded.
- **Unique viewers** - The unique viewer count reported for the image.
- **Likes** - The number of recorded likes.
- **Shares** - The number of recorded shares.

Use the date range filter to focus on a specific period, compare performance over time, and export reports for further analysis.

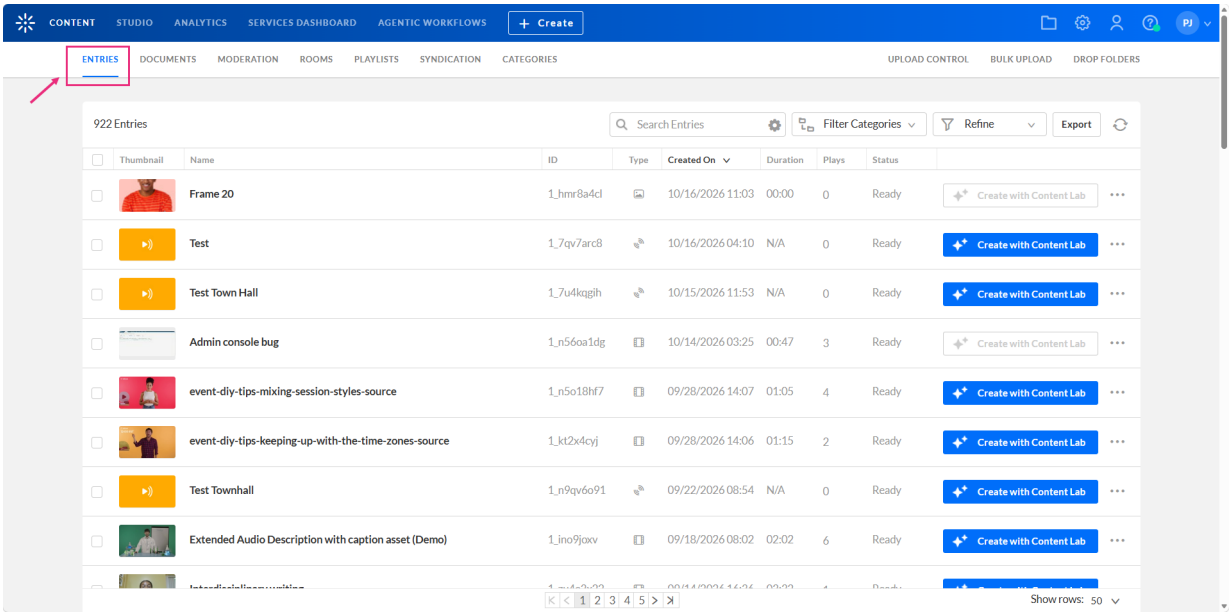
Unlike video and audio entries, images do not have playback. The Image entry dashboard therefore excludes playback-specific components such as the video timeline, minutes viewed, completion rates, and the engagement funnel.

Access the dashboard in Rich Media CMS

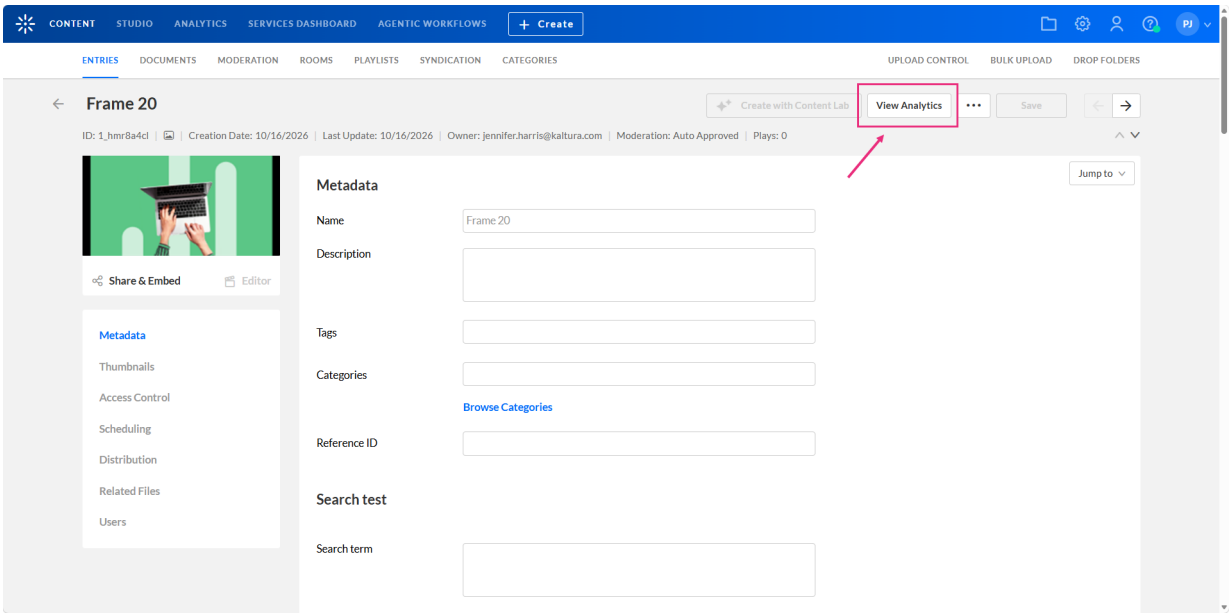
To access the Image entry dashboard:

