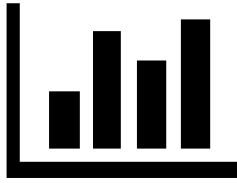


engage

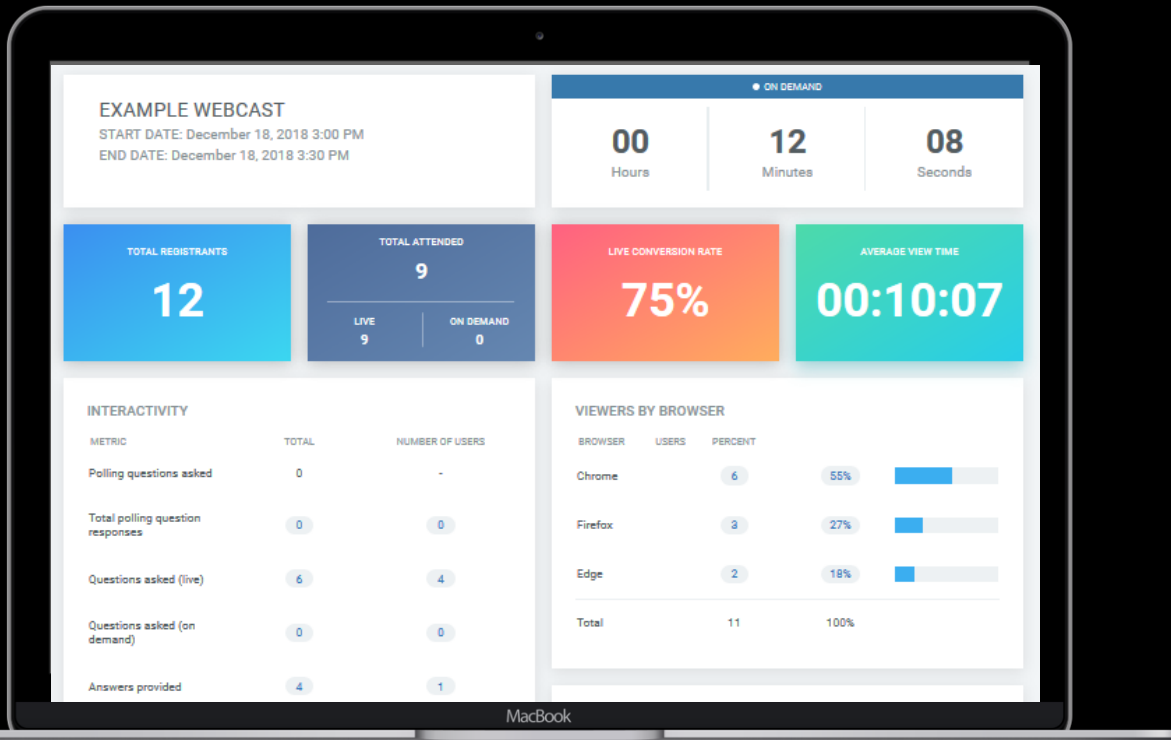
STOP PRESENTING. START ENGAGING.





REPORTING & ANALYTICS

It's more than just knowing who shows up. Engagement tracking informs intent.



VIEWERSHIP

Registrant, Live & On-Demand viewership data.

ENGAGEMENT

Track up to 15 pieces of engagement and interactivity data including downloads, CTA's, poll responses, questions and survey data.

CAMPAIGN

Track data across multiple events for viewership trends and campaign performance.



