The Practical Guide to Video Analytics and Viewer Tracking

knovio

The Practical Guide to
Video Analytics and Viewer Tracking with Knovio

by Michael E. Kolowich, Founder and CEO of KnowledgeVision

Whether your video application is learning, compliance, marketing, investor relations, or corporate communications, it's useful to know two things about your video and smart media content:
- How is my video content performing; and
- Exactly who is watching and how are they engaging with my video content?

Built into Knovio and available to everyone who has a Knovio paid subscription plan is a patented analytics suite[1] that will help you answer these questions about Knovio-hosted video content at a detail never before possible on any platform.

Please note that these features are not available to users of the free Knovio Lite Edition. Upgrading to a subscription version of Knovio will give you instant access to these tracking and analytics features.

What Knovio Guestbooks and Analytics Do

There are three major components to Knovio's tracking system:
- **Guestbooks** and other mechanisms for identifying viewers of your content;
- **Knovio smart players,** which securely and confidentially communicate a stream of information about every interaction with your content to Knovio's servers; and
- **Knovio dashboards,** which display detailed information about how your content was viewed and by whom.

What You'll Need

All you need to get started with Knovio showcases is a Knovio subscription account and some Knovio smart content that you'd like to share and track. Knovio tracks all kinds of smart media -- videos, presentation flip-decks, and narrated multimedia presentations.

Overview: Making Your Knovio Trackable

Every Knovio is automatically tracked in our system. However, without a means to identify individual viewers, individual viewers will show up as "anonymous" viewers in the system.

Viewers of Knovio content can be identified in several ways:
- by adding a guestbook to a Knovio or to one or more showcases that contain that Knovio;
- by using the "Email" feature in Knovio's Share page, which will identify the views of each recipient of the sharing email; and
- by appending identifying information to the end of the presentation's URL when you share it with others.

The rest of this guide will take you, step-by-step, through the following:
1. Create a guest book for your Knovio or showcase
2. Add a guest list to manage access to your Knovio
3. Use the email sharing feature in Knovio, including receipt notifications
4. Viewing and understanding analytics for an individual Knovio
5. Viewing and understanding analytics for a group of Knovios

Create a Guestbook for your Knovio or Showcase

When a viewer signs in with a Guestbook, Knovio records name, email, and other information about the viewer along with a detailed record of that viewer's engagement with your Knovio content.

When a Knovio is enabled for guestbook access, a sign-in form is displayed and must be completed before the Knovio content is viewed.

To create a Guestbook for your Knovio:
1. Start from your Knovio Library Screen (click Manage in the main menu bar to get there), and click **Guestbooks** in the submenu bar.
2. Assuming you don't already have a Guestbook in your account, click the **+ New Guestbook** button.
3. From the "Create a New Guestbook" screen, name your guestbook (guestbooks, once created, can be named and re-used) and choose whether you'd like to allow anyone to register, or whether you'd like to restrict viewing to members of a guest list that you specify. For now, choose to allow anyone to register; you can add a Guest List later.
4. You'll then be taken to a page (see next page) where you can custom-configure your registration form. Here are some of the things you can do:
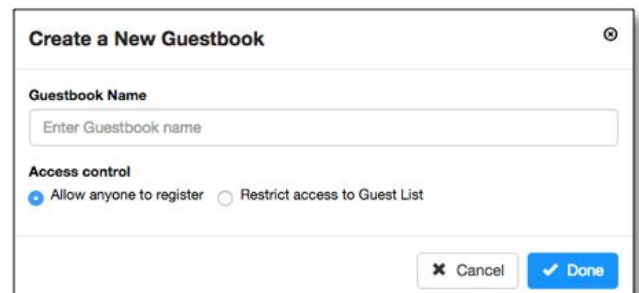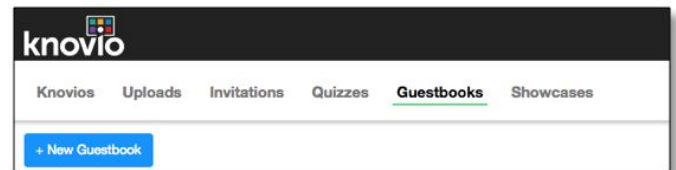
- Add a logo image;
- Create a title for your registration form;
- Write a rich-text description for your registration form (including links);
- Specify whether this form is open-registration or controlled by a guest list;
- Specify (by checking boxes) what fields are to be included in the guestbook form;
- Add custom fields by clicking **+ Add Custom Field**;

- Configure any field by clicking on the "gear" button next to the field name; this will open a "Configure Field" box (see left,above) where you can change the label, change from an open field to a drop-down list, and specify whether the field is required;
- Require that viewers enter a password for access;
- Name the submit button; and
- Specify how long a viewer remains logged in (i.e. subsequent visits don't require re-registration during this specified period, which is a year by default).

5. At any time, you can **Preview** what your guest book form will look like.
6. When you're finished, click **Save Form**.
7. To add the guestbook you've created to a specific Knovio, go to the Knovio Library (choose **Manage** from the main menu bar), and choose **Share** for the Knovio for which you'd like to add a guestbook.
8. Look for the "Sharing Settings" section on the Share Page (see example to the right).
9. Knovios are **Public** by default; to add a guestbook, click the **Guestbook Registration** button (right).

10. Click **Select Guestbook** and choose the guestbook you created from the list that's displayed.
11. When you're finished, click **Save Form**.To assign this Guestbook as default for all Knovio content, you can do this in the Content tab

Once you've completed these steps, anyone who wants to view your Knovio will be asked to fill out the guestbook form. If you require a password, viewers will be required to correctly enter the common password applied to that guestbook. The data entered into the guestbook will be available in the tracking analytics every time that particular viewer watches a Knovio requiring the same guestbook from the same device and browser.