1. Log into Rich Media CMS.
2. From the **Content** menu, select **Entries**.

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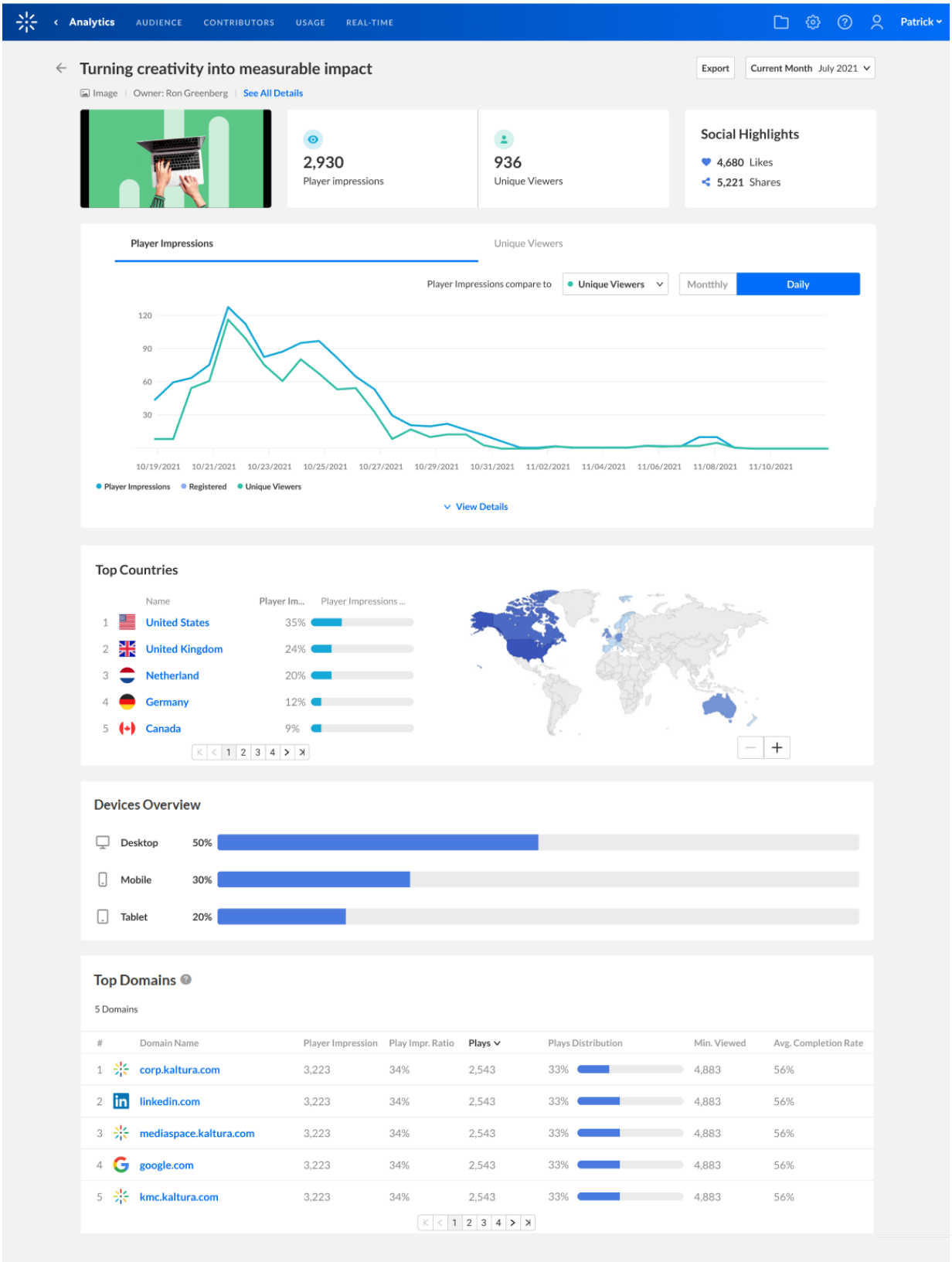


3. Locate and click the image entry you want to analyze.
4. Click **View Analytics**.



The analytics dashboard opens for the selected image entry.