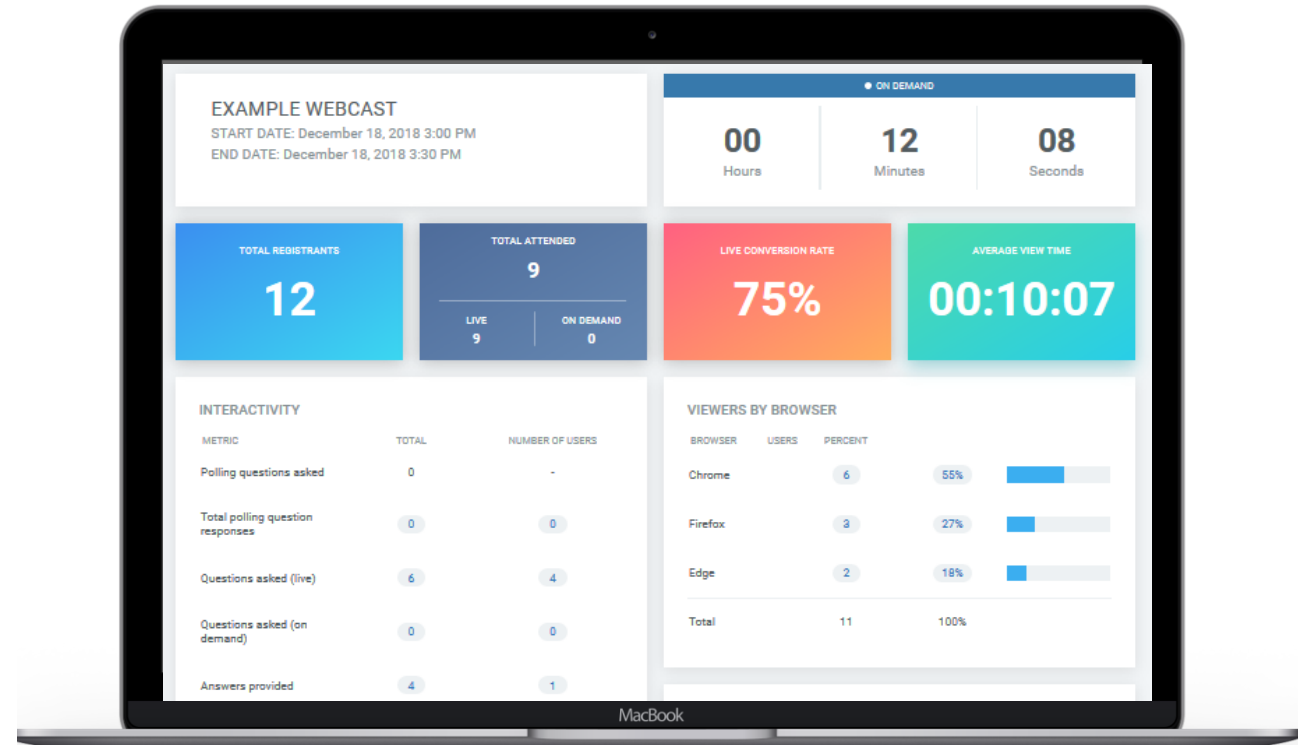
OVERVIEW

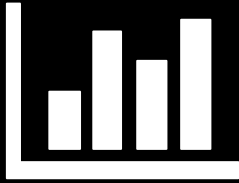
A data portal is available for all Webinar customers to run standard reports at any time. The data portal will provide valuable information about each Webinar in both a graphical representation of the activity that occurred, and in drilldown reports that provide even greater detail on user information, Webinar interactivity and other valuable data.

With the data portal metrics, you can:

- View “up-to-the-minute” reporting results
- Access detailed graphs, charts and tables to quickly assess your Webinars success
- Download data for use in external systems
- Run overview reports to review trends and usage details
- Run drill down reports to view individual user activity
- Review technical data to confirm how users accessed your Webinars
- Review content engagement, shaping decisions on what you include in future webinars

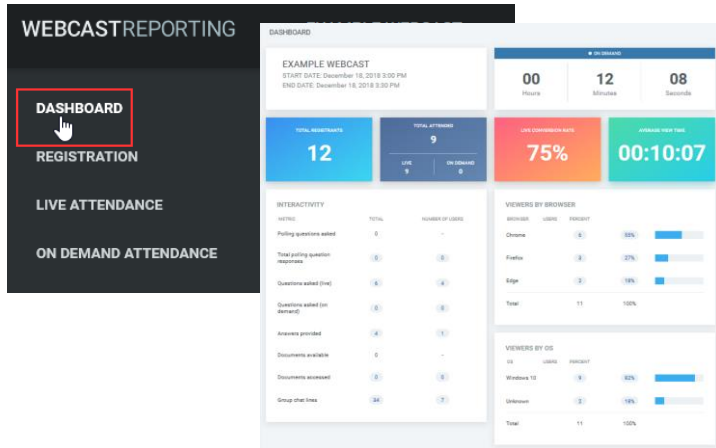
Hyperlinked values can be exported to a CSV format and charts can be exported to PDF, JPG, SVG and PNG formats.



