

Reports

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What types of reports can I get on my event

There are two types of reports that you can run on your events: an Audience Details report and an Event Analytics report. For both reports, you can include or exclude many pieces of data.

Audience Details report

Run an Audience Details report for a user-level breakdown of your attendees' interactions. You can include:

- **Registration Data** for the information attendees submitted during registration including standard and custom registration questions and Campaign Source Tracking IDs.
- **Q&A Question** for a table of attendee questions and the answers submitted by presenters. Each row represents a unique attendee (questioners are anonymous).
- **Survey Data/CE Results** for the in-event and post-event survey responses, certification exam results, and the certificate link.
- **Usage** for the number of registrants, viewing sessions, no shows, duration of views, the referrer, and log-in and log-out times for viewing sessions (session breakouts) for the event and replays.

Event Analytics report

Run an Event Analytics report to view broader, event-level data. You can select:

- **Usage** for the total number of registrants and total duration of views for the event and replays.
- **Campaign Source Tracking Report** for the number and percentage of attendees that joined from Campaign URLs
- **Locations** for the number and percentage of countries attendees joined the event from.
- **Click Tracking** for the event resources (files and links) download details, including the total number of times and the percentage event resources were downloaded, individual

attendee registration information, the files each attendee downloaded, and the date and time the file was downloaded.

- **Media Report** for the media type, device type, browser, and operating system viewers used to access the event.
- **Survey Summary** for a list of survey questions, the total number of responses and unique respondents, and the percentage of responses for each survey answer.
- **Q&A Summary** for the attendee registration information, the questions each attendee submitted, the answer, the answer status, and the date and time the question was submitted.
- **CE Details** for each viewer's certification exam results by viewer.
- **Duration Based CE Details** for each viewer's duration-based certification exam results.
- **Audio Bridge Call Usage** for a summary of presenter and audience member phone numbers, minutes, and locations.

Run event reports

Run detailed reports on your attendees and event analytics for one or more events. You can download reports as XLSX or CSV files, or email them to others. You can access reports at any time and up to a year after the event date. To learn more about report types and the data you can include, see [What types of reports can I get on my event?](#)

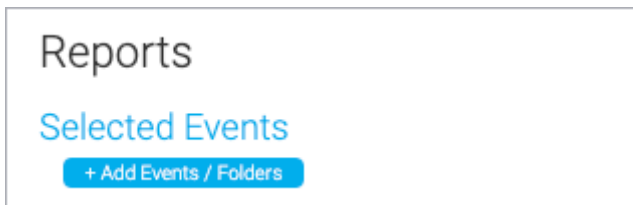
Note: Live event reporting data is available 30 minutes after the event concludes.

To run a report for one or more events:

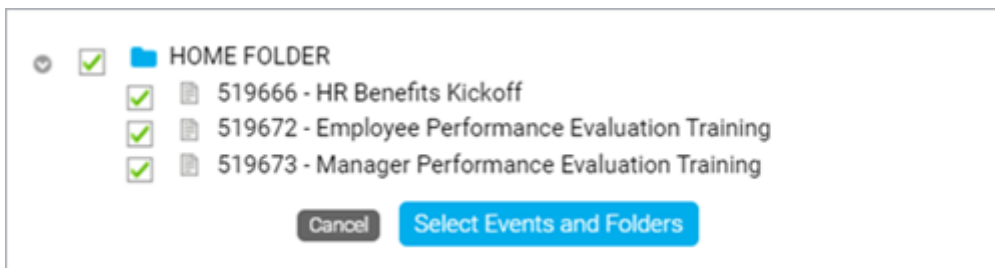
1. Sign in to the Webcast Admin portal.
2. To run a report for a single event, click on an event from the My Events tab, and under the event click **Reports**. You can also run a report from the Event Summary tab when you edit an event.

| ID | Name | Status | Expires | Type |
|--------------------------------------|----------------------------|---|------------|-------|
| 519516 | Annual Benefits Enrollment | Scheduled for: 05/01/2021 1:00:00 PM EDT | 05/01/2021 | VIDEO |
| <div>EDITREPORTSCOPYDELETEVIEW</div> | | | | |

To run a report for more than one event, click the **Reports** tab at the top of the page. On the Report tab, under Selected Events, click **Add Events/Folders**.