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Overview

The dashboard provides entry information, summary metrics, and detailed reports for the selected image.

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The entry information area identifies the entry and its owner and provides a link back to the entry in Rich Media CMS. The preview displays the image rather than a video player with a playback timeline.

The highlights area includes:

- Player impressions
- Unique viewers
- Likes
- Shares

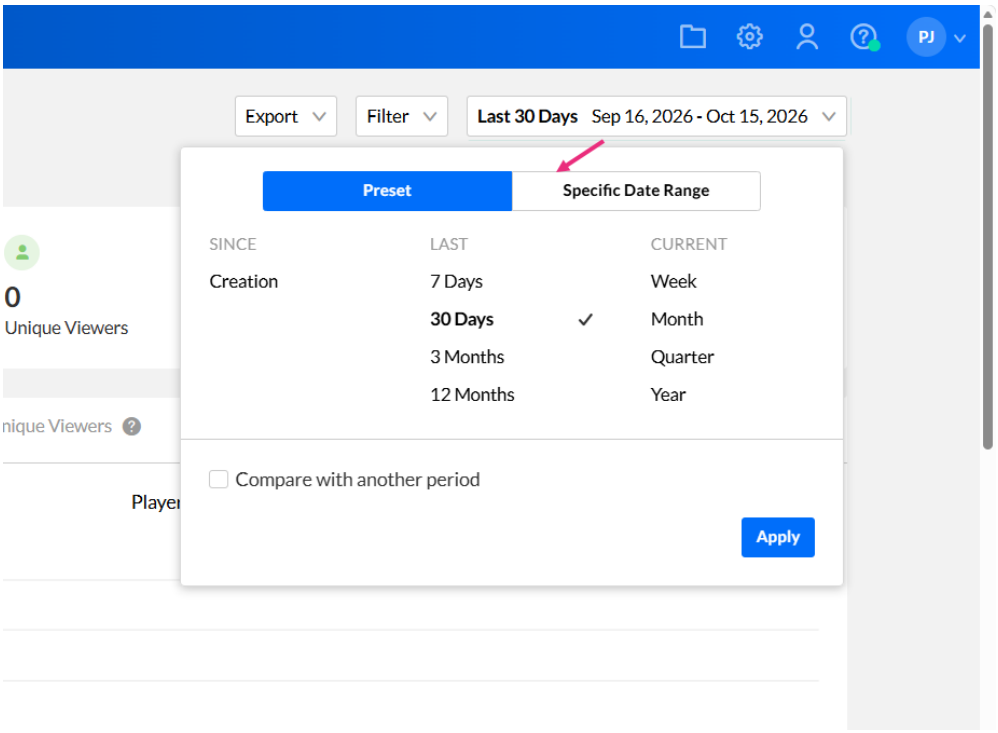
Use these highlights for a quick overview before exploring the areas below.

Filtering and customizing the dashboard

Select a date range

Use the date range selector to define the period you want to analyze.

1. Open the **date range selector**.



2. Select a predefined period or enter a custom date range.
3. To review activity from the entry's creation, select **Since creation**.
4. Click **Apply**.