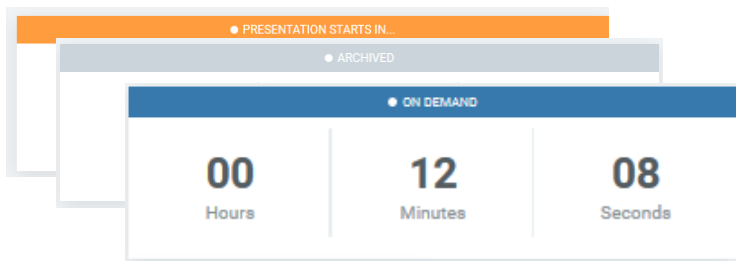


EVENT DASHBOARD

Once you access the Webinar Reporting page, click on "DASHBOARD"



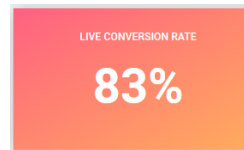
You can see the event status Live, Archiving or On-Demand with time tracking in the top right.



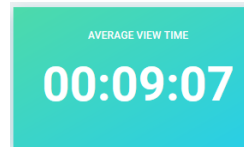
Total number of registrants (Live or On-Demand)



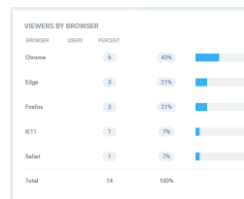
Total number of viewers with breakdown of Live vs. On-Demand



Conversion rate of Registrants to Live Webinar Viewers



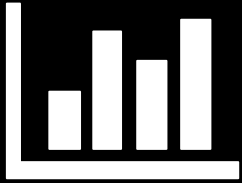
Average Live Webinar View Time



Breakdown of viewers by browser and OS

High level overview of all attendee interactions and activity within Q&A and Chat panels

METRIC	TOTAL	NUMBER OF USERS
INTERACTIVITY		
Polling questions asked	0	-
Total polling question responses	0	0
Questions asked (live)	6	4
Questions asked (on demand)	0	0
Answers provided	4	1
Documents available	0	-
Documents accessed	0	0
Group chat lines	34	7



CUSTOM REPORT BUILDER

CREATE NEW REPORT: There are stats that may be valuable for you that are not part of the stock reports (outlined below in this overview).

You can create your own custom reports with time parameters and data parameters to ensure you get exactly what you need from the reporting metrics

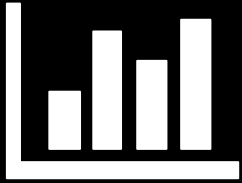
OPTIONS:

- Registration field data
- User Login/View time data
- User interactivity
- User technical data
- Content, Polls, Survey data

REPORT BUILDER

REGISTRATION FIELDS <ul style="list-style-type: none"><input checked="" type="checkbox"/> First name<input checked="" type="checkbox"/> Last name<input checked="" type="checkbox"/> Email<input checked="" type="checkbox"/> Company name<input type="checkbox"/> Job title<input type="checkbox"/> Phone<input type="checkbox"/> Address<input type="checkbox"/> City<input type="checkbox"/> State<input type="checkbox"/> Postal code<input type="checkbox"/> Country<input type="checkbox"/> Time zone<input type="checkbox"/> Language	USER LOGIN DATA <ul style="list-style-type: none"><input checked="" type="checkbox"/> Viewed webcast<input checked="" type="checkbox"/> Viewed live<input checked="" type="checkbox"/> Viewed on demand<input checked="" type="checkbox"/> First view date/time<input checked="" type="checkbox"/> Number of live views<input checked="" type="checkbox"/> Live view duration<input checked="" type="checkbox"/> Number of on demand views<input checked="" type="checkbox"/> On demand view duration<input type="checkbox"/> Total views<input type="checkbox"/> Total view duration
USER TECHNICAL DATA <ul style="list-style-type: none"><input checked="" type="checkbox"/> Registration date/time<input type="checkbox"/> Registration source<input type="checkbox"/> Affiliate data<input type="checkbox"/> Referrer<input checked="" type="checkbox"/> Browser<input checked="" type="checkbox"/> Operating system<input type="checkbox"/> IP address<input type="checkbox"/> External ID	USER INTERACTIVITY <ul style="list-style-type: none"><input type="checkbox"/> Number of questions asked<input type="checkbox"/> Number of responses received<input type="checkbox"/> Number of polls responded to<input type="checkbox"/> Number of surveys responded to<input type="checkbox"/> Number of group chat entries<input type="checkbox"/> Number of handouts accessed
CONTENT <ul style="list-style-type: none">Polls<ul style="list-style-type: none"><input type="checkbox"/> Polling questionSurveys<ul style="list-style-type: none"><input type="checkbox"/> SurveyHandouts<ul style="list-style-type: none"><input type="checkbox"/> Webinar Engagement Ebook<input type="checkbox"/> The Smart Marketer's Guide to Webinar ROI<input type="checkbox"/> Get your Webinar Report Card<input type="checkbox"/> Get a one-on-one Webinar Program Assessment	REGISTRATION SURVEY QUESTIONS <ul style="list-style-type: none"><input type="checkbox"/> Do you currently produce webinars?
USER CUSTOM PROFILE FIELDS	