Please note that once a viewer has successfully filled out a guestbook form, Knovio will not require filling out the guestbook again <u>unless</u> you've changed the default setting in the guestbook to "Automatically log out users when browser closes".
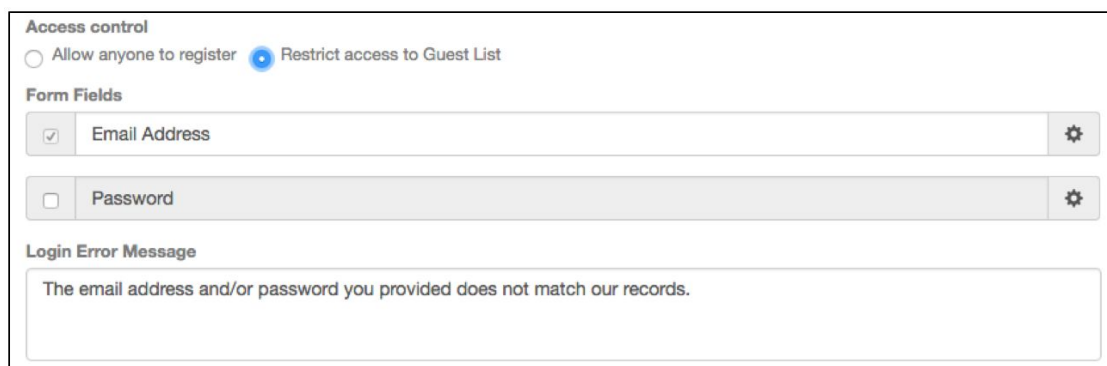
Four Levels of Security for Guestbook Access

There are four levels of security for Guestbook access to Knovio. In order from least secure to most secure, they are:
- **Open registration, without a password** -- anyone can register, and there is no validation either against an authorized viewer list nor is a password required.
- **Open registration, with a password required** -- anyone can register, and there is no validation against an authorized viewer list, but entry of a common password (same for all viewers) is required.
- **Guest list, without a password** -- viewers must enter an email address that matches an entry on an authorized user list, but no password is required.
- **Guest list, with a password** -- viewers must both match an authorized email and enter a unique password to gain entry to the content.

Add a Guest List to your Guestbook

To use a Guest List on a Guestbook, you must first change the Guestbook's settings to "Restrict Access to Guest List". When you do this, you can customize the message that will be displayed if the email address and/or password don't match the guest list. This is also where you specify whether or not a password will be required.

Near the top right corner of your Guestbook Management Screen, you'll see a three-item submenu that offers you the chance to work with the form, work with the guest list, or see what content the guestbook is associated with. Choose "Guest List" to start building the guest list for this guestbook.
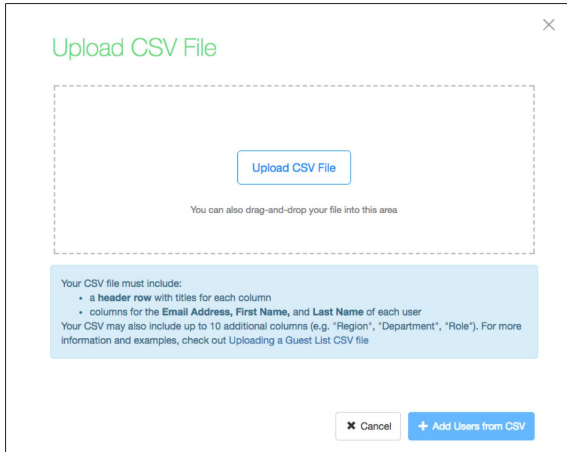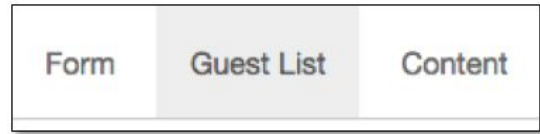
The easiest way to build your guest list is to import your guest list from a comma-separated value (CSV) file which is easy to generate from any spreadsheet program like Microsoft Excel, Apple Numbers, or Google Sheets. When you select Guest List from the submenu, you'll see a place to drag a CSV file to bulk-load your guest list. Note the instructions here about what fields should, at a minimum, be included: a field for email address, first name, and last name. Elsewhere on this screen, you have other options, including the ability to add names to your list, one by one.

Once you've uploaded the CSV file with your authorized viewers, you'll see a CSV preview screen similar to what you see to the right of this page. Here's what to do next:

1. Look over the records on the screen to make sure that the preview looks reasonable.
2. In the section marked "Map Fields to CSV", select from the three pull-down menus the fields in your CSV file that correspond to Email Address, First Name, and Last Name.
3. Click the blue **+ Add Users from CSV** button to start the import.
4. Confirm that the correct number of records were imported.
5. Your entire Guest List will now be displayed, in alphabetical order by email address.
6. If you're going to require individual passwords for each viewer, press the ![Generate Passwords] button. Be aware that as soon as you do this, emails invitations will be sent to each member of your guest list, with their individualized password for viewing the showcase.
7. If you scroll to the far right side of the list, you'll see four icons -- ![icons] -- that do the following:
    a. Inform you that passwords have not yet been set for this user;
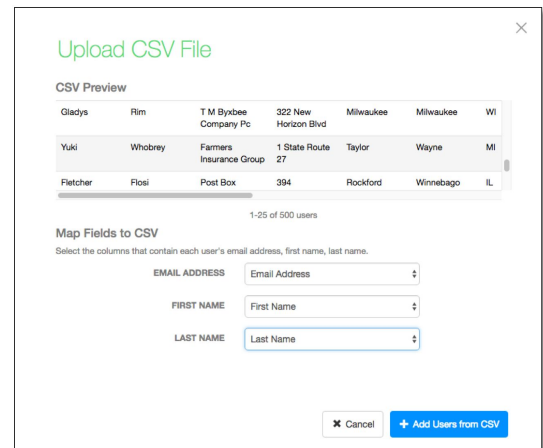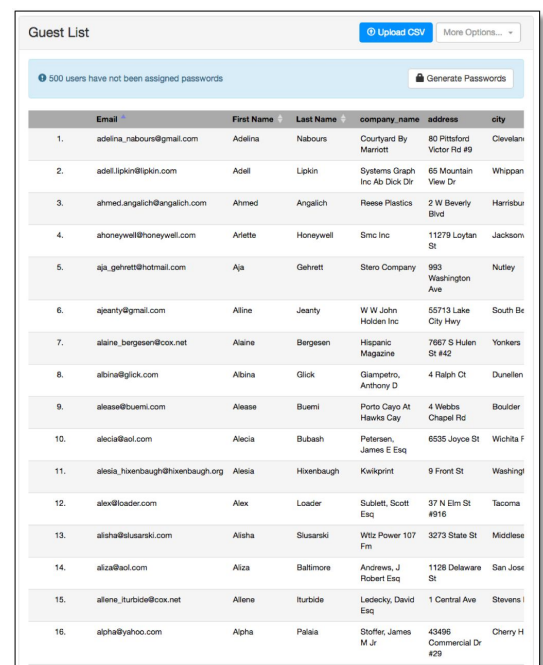
b. Allow you to reset the password;
c. Edit the details for that guest list member; or
d. Delete the user from the list.

Track Your Viewers with Email Sharing

Knovio offers several ways other than guestbooks to identify specific viewers in your Knovio analytics. The simplest is to use the built-in **Send Email** option in the Knovio Share Page.

Here's how to set up email tracking for a Knovio in your Library:
1. Open the Knovio Library by clicking **Manage** in the main menu bar.
2. Locate the Knovio you want to share and track, and click the **Share** button immediately beneath it.
3. In the Share Screen, find the **Send Email** section (see example to the right).
4. Enter up to 50 email addresses of people with whom you want to share your Knovio.
5. If you want to receive an email immediately when someone views your Knovio (very useful for sales situations!), leave the "Notify me…" box checked.
6. Add an optional custom message to accompany your email, if you wish.
7. Press Send to dispatch your Knovio emails.

Your recipients will receive an email message from you that looks something like the message to the right. In addition to any custom message you might have sent, it contains a clickable link that will open the Knovio you want to share.

When the recipient of the email clicks the "Watch Now" button, your Knovio will open in a browser window, and the view will be recorded by Knovio's tracking system and made available to you. Knovio records:
- The email address to which it was sent
- When the Knovio was viewed
- How many times it was viewed
- How much of it was viewed
- How much time was spent viewing
- In the case of a presentation, what slides were viewed and skipped
- What links were clicked
- IP address of the viewer
- Information on any embedded quizzes (score, pass/fail, answers to individual questions, etc.)
- An "Engagement Score" from 0-10, a rough measure of how engaged the viewer was with the content.
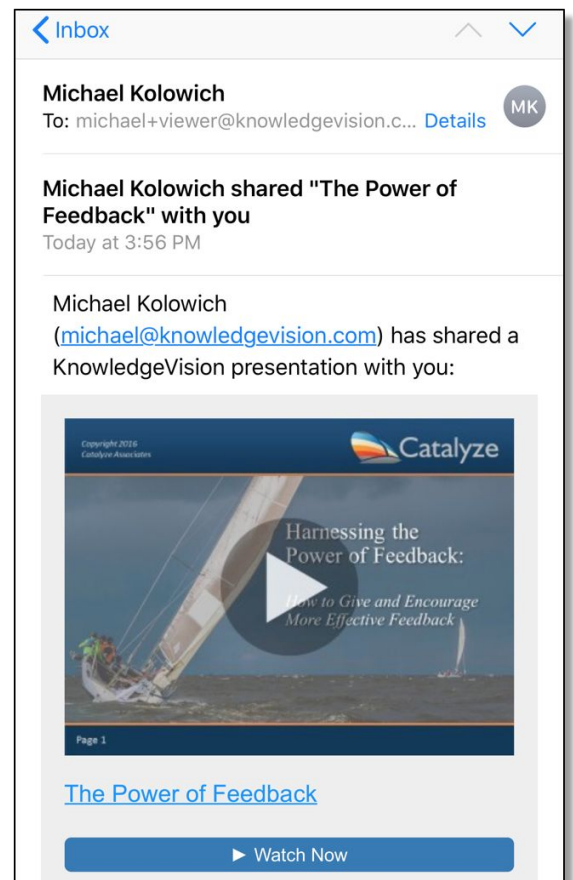
If you specified that you wanted to be notified when the recipient watches the Knovio, you will receive an email message within a few minutes of when the Knovio is viewed (there is a delay of about 15 minutes after the video is viewed, to make sure that it hasn't simply been temporarily paused). This email looks like this:
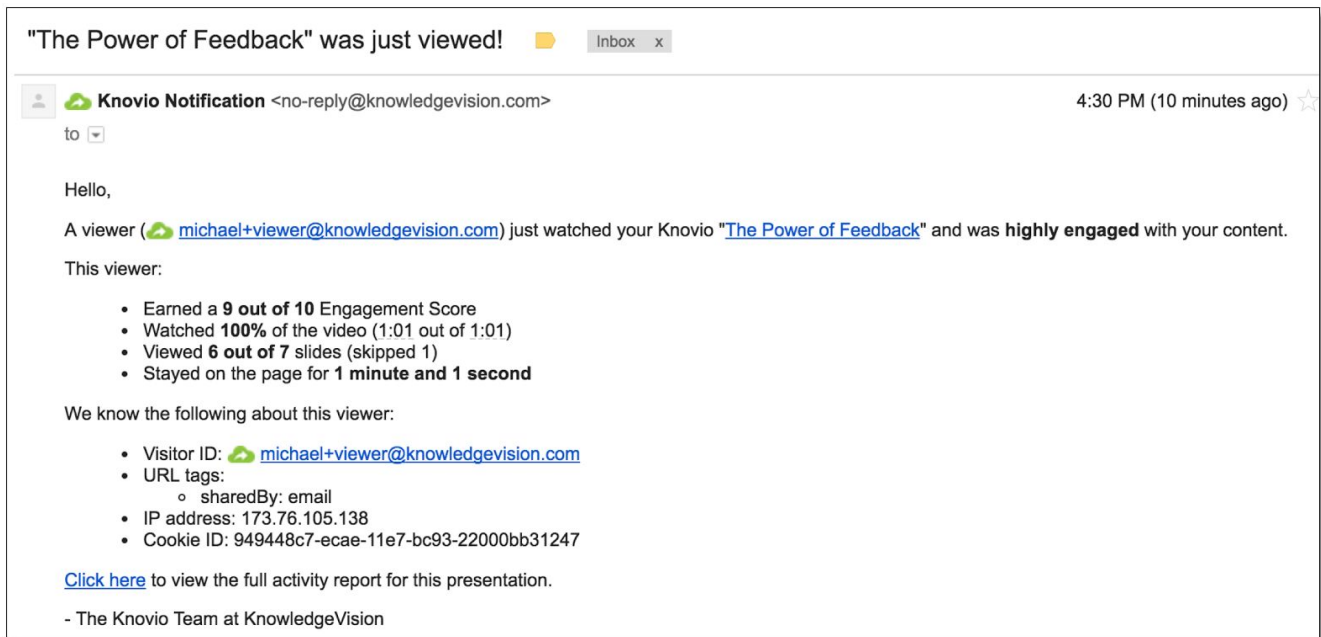
Even if you didn't request notification, the tracking information is saved so you can access it through Knovio's analytics tools.