Select the events and then click **Select Events and Folders**.



3. On the Reports tab, under Report Type, select the report you want to run, click **Select Columns**, and then select data you'd like to include.

Report Type ?

Report Templates ?

☒ Audience Details

▼ Select Columns

- ☒ Registration Data
- ☒ Q&A Question
- ☒ Survey Data/CE Results
- ☒ Usage

☐ Event Analytics

► Select Report

4. Optional. Expand the Filter Results by section and select the criteria to filter for.

Tip: If your event registration form includes a marketing consent option, select **Exclude Unsubscribed Users** to get a current list of registrants who opted in to receive event emails. For more information, see [Add marketing consent tracking to a registration form](#).

▼ Filter Results By ?

☐ Domain or Email

- ☐ Exclude Domains/Emails
- ☐ Include Only Domains/Emails

☒ Attendance

- ☐ No Shows
- ☒ Attendees
 - ☒ Live
 - ☐ OD
 - ☐ SimLive

Viewer Data

- ☐ with Q&A Data
- ☐ with Survey Data

☐ Audience Actions

- ☐ Registrations
- ☐ Viewing Sessions

☐ Source Track Identifier (STI)

☒ Exclude Unsubscribed Users

5. Optional. Under Date Range, select dates to filter the report data by date.

Date Range

☐ All dates since creation of selected events

☒ 06/28/2021 to 07/28/2021

6. Click **Run My Report**.

The report opens in a new tab on your browser.

7. At the top of the report, you can export it as an XLSX or CSV file, or send it to others by email.

Third-party analytics data

After you [enable third-party analytics for an event](#) you'll be able to track the pages registrants land on, including the registration page, the event window, and the page registrants see when the Player is set to **Closed**.

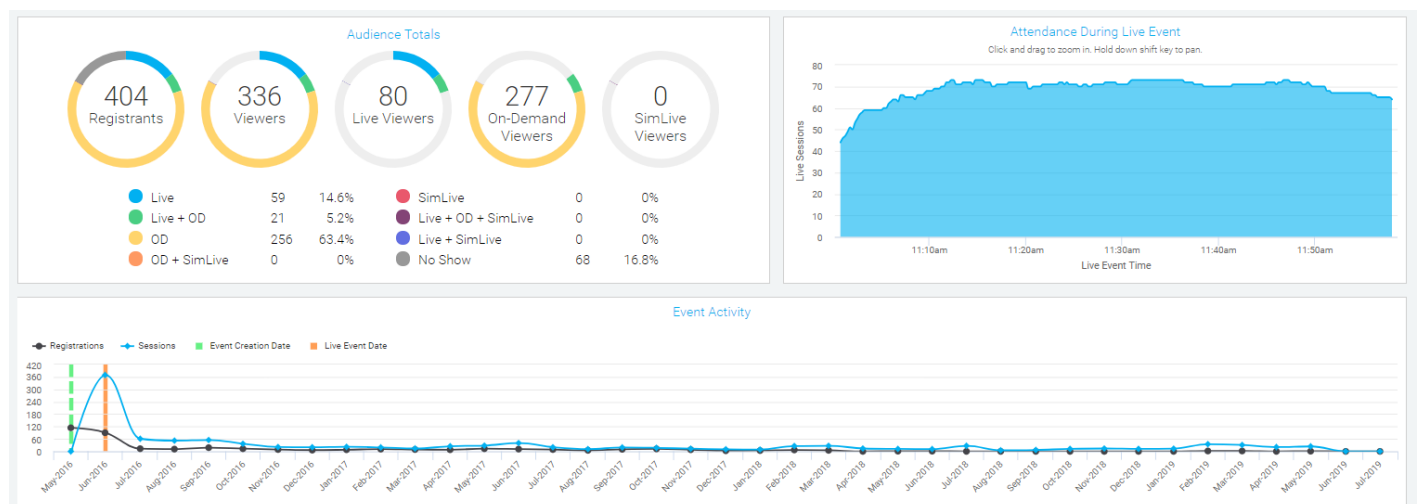
The following table explains the page URLs you might see in your analytics solution.