CANCEL SAVE SAVE & RUN REPORT



CROSS-EVENT REPORTING

CROSS WEBCASTS 📷 📄

LIVE WEBCASTS | September 23, 2019 - October 23, 2019 HIDE FILTERS ^

Note: The date filters are based upon live start date of the webcast. Only data from webcasts that have a live start date in the range above will be displayed.

Filter On:

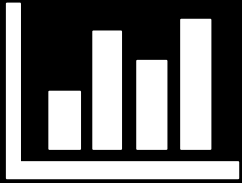
- Classifications
- Categories

3/20 Selected

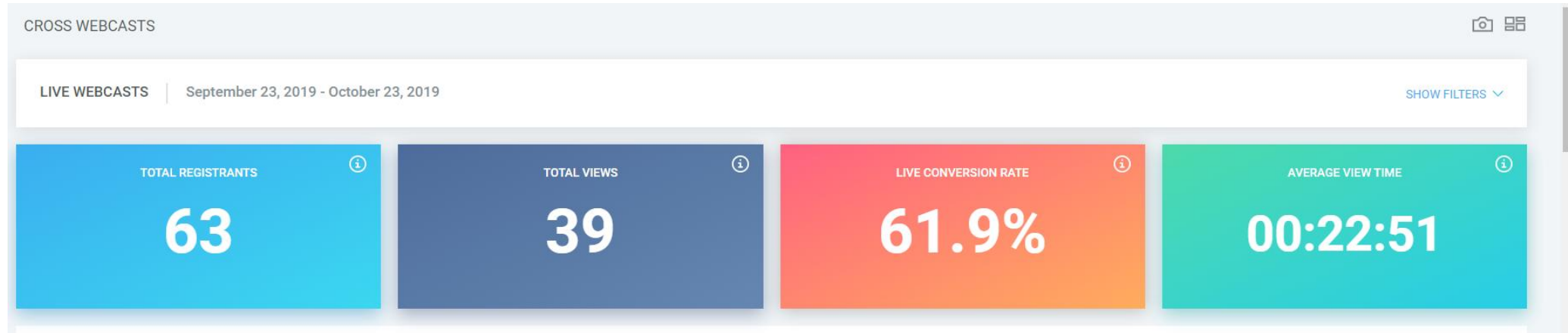
STUDIO (system) Webcast (system)

RUN CLEAR

CROSS-EVENT REPORTING: Cross-event reporting allows you to pull data across multiple events during your specified date range. You can filter by date, Webinar Classification & Webinar Category.



CROSS-EVENT REPORTING



DATASETS: Cross-Event Reporting will allow you to track Registrants, Views, Conversion Rate and Average View time across all webinars that meet your filter criteria i.e. Date Range, Classification & Category

TREND REPORT: Your report will display graphically providing you a weekly trend

Drill Down Reports: You can drill down on any of the Data Sets by Category, Classification, Webinar or Affiliate