Please note that, if your recipient forwards the invitation to watch your Knovio to another person, Knovio will track the secondary view under the name of the original email recipient, unless you also put a guestbook in front of your Knovio to collect the secondary viewer's information.

Track Your Viewers with Link Parameters

There's another way to identify specific viewers of a Knovio, and that is to add one or more identifying parameters to the end of the Knovio link. The most common parameter is "kvid" (short for "KnowledgeVision Identifier"), which Knovio uses by default to store the email address of a guestbooked or emailed viewer.

To track a particular viewer through a link parameter, add the following to the end of the link URL:
- The character "?"
- The name of a parameter to be tracked (such as "kvid" or "viewer_type" or "source")
- The character "="
- The value of the parameter

For example, clicking on the following link would record my KnowledgeVision email address in any viewing record that uses that link:

https://view.knowledgevision.com/presentation/ad6650b99b7249ed9d851ee73ae15c9b**?kvid=michael@knowledgevision.com**

To add an additional parameter:
- Add the character "&" followed by
- The name of the additional parameter
- The character "="
- The value of the parameter

Add as many parameters as you want this way -- they will all be tracked.

The place where this is particularly useful is in bulk mail-merge applications, when you want to identify who actually responds to an email by watching the content, and understand who was most engaged with it.

For example, let's say a real estate developer wants to send out 100,000 Knovios to a group of potential homebuyers, and wants to know not only who watched the Knovio, but how engaged they were with the content.

By using a mail merge program or marketing automation system to append unique KVID's to the end of each Knovio link that the developer sends out (say, with the email address or name of the prospective homebuyer), the developer will be able to use Knovio analytics to display a ranked list of the 10,000 who watched the video, sorting them by Engagement Score (from most engaged to least engaged) or even by how they answered an embedded question in the Knovio (such as "How interested are you in learning more about this property?")!

Introduction to Knovio Analytics

When anyone views a Knovio, an online record of the view is generated, regardless of whether a viewer is identified specifically by a guestbook, email tag, or link parameter. If a viewer is unidentified, the record is made of an "anonymous" view, but all the same data is recorded about date and time, viewing time, and engagement.

This makes it possible to generate three different kinds of analytics -- each useful in its own way:
- **Content-level analytics** answer the question, "How is each piece of content performing across all viewers?" This includes:
    - How many people are watching a Knovio and when?
    - How successful is it in engaging and keeping the attention of viewers?
    - Are there particular points in my Knovio where viewership drops off?
    - If there are reference links and attachments, how many viewers are clicking and downloading?
    - If there are quizzes or KnowledgeChecks, what is the pass/fail rate, and which questions do viewers seem to be having trouble with?
- **Viewer-level analytics** answer the question, "How are specific viewers interacting with my Knovio content?" This includes:
    - Who specifically is watching my Knovios, and when?
    - How long did specific viewers watch?
    - Who is most/least engaged with my Knovio content?

- - Who clicked on reference links and attachments?
    - If there are quizzes or KnowledgeChecks, who passed and who failed, and what were individual quiz scores?
- **Account-level analytics** answer the question, "Across all the Knovios in my account, which content is performing best?" This includes:
    - Which Knovios are getting the largest number of views?
    - Which Knovios are engaging viewers most effectively?
    - In corporate or enterprise accounts with multiple authors, which authors are most active, and whose content is most successful?