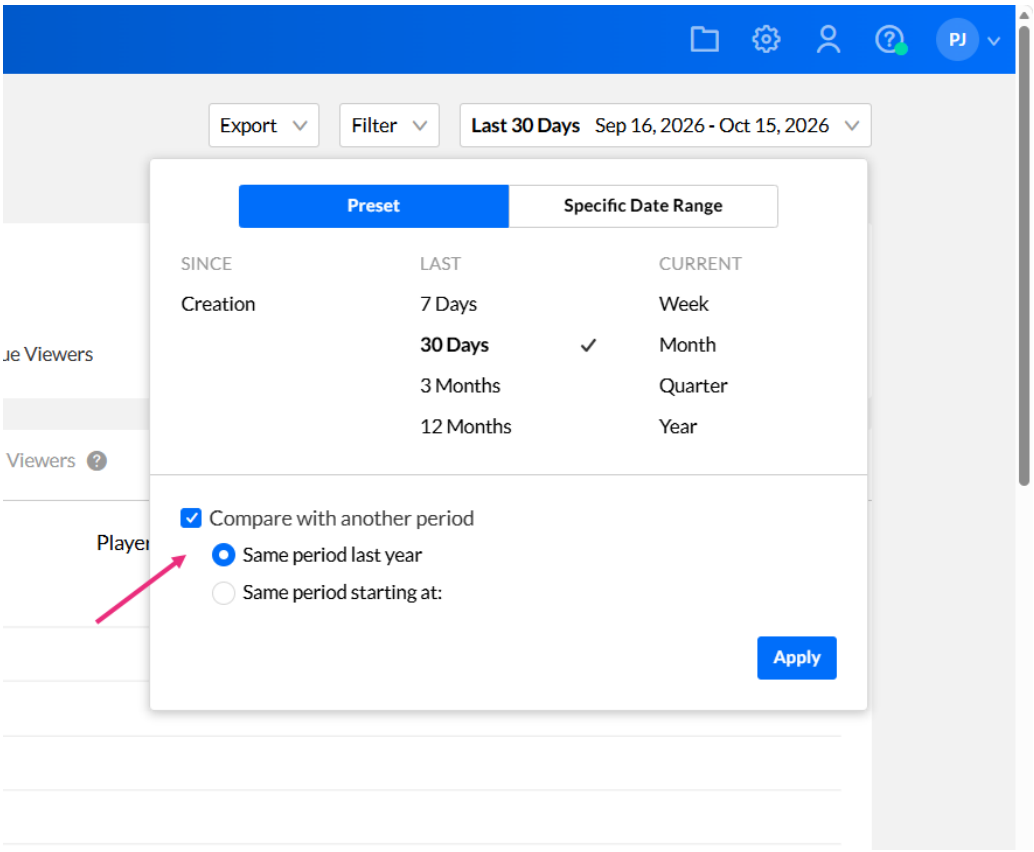
Review the selected timeframe before interpreting or exporting your results

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Compare time periods

Compare mode helps you understand how the image's performance changes between periods.

1. Open the **date range selector**.
2. Select **Compare with another period**.



3. Choose the comparison period.
4. Click **Apply**.

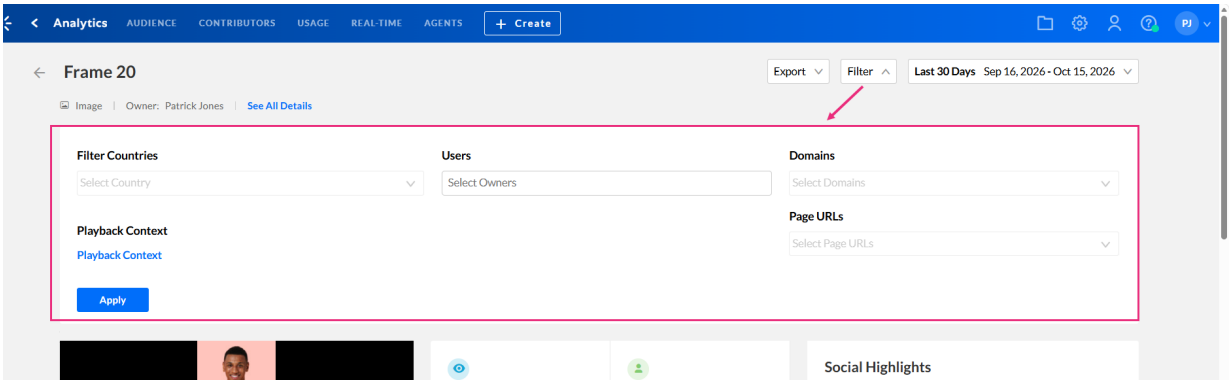
Use the comparison to investigate changes in image exposure or audience activity - for example, before and after updating the placement of an image on your site.

Apply additional filters

Use filters to focus your analysis on a particular audience or viewing location.

