

The Practical Guide to Video Analytics and Viewer Tracking



Updated February, 2018

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 suite¹ 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.

The image shows a sample Knovio Guestbook form for 'Catalyze'. The form is titled 'Sample Knovio Guestbook' and includes the following elements:

- Custom Logo:** The Catalyze logo at the top left.
- Title and Description:** The title 'Sample Knovio Guestbook' and the instruction 'To view this video series, please sign in below.'
- Standard Fields:** Input fields for 'Name *', 'Email Address *', 'Company *', and 'Job Title *'.
- Custom fields, dropdowns:** A dropdown menu for 'Education Completed' with 'Bachelor's degree' selected.
- Customizable action button:** A blue 'Register' button at the bottom.

* Indicates required fields

¹ Knovio's viewer-level tracking and engagement scoring system, and its connection to third-party applications, are covered by U.S. Patent No. 9,963,358 - "Interactive Presentations with Integrated Tracking Systems"

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 Knovio’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. View and understand analytics for an individual Knovio
5. View and understand analytics for a group of Knovios
6. Share and schedule analytics reports for a Knovio

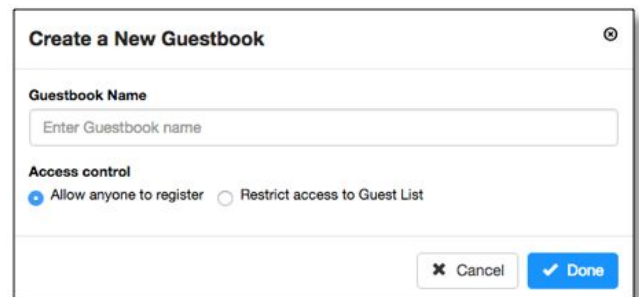
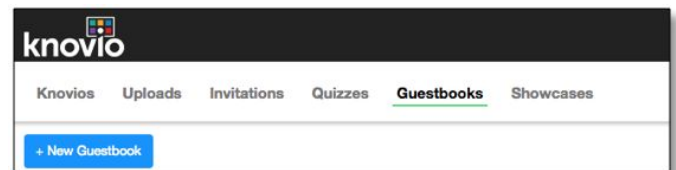
Create a Guestbook for your Knovio or Showcase

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 Field

Field Label
Education Completed

Field Type
Drop-down list

List Options
High school
Some college credit, no degree
Trade/technical/vocational training
Associate degree
Bachelor's degree

Enter each list option on a new line

Required

Cancel Ok

Form Preview Save Form

Logo Image
https://s3.amazonaws.com/present.knovioevision.com/account/1d45ba33-ac00-47a1-8a86-772474ff640c/co Browse...

Museum of Science
Remove image

Title
Museum of Science Video Center

Use name of Knovio or Showcase

Description
Welcome to this unique collection of videos from the Museum of Science in Boston. To register as a viewer, please enter your name, email address, country and state in the boxes provided below.

Use description of Knovio or Showcase

Access control
 Allow anyone to register Restrict access to Guest List

Form Fields
 Name
 Email Address
 Company
 Job Title
 Phone
 Twitter
 Country
 State
+ Add Custom Field

Password:

Submit Button
Register

Settings
Automatically log out users: After one year (default)

Preview Save Form

- 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

The screenshot shows a 'Sharing Settings' dialog box. It has two radio button options: 'Public' (with the subtext 'Anyone with access to the Link or Embed Code can watch') and 'Guestbook Registration' (with the subtext 'Viewers must complete a registration form to watch'). The 'Guestbook Registration' option is selected. Below these options, there is a section for 'Default Guestbook' with an 'Edit' button and a blue 'Select Guestbook' button.

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 unless 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.

Access control

Allow anyone to register Restrict access to Guest List

Form Fields

Email Address ⚙️

Password ⚙️

Login Error Message

The email address and/or password you provided does not match our records.

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.