All Knovio analytics are accessible by clicking Analyze in Knovio's main menu bar. Let's look at some of the reports you'll find there, grouped by the type of analytics featured.

Content-Level Analytics

Content-level analytics will help you understand how any individual piece of Knovio content is performing: how often it's being viewed, when, and how viewers are engaging with it.

You can access content-level analytics by following these steps:
1. Click **Analyze** in the Knovio main menu bar at the top of the screen.
2. Choose **Presentations** in the sub-menu that appears below the main menu.
3. Click the **Select a Presentation** button, and select the Knovio you'd like to analyze from the drop-down list.

In a moment, you'll see a summary of that Knovio's statistics across the top of the screen. By default, statistics from the last 90 days are displayed, but you can change the date range by clicking Filter and either choosing a different listed date range or specifying a custom range of dates.

This, Knovio, for example, has been viewed 9,341 times by 7,622 unique viewers over the last 180 days. This banner also shows the minutes viewed, average number of slides viewed (for a multimedia presentation or flip deck), average engagement score (more about that a little later on), and bounce rate -- that is, the percentage of people who "bounced" quickly out of the Knovio without viewing more than a few seconds.

FILTERS (1) ▾ DateRange 180 Days					
9,341	7,622	9,350	5.37	8.22	46%
Total Views	Unique Viewers	Total Min Viewed	Avg Engagement Score	Avg Slides Viewed	Bounce Rate

The next section of the Presentation Report shows views and minutes over time, as well as a pie chart showing the distribution of Engagement Scores for that Knovio. Engagement Scores are from 0 to 10 (a zero is scored as a "bounce"), and are a rough approximation of how engaged a viewer was with the

content: higher engagement scores indicate that the viewer watched all or most of the Knovio, and clicked on some of the interactive elements in it. You can get more detail by hovering your mouse over different parts of the chart. For example, in the chart below the mouse has hovered over November 28th, revealing that there were 99 views that day.
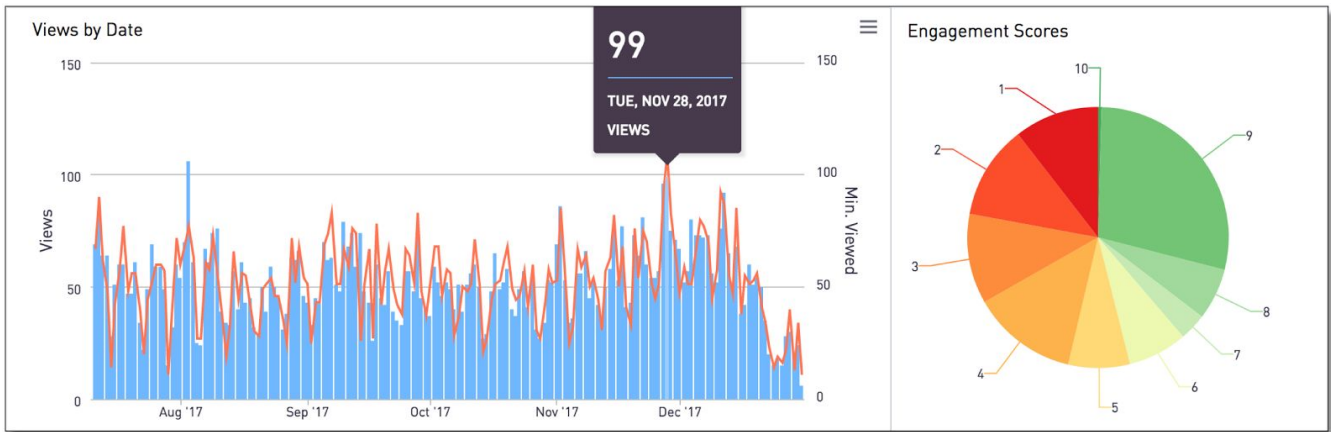
Also when you hover your mouse over any chart, a tiny "hamburger" menu icon (three horizontal lines) appears over the upper right corner of that chart. Clicking on that icon will reveal a short menu, offering additional options to download an image of the chart (suitable for inclusion in a presentation) or a CSV file containing the data in the chart.
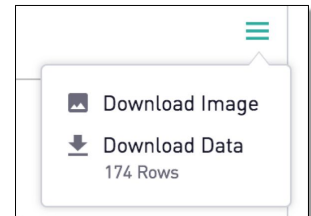
The next section of the chart -- the "Retention Waterfall" -- will help you understand the attention span of the viewers of any individual Knovio. Here an example of a Retention Waterfall for a 3-minute Knovio. The X-axis shows the elapsed time of the video, and the Y-axis shows the number of viewers that made it that far. In this case, 14,100 viewers started watching the Knovio, and 7,250 were still watching it after 24 seconds (anyone who dropped out by this time is assigned an Engagement Score of zero, and counts as a "bounce"). The colored layers correspond to the colors on the Engagement Score pie chart shown earlier. 2,038 viewers were still watching at the end. The chart also shows a slight acceleration in the drop-off rate at the one-minute mark, so in revising the Knovio, the producer may want to examine what was happening at the one-minute mark to prompt increased drop-out.
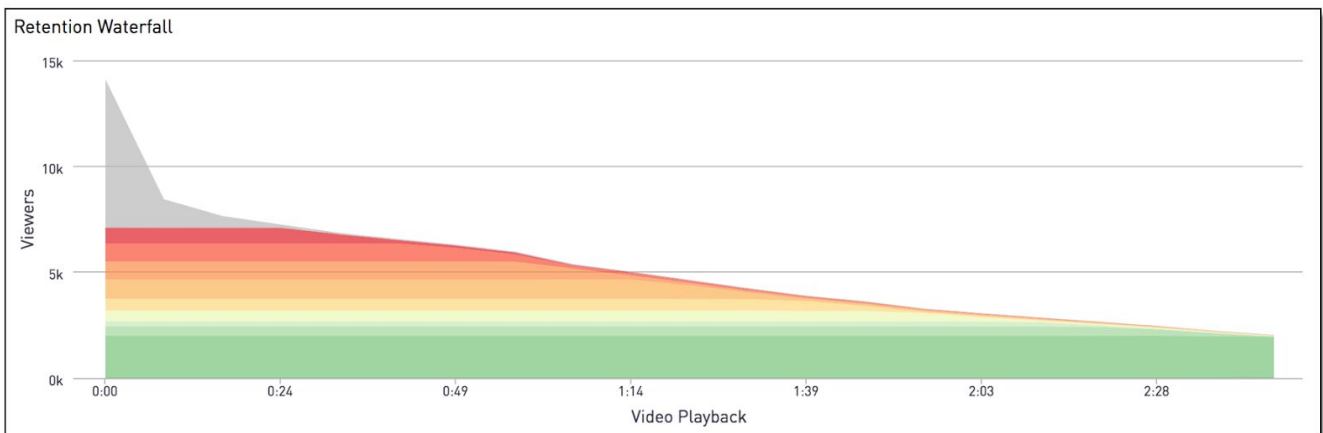
Wouldn't you like to know who those 2,038 viewers are who stayed to the end -- in other words, those earning Engagement Scores of 9 and 10? And especially wouldn't you want to know who clicked on the various additional links and resources?