1. Click **Filter**.

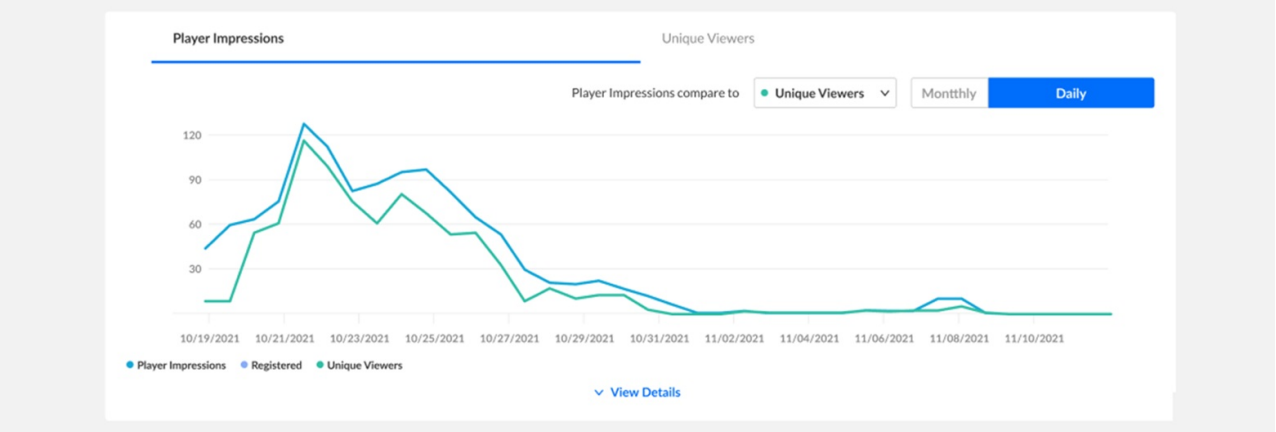
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2. In the filters pane, select the relevant criteria, such as users, geographic location, domains, or categories.
3. Click **Apply**.

For example, filter by a domain to investigate activity from a particular website, or by a user to focus on that user's recorded activity.

Image performance over time



The **Image performance over time** section shows trends for the selected date range.

It includes two metric tabs:

- **Player Impressions** - Displays image impression activity over time.
- **Unique Viewers** - Displays the reported unique viewer count over time.

Playback metrics such as plays, minutes viewed, average completion rate, and average drop-off rate are not included in this section.

Using the chart

- **Switch metrics** - Click **Impressions** or **Unique Viewers**.
- **Change granularity** - Switch between **Daily** and **Monthly** views.
- **Inspect a data point** - Hover over the chart to review the values for a particular

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date or month.

- **Player Impressions compare to** - Use the metric comparison selector to compare impressions with unique viewers. Select **None** to return to a single-metric view.

Metric comparison and period comparison serve different purposes: metric comparison displays two measures together, while period comparison shows how results differ between timeframes.

View detailed data

Click **View Details** to explore the data behind the chart.

The detailed breakdowns include:

Breakdown	Description
Dates	Impressions and unique viewers by date or reporting period.
Users	Impressions and unique viewers grouped by users.
Playback Context	Location or context where the image was viewed.

These tables focus on image metrics and exclude playback-duration and completion-rate columns.

Top Countries



The **Top Countries** section shows the geographic distribution of image impressions.

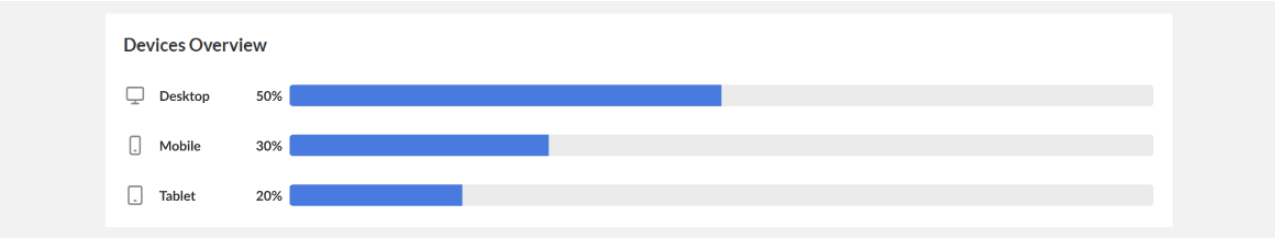
The table includes:

- **Country name** - The country associated with the activity.
- **Player Impressions** - The number of impressions attributed to that country.
- **Player Impressions Distribution** - The country's share of image impressions.

Use this section to understand which locations generate exposure for your image. The image report uses **impressions**, rather than plays, as its geographic activity metric.