Report Format: Reports can be provided as JPEG or .CSV

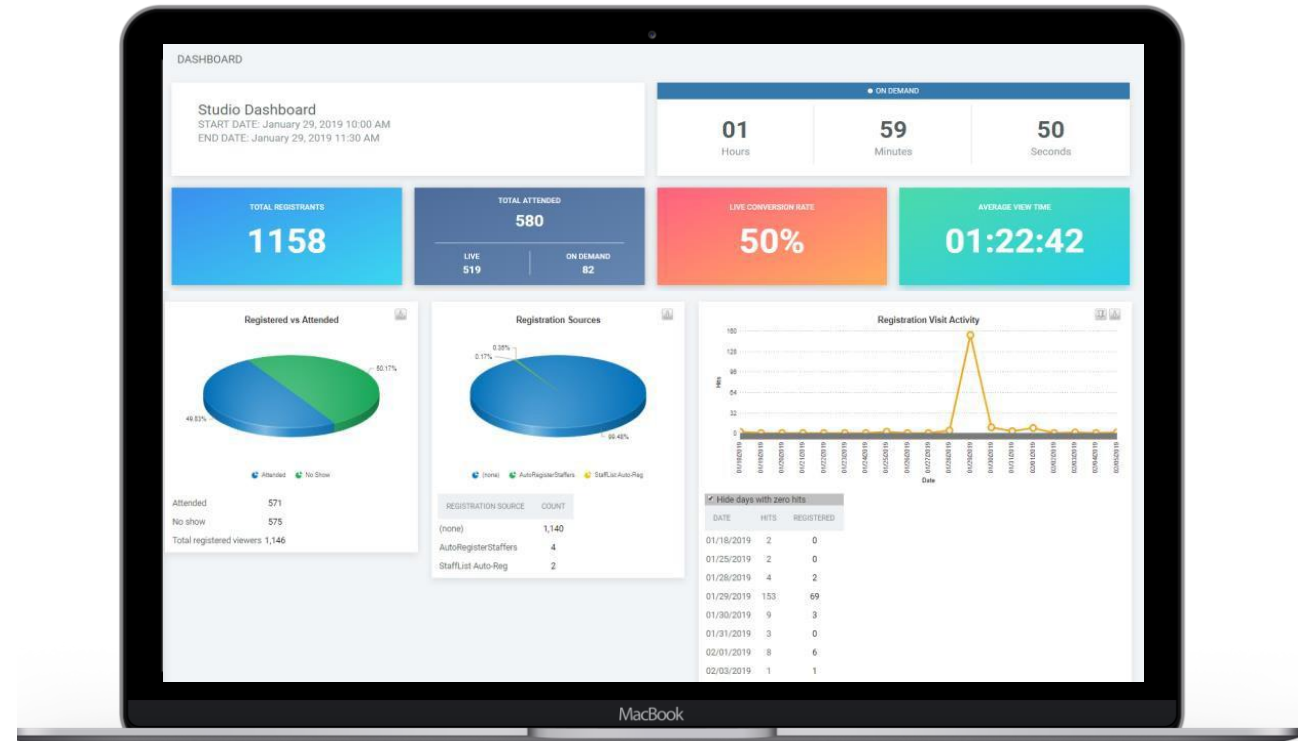


STOCK REPORT: TRENDS

Registration: Includes registered vs. attended, registration page hits, number of registrants for each day and affiliate data tracking complete with conversion rates.

Live Attendance Trends: Minute-by-minute breakdown of attendance during live run of the Webinar. This report will highlight peak number of viewers, unique live viewers, when viewers joined and left the Webinar, providing insight into audience interest in the content.

On Demand Attendance Trends: Day-by-day breakdown of attendance during the on-demand period including the number of unique viewers by the most active day.





STOCK REPORT: ENGAGEMENT

Question and Answers: Summary of question status (asked, answered, ignored, approved, untouched), and trend tracking to determine volume of questions during live run of the Webinar. Provide this report to speakers after the live broadcast to review activity and follow up with users.

Group Chat: Trend tracking to determine volume of chat activity during live broadcast of the Webinar. A full transcript of all chat activity can be reviewed and exported from this report.