That's the point of the viewer-level analytics that are contained in the remainder of the Presentation Report, and which we will cover in the next section.

Viewer-Level Analytics

Collecting information on who viewed your content has a big benefit, to be sure. And Guestbooks are a great way to do that. But Knovio's viewer-level analytics give you even more <u>qualitative</u> data about how engaged each viewer was with your Knovio content. By distinguishing high-engagement from low-engagement viewers, you can tailor follow-up action for each type of viewer.

For example, a marketer might assign a higher lead score to someone who earned an Engagement Score of 7 or above than someone who earned a 0, 1, or 2. And for a corporate learning or compliance application, an HR professional might be concerned about those who earned a low score versus those who earned a high Engagement Score.

Viewer-level analytics for individual Knovios can be found below the content-level analytics on individual Presentation Reports. To illustrate how they are used, let's use a case example of a Knovio multimedia presentation that was sent out by Heather, a salesperson, to a list of 100 prospects, tagged (using link parameters) with their company name and other ancillary information, and containing several "call-to-action" links. After a couple of days, she goes into the Presentation Report (by clicking **Analyze** and then **Presentation**, and choosing her Knovio) and sees that her Knovio has been viewed 26 times by 18 unique viewers.

26	18
Total Views	Unique Viewers
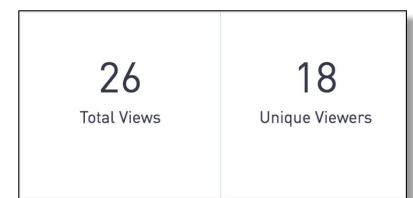
Heather will be pleased to see that there was a relatively high amount of engagement with her Knovio, as shows in the Engagement Score pie chart to the right. (The green segments are considered high engagement scores, representing more than half the views.) What she really wants to know, though, is exactly <u>who</u> engaged most actively with the content; she'll prioritize those contacts first.
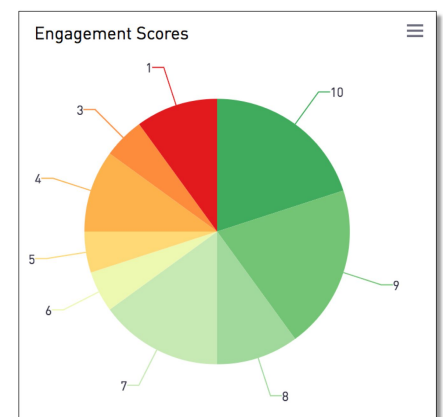
Because Heather made her Knovios trackable and used link parameters to identify users, her Presentation Report will tell her exactly who engaged and how engaged they were. Specifically, there are sections in the Presentation Report that show the following:

- The **Unique Viewers** section shows each individual viewer in a separate line, including:
    - their name and ID (typically email address);
    - Engagement Score achieved (or maximum Engagement Score if multiple views)

- ○ Maximum Video Playback Time (i.e. what is the farthest into the Knovio each viewer has seen);
- ○ Slides Viewed and Slides List both apply to narrated multimedia presentations and flip decks, and show how many slides were watched, and which specific slides were watched;
- ○ Total Clicks counts the number of reference links or attachments clicked or downloaded;
- ○ Most Recent View shows the date and time of the last time the viewer watched this presentation;
- ○ The rest of the fields show specific data about the viewer, collected from either guestbook forms, guestlists, or link parameters.
- ● The **Full View Log** looks at the same data for each individual view -- unlike the viewer log, which aggregates together all the views by a particular person into a single line.
- ● The **Guestbook Registrations and URL Parameters** section contains separate lines for each entry into a guestbook form or link parameter; and
- ● The **Viewer Click Log** shows every click a viewer has made on any footnoted reference link or downloadable attachment.