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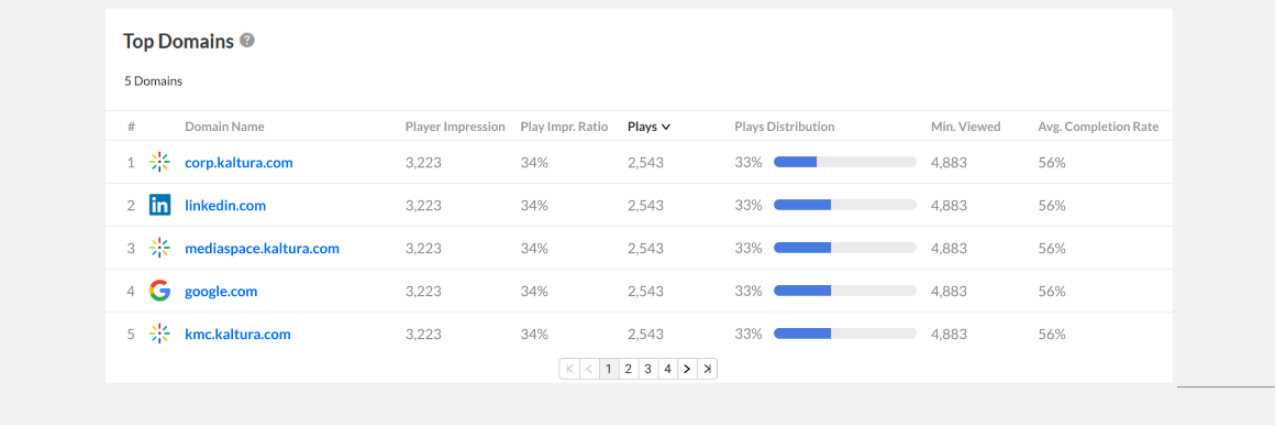
Devices Overview



The **Devices Overview** section shows the devices used to access the entry.

Review this section to understand how your audience accesses the image across device types. When comparing periods, use the device breakdown to investigate changes in your audience's device usage

Top Domains



The **Top Domains** section identifies the domains associated with image impressions.

The table includes information such as:

- **Domain name** - The domain where the activity occurred.
- **Player Impression** - The number of impressions attributed to that domain.
- **Plays distribution** - The domain's share of image impressions.

Use this section to understand which websites contribute exposure to your image.

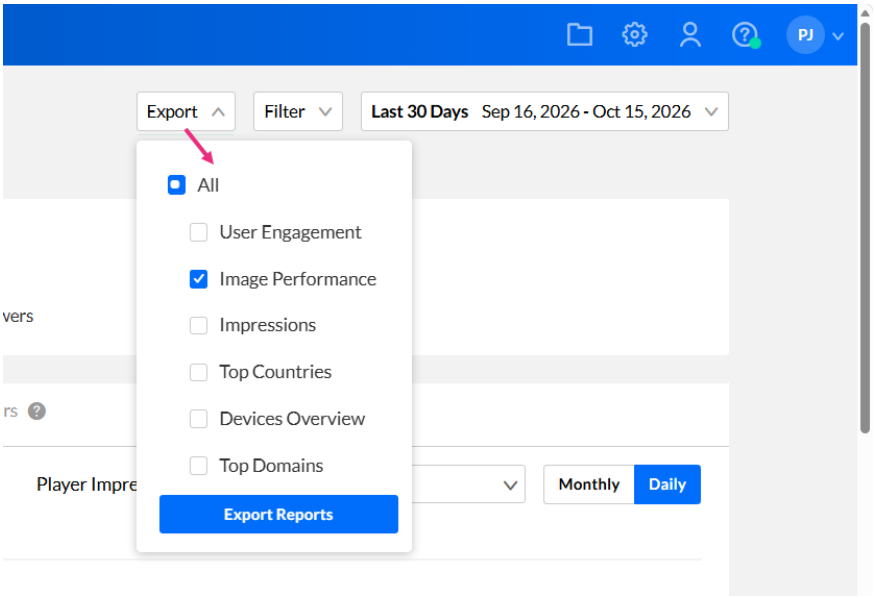
Select a domain to explore its detailed breakdown. This helps you investigate where the image is being accessed within that domain.

Export data

Export reports to review the image's analytics outside the dashboard.

1. Click **Export**.

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2. Select the reports you need or select **All**.
3. Click **Export Reports**.

The image dashboard's export options include:

- All
- User Engagement
- Image Performance
- Top Countries
- Devices Overview
- Top Domains

Image Performance replaces the video dashboard's **Video Performance** report. A separate **Impressions** export option is not included; impression data is included in the applicable image reports

Rich Media CMS standard analytics export produces CSV reports and sends them to the logged-in user by email.

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