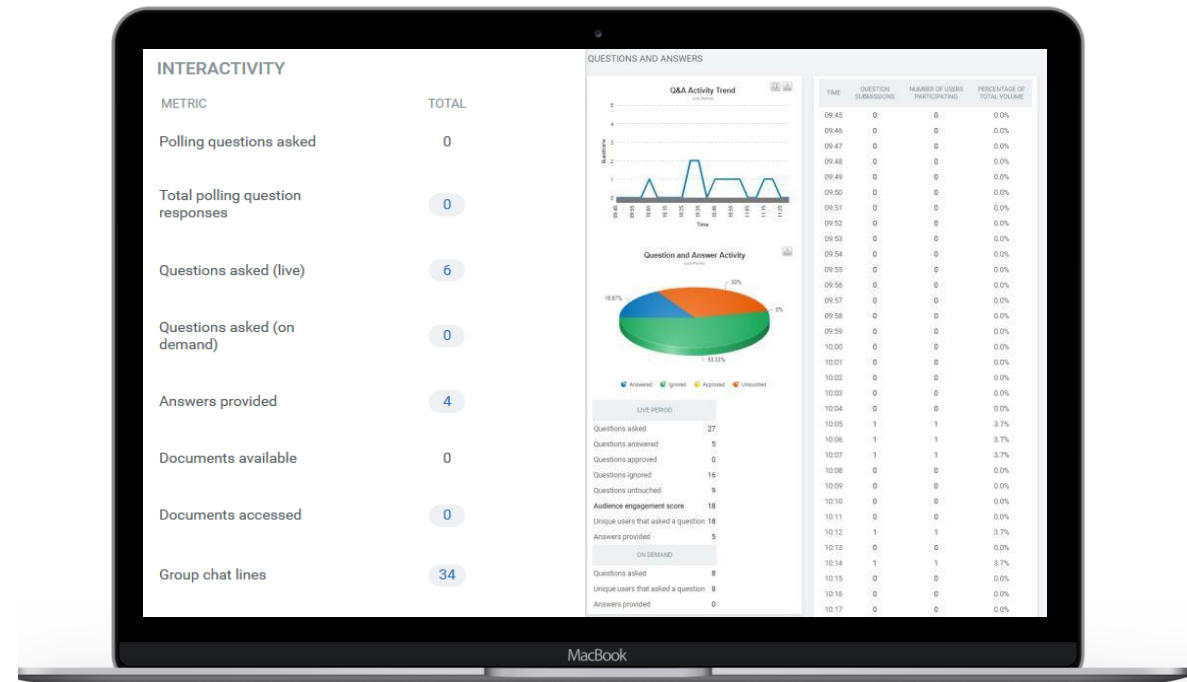
Polling questions: Summary of all polls pushed during the Webinar and the number of respondents during the Webinar and unique viewers.

Surveys: Includes number of responses to each question and a breakdown of the responses. This also measures the number of users who viewed the question, but elected not answer.

Handouts: Total document views and unique viewers.

Invite a Friend Activity: Includes all “Invite a Friend” usage, and conversion rates to registrations.

Messaging: Complete tracking of all messaging activity, such as when the email was sent, whether it was opened, bounced, un-opened, plus additional details on potential reasons for the bounced emails.