In this case, Heather can use the Unique Viewers report to rank the 18 viewers from the most engaged to the least engaged, as measured by Engagement Score. In the Unique Viewers report (as well as all of the Knovio Reports), clicking on the "Engagement Score" column header will sort viewers by Engagement Score, from low to high. Clicking again will sort them again from high to low, such that the most engaged viewers appear at the top of the scrollable list:

Downloading this report and putting it into a spreadsheet, Heather now has a prioritized list of prospects based on their engagement with the content:

NAME	ID	Engagement Score	Max Playback	Playback %	SLIDES VIEWED	TOTAL VIEWS	TOTAL CLICKS	MOST RECENT	Company	Title
Enrico Jehan	ejehan2g@mit.edu	10	0:01:01	100%	7	4	3	1/2/18 2:20	Volkman-Berge	Chief Design Engineer
Thorin Izac	tizac15@drupal.org	10	0:01:01	100%	7	1	1	1/2/18 1:07	Wuckert-Kertzmann	Chemical Engineer
Victoir Dincey	vdinceyu@hao123.com	10	0:01:01	100%	7	3	2	1/2/18 1:00	Waters LLC	VP Product Management
Egbert Scotchmore	escotchmore1o@dell.com	9	0:01:01	100%	7	1	0	1/2/18 2:02	Mayert-Upton	Research Associate
Bridget Percy	bpercyq@discuz.net	9	0:01:01	100%	7	1	0	1/1/18 22:39	Kunde and Sons	Mechanical Systems Engineer
Mil MacKeig	mmackeigb@nhs.uk	9	0:01:01	100%	7	1	0	1/1/18 22:21	Lebsack and Sons	Nuclear Power Engineer
Stevana Summersby	ssummersby0@gizmodo.com	8	0:00:51	84%	7	1	1	1/1/18 22:19	Adams and Sons	Electrical Engineer
Ardenia Rutherford	arutherfoord5w@cmu.edu	7	0:00:49	80%	7	1	0	1/2/18 2:08	Lehner-Graham	Junior Executive
Benn Cosgriff	bcosgriff1@imgur.com	7	0:00:52	85%	6	1	0	1/1/18 22:24	Kub-Kreiger	Environmental Tech
Farrell Beldom	fbeldom1g@redcross.org	6	0:00:46	75%	7	2	0	1/2/18 2:01	Wilkinson LLC	Quality Control Specialist
Wolf Gosling	wgosling2i@europa.eu	5	0:00:35	57%	6	1	0	1/2/18 2:22	Pacocha Group	GIS Technical Architect
Sisely Reskelly	sreskelly7z@liveinternet.ru	4	0:00:30	50%	5	1	0	1/2/18 2:17	Lindgren, Nader and O'Connell	Quality Engineer
Robin Olivas	rolivas1y@about.com	4	0:00:33	55%	5	1	0	1/2/18 2:05	Koelpin, Willms and Powlowski	Engineer IV
Jerrie Kaysor	jkaysor39@tamu.edu	3	0:00:27	45%	5	1	0	1/2/18 1:02	Kuhic and Sons	Chief Design Engineer
Hortense Sichardt	hsichardt9z@t.co	0	0:00:02	5%	1	3	0	1/2/18 2:20	Bode LLC	Quality Engineer
Candice Grewar	cgrewar36@dedecms.com	0	0:00:03	5%	1	1	0	1/2/18 1:05	Crist Group	Automation Specialist IV
Marylin Kleisel	mkleiselrr@wisc.edu	0	0:00:09	15%	2	1	0	1/2/18 1:01	Swaniawski-Murazik	Structural Analysis Engineer
Natalie Isakovic	nisakovicaz@ezinearticles.com		0:00:59	97%	7	1	1	1/2/18 2:26	Rippin, Kirlin and Aufderhar	VP Product Management

In addition, she can go to the Viewer Click Log section and see which users clicked on one or more of the three links that suggest even higher levels of interest:

Viewer Click Log

	VIEW DATE	NAME	ID	LINK	URL
1	2018-01-02 02:26	Natalie Isakovic	nisakovicaz@ezinearticles.com		http://www.catalyzengineering.com/faq
2	2018-01-02 02:11	Enrico Jehan	ejehan2g@mit.edu	Product Specifications Brochure	https://content.knowledgevision.com/account/kv-mek/conte
3	2018-01-02 02:11	Enrico Jehan	ejehan2g@mit.edu		http://www.catalyzengineering.com/faq
4	2018-01-02 02:11	Enrico Jehan	ejehan2g@mit.edu		http://www.catalyzengineering.com/tech-story
5	2018-01-02 01:07	Thorin Izac	tizac15@drupal.org		http://www.catalyzengineering.com/tech-story
6	2018-01-01 23:51	Victoir Dincey	vdinceyu@hao123.com		http://www.catalyzengineering.com/faq
7	2018-01-01 23:51	Victoir Dincey	vdinceyu@hao123.com		http://www.catalyzengineering.com/tech-story
8	2018-01-01 22:19	Stevana Summersby	ssummersby0@gizmodo.com		http://www.catalyzengineering.com/tech-story

Based on engagement with the Knovios she sent out, Heather would probably target Enrico Jehan as her first priority, based on his: Engagement Score of 10, four views of the content, and the fact that he clicked on three different resources. These reports also suggest that Victoir Dincey and Thorin Izac also merit top attention.

As you can see, the Presentation Report offers some very powerful insights into both how your content is performing and how it is engaging particular viewers. It also can show the results of embedded quizzes and KnowledgeChecks, which will be covered in a separate guide in this series.

Account-Level Analytics

Account-level reports look across an entire account, or across a group of tagged Knovios within an account, to show activity. These account-level reports can be accessed by clicking the **Account**, **Author**, or **Tag** submenu selections in the upper right section of the Reports screen.