| URL in analytics | Event page |
|------------------|--|
| event.jsp | Event window |
| landing.jsp | Event closed page (Player set to closed) |
| starthere.jsp | Registration page |

You can roughly track registration conversions by comparing the number of people who viewed the registration page and the number of people who viewed the event window.

What data is included in my reports (Audience Details)?

The **Audience Totals** graph will provide a visual breakdown with totals and percentages of registrations and viewing sessions, which is highlighted by viewing type (Live, On-Demand and/or SimLive). For live events, the **Attendance During Live Event** graph tracks the attendance throughout the presentation. Click and drag to zoom into specific points in the event. The **Event Activity** graph tracks registration and viewing sessions since the event was created.



Below will display a list of totals on the event. The **Total Sessions** is the total number viewing sessions on the event. The **Total Registrants** is the total number of registrants for the event. The **No Shows** is the number of registrants that did not login to watch the event. The **Total Conversion Rate** is the percentage of the Total Unique Registrants, not including No Shows, that logged in to the event. This number will change over time as new users register and view the event archive.

| Event Totals | | | |
|----------------|-------------------|----------|-----------------------|
| Total Sessions | Total Registrants | No Shows | Total Conversion Rate |
| 1153 | 404 | 68 | 83.2% |

The **Live Sessions** is the number of viewing sessions on the Live event. The **Unique Live Viewers** is the number of unique email addresses that viewed the Live event. The **Registrants at Live Event Conclusion** is the total number of registrants at the time the Live event concluded. The **Live Event Conversion Rate** is the percentage of Unique Live Viewers compared to the Total Unique Registrants as of the time the Live event ended. Note that this

number may be less than the Total Unique Registrants number shown in the report as that one continues to increase as new users register for the event archive.

| Live Event Activity | | | |
|---------------------|---------------------|--------------------------------------|----------------------------|
| Live Sessions | Unique Live Viewers | Registrants at Live Event Conclusion | Live Event Conversion Rate |
| 104 | 80 | 159 | 50.3% |

The **On-Demand Sessions** is the number of viewing sessions on the On-Demand or Archived event. The **Unique On-Demand Viewers** is the number of unique email addresses that viewed the On-Demand or Archived event. The **Sim Live Sessions** is the number of viewing sessions on the Simulated Live event. The **Unique Sim Live Viewers** is the number of unique email addresses that viewed the Simulated Live event.

| On-Demand Activity | | SimLive Activity | |
|--------------------|--------------------------|------------------|------------------------|
| On-Demand Sessions | Unique On-Demand Viewers | SimLive Sessions | Unique SimLive Viewers |
| 1049 | 277 | 0 | 0 |

Individual viewer data is broken down at the bottom. This will include registration data, viewing sessions and times, survey responses and Q&A for each registered email address.

| Registered On | First Name | Last Name | Company | Email |
|--------------------------|------------|-----------|---------------|-----------------------------|
| 7/12/2019 12:46:06 PM | John | Thomas | ABC Corp. | john.smith@abc.com |
| 7/14/2019 3:27:06 PM | Sally | Adams | 2nd City Bank | sally.adams@2ndcitybank.com |
| 7/15/2019 10:14:58 AM | Tim | Brown | XYZ Inc. | tim.brown@xyz.com |
| 7/15/2019 1:25:37 PM | Frank | Alexander | Acme Corp. | frank.alexander@acme.com |