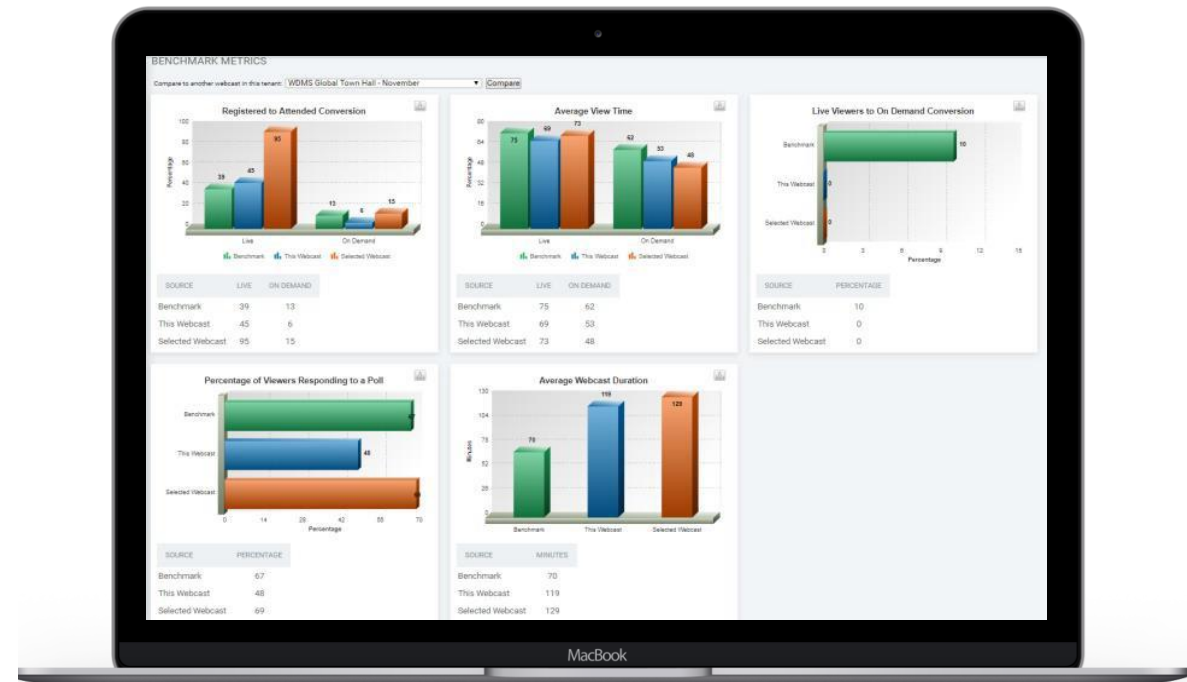


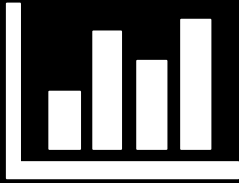
STOCK REPORT: TECHNICAL

Technical Data: Summary of users by platform and browser to evaluate the devices (e.g. Desktop, Mobile) and other information on how participants engaged with the Webinar.

Speaker Activity: A comprehensive log of all presenter actions such as starting the Webinar, transitioning slides and pushing polls to the audience.

Benchmarks: Compare one Webinar to another Webinar within the tenant. Allowing the ability to compare registration vs. attended conversion, live to on demand conversion, average view time, average Webinar duration and polling responses.





QOS DRILL DOWN REPORT

QOSTOOL: The Quality of Service tool allows you to view in real time during your webinar the strength of your connection and that of your participants as well as ascertain if there are any system wide issues that may be causing the webinar to perform at less than optimally

QOSDRILLDOWN: Following the event you can look at each attendee's connection and determine which viewers experienced buffering or poor webinar quality and dig into valuable troubleshooting data like IP address, browser etc.

QUALITY CRITERIA

Ranging from 4 (best) to 1 (poor), Engage computes the Presentation Stream Quality considering four categories:

- Errors
- Buffering
- Bitrate (This is defined for each webcast. 800kbps is an example of a targeted bitrate)
- Failure

NAME	COMPANY	EMAIL	VIEWED WEBCAST	VIEWED WEBCAST LIVE	VIEWED WEBCAST ON DEMAND	FIRST VIEWED DATE	NUMBER OF LIVE VIEWS	LIVE VIEW DURATION	NUMBER OF ON DEMAND VIEWS	ON DEMAND VIEW DURATION	TOTAL VIEWS	TOTAL VIEW DURATION	JOB TITLE	LANGUAGE/LOCALE	TIME ZONE	TYPE	LOGIN ID
Abigail Stoebe		astoebe@west.com	Y	Y	N	1/6/2019 10:01 AM	2	01:06:48	0	00:00:00	2	01:06:48		English-United States	(Default - Central Time)	Attendee	ABIGAILSTOBE@WEST.COM
Abigail Stoebe		astoebe@west.com	Y	Y	Y	1/6/2019 10:00 AM	2	01:07:50	1	00:02:26	3	01:10:16		English-United States	(UTC-05:00) Eastern Time (US & Canada)	Attendee	ABIGAILSTOBE@WEST.COM
Abigail White		awhite@west.com	Y	Y	N	1/6/2019 10:11 AM	2	00:57:13	0	00:00:00	2	00:57:13		English-United States	(Default - Central Time)	Attendee	ABIGAILWHITE@WEST.COM
Abishek Hardia		ahardia@west.com	Y	Y	N	1/6/2019 10:16 AM	1	00:51:54	0	00:00:00	1	00:51:54		English-United States	(UTC-05:00) Eastern Time (US & Canada)	Attendee	ABISHEKHARDIA@WEST.COM
Alakiewicz		alakiewicz@west.com	Y	Y	N	1/6/2019 9:59 AM	1	01:09:23	0	00:00:00	1	01:09:23		English-United States	(UTC-05:00) Eastern Time (US & Canada)	Attendee	ALAKIEWICZ@WEST.COM
Adam		adam@west.com	Y	Y	N	1/6/2019 9:59 AM	1	01:08:46	0	00:00:00	1	01:08:46		English-United States	(Default - Central Time)	Attendee	ADAM@INXPO.COM

engage

STOP PRESENTING. START ENGAGING.