Account	Author	Tag	Presentation

- The **Account** Report shows recent publishing and viewing history for every Knovio in a given account. The screenshot on the next page shows an example of what an account report looks like for an account with 19 active Knovios and 5,877 views over the previous 90 days. Clicking on any Knovio title will open the Presentation Report for that particular Knovio.
- The **Tag** Report shows essentially the same information as the Account Report, but for a tagged subset of the Knovios in an account. Tags are applied at the same time you put a title and description on a Knovio when it's being published, or can be added or changed by clicking on the Edit icon to the right of any title in the Knovio Library. To see what tags have been applied in your Knovio library, click Select a Tag in the Tag Report window, and you'll see a drop-down menu showing the tags in use, as well as the number of Knovios to which each has been applied.

TAG

(Select a tag) ▾

Enter tag name		Q Search
Label	**Presentations**	**Views**
demo	47	58185
marketing video	43	40538
flip deck	34	549
sales demo	20	45

- The **Author** Report is designed for a corporate or enterprise account with multiple users, and is a way of viewing the relative activity of each content creator in the Knovio account, as well as isolating Knovios created by any individual author.

Account Report

Date Filter

Most Watched Over Time

Most Watched List

Most recent published

Published by Month

Account-wide statistics

Views over time

All Presentations

Presentation Views by Date

Report — Account | Author | Tag | Presentation

ACCOUNT

FILTERS [1] ▼ DateRange 90 Days

Most Watched Presentations

Top Presentations

PRESENTATION	VIEWS
VIDEO: Knovio-Player Demonstration	4550
VIDEO: Knovio Video Platform (product)	1211
VIDEO: The Smarter Online Video Platform	38
Five Video Metrics_CMI	23
VIDEO: Knovio. The Smarter Online Video P...	14
VIDEO: JAM Conference	14
WEBINAR: Beyond Video Presentation	8
Five Video Metrics_D&B	8
VIDEO: Invite Teaser	7

Recently Published

PRESENTATION	PUBLISHED
Five Video Metrics_D&B	2017-12-04
Five Video Metrics_CMI	2017-11-30

Presentations Published by Month

19 Active Presentations

0.293 Avg. Minutes Viewed per Presentation

23% Avg. % Viewed per Presentation

Total Presentation Views

5,877 Total Presentation Views

All Presentations

PRESENTATION	PUBLISHED	LAST MODIFIED	VIEWS	MIN. VIEWED	FIRST VIEWED	LAST VIEWED	PUBLISHED BY	MODIFIED BY	ACCOUNT
Five Video Metrics_D&B	2017-12-04	2017-12-04	8	3	2017-12-05	2017-12-06	Marianne Rocco	Marianne Rocco	Marketing
Five Video Metrics_CMI	2017-11-30	2017-11-30	23	18	2017-11-30	2017-12-12	Marianne Rocco	Marianne Rocco	Marketing
INTERVIEW: DMS_Knovio Intervi...	2017-05-15	2017-10-20	5	5	2017-07-10	2017-10-30	Zach Darsch	Marianne Rocco	Marketing
WEBINAR: Beyond Video Present...	2017-06-05	2017-10-20	49	3	2017-06-05	2017-12-12	Marianne Rocco	Marianne Rocco	Marketing
Devin H: DMS Interview	2017-05-14	2017-10-20	9	4	2017-07-10	2017-10-10	Devin Higgins	Marianne Rocco	Marketing
FLIP DECK: Five Video Metrics	2017-07-31	2017-10-20	1	1	2017-08-22	2017-08-22	Marianne Rocco	Marianne Rocco	Marketing
FLIP DECK: Knowledge Manage...	2017-07-08	2017-10-20	8	9	2017-07-08	2017-08-01	Marianne Rocco	Marianne Rocco	Marketing
VIDEO: The Smarter Online Video...	2017-06-27	2017-10-20	1121	377	2017-06-27	2017-12-12	Shawn Whitaker	Marianne Rocco	Marketing
Copy of visa-EN	2017-09-12	2017-09-12	0	0			Lauren Snedeker	Lauren Snedeker	Marketing
Get to Know Knovio	2017-07-26	2017-07-27	1	1	2017-07-27	2017-07-27	Lauren Snedeker	Lauren Snedeker	Marketing
VIDEO: Knovio Video Platform (pr...	2017-07-05	2017-07-24	4205	2020	2017-07-05	2018-01-02	Zach Darsch	Zach Darsch	Marketing

Presentation Views by Date

	SUM OF VIEWS							
	2017-10-06	2017-10-07	2017-10-08	2017-10-09	2017-10-10	2017-10-11	2017-10-12	2017-
VIDEO: ICC- SME video short (for email)								
VIDEO: Invite Teaser								
VIDEO: JAM Conference								
VIDEO: Knovio Video Platform (product)	12	11	7	17	16	16	12	
VIDEO: Knovio-Player Demonstration	49	40	51	39	51	56	60	
VIDEO: Knovio. The Smarter Online Video Platform-What's New								
VIDEO: The Smarter Online Video Platform			2		1	1		
WEBINAR: Beyond Video Presentation								

Author Report

Most active authors

Most prolific authors

Most recent user activity

Active users By month

Growth of account users

Listing of authors and activity

As you can see, Knovio offers an unprecedented wealth of data about how your content is being created, viewed, and engaged with. And by using custom data ranges and tags, you can group your Knovios just about any way you can imagine.

It all begins with tracking, and deciding which strategy you'll use -- guestbooks, guest lists, email sharing, or link parameters -- to identify your viewers for tracking purposes. Even if you choose to keep your viewers anonymous, though, you will be able to learn a tremendous amount about how your Knovio content is performing.