Upload CSV File

You can also drag-and-drop your file into this area

Your CSV file must include:

- a header row with titles for each column
- columns for the Email Address, First Name, and Last Name of each user

Your CSV may also include up to 10 additional columns (e.g. "Region", "Department", "Role"). For more information and examples, check out [Uploading a Guest List CSV file](#)

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

Upload CSV File

CSV Preview

Gladys	Rim	T M Bybee Company Pc	322 New Horizon Blvd	Milwaukee	Milwaukee	WI
Yuki	Whobrey	Farmers Insurance Group	1 State Route 27	Taylor	Wayne	MI
Fletcher	Flosi	Post Box	394	Rockford	Winnebago	IL

1-25 of 500 users

Map Fields to CSV

Select the columns that contain each user's email address, first name, last name.





EMAIL ADDRESS:

FIRST NAME:

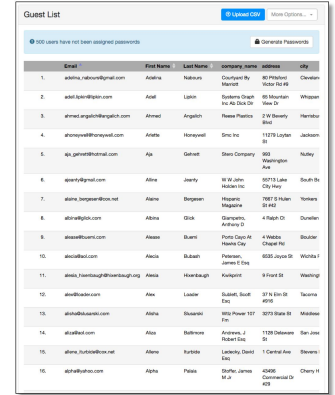
LAST NAME:

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 --

    -- that do the following:

- Inform you that passwords have not yet been set for this user;
- Allow you to reset the password;
- Edit the details for that guest list member; or
- Delete the user from the list.




1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
1	adina.naboussi@gmail.com	Adina	Naboussi	Choukry By	89 Pithou	14000-14000	Choukry	Lebanon											
2	adri.klein@pcc.com	Adri	Lubin	Bethesda, Md	88 Mountain	14000-14000	Bethesda	MD											
3	adriano.angelini@angelini.com	Adriano	Angelini	Prato, Italy	2 Via Sordani	14000-14000	Prato	Italy											
4	adriano.pellegrini@pellegrini.com	Adriano	Pellegrini	Prato, Italy	11279 Locarno	14000-14000	Prato	Italy											
5	adriano.pellegrini@pellegrini.com	Adriano	Pellegrini	Prato, Italy	11279 Locarno	14000-14000	Prato	Italy											
6	adriano.pellegrini@pellegrini.com	Adriano	Pellegrini	Prato, Italy	11279 Locarno	14000-14000	Prato	Italy											
7	adriano.pellegrini@pellegrini.com	Adriano	Pellegrini	Prato, Italy	11279 Locarno	14000-14000	Prato	Italy											
8	adriano.pellegrini@pellegrini.com	Adriano	Pellegrini	Prato, Italy	11279 Locarno	14000-14000	Prato	Italy											
9	adriano.pellegrini@pellegrini.com	Adriano	Pellegrini	Prato, Italy	11279 Locarno	14000-14000	Prato	Italy											
10	adriano.pellegrini@pellegrini.com	Adriano	Pellegrini	Prato, Italy	11279 Locarno	14000-14000	Prato	Italy											
11	adriano.pellegrini@pellegrini.com	Adriano	Pellegrini	Prato, Italy	11279 Locarno	14000-14000	Prato	Italy											
12	adriano.pellegrini@pellegrini.com	Adriano	Pellegrini	Prato, Italy	11279 Locarno	14000-14000	Prato	Italy											
13	adriano.pellegrini@pellegrini.com	Adriano	Pellegrini	Prato, Italy	11279 Locarno	14000-14000	Prato	Italy											
14	adriano.pellegrini@pellegrini.com	Adriano	Pellegrini	Prato, Italy	11279 Locarno	14000-14000	Prato	Italy											
15	adriano.pellegrini@pellegrini.com	Adriano	Pellegrini	Prato, Italy	11279 Locarno	14000-14000	Prato	Italy											
16	adriano.pellegrini@pellegrini.com	Adriano	Pellegrini	Prato, Italy	11279 Locarno	14000-14000	Prato	Italy											
17	adriano.pellegrini@pellegrini.com	Adriano	Pellegrini	Prato, Italy	11279 Locarno	14000-14000	Prato	Italy											
18	adriano.pellegrini@pellegrini.com	Adriano	Pellegrini	Prato, Italy	11279 Locarno	14000-14000	Prato	Italy											
19	adriano.pellegrini@pellegrini.com	Adriano	Pellegrini	Prato, Italy	11279 Locarno	14000-14000	Prato	Italy											
20	adriano.pellegrini@pellegrini.com	Adriano	Pellegrini	Prato, Italy	11279 Locarno	14000-14000	Prato	Italy											

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:

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



Send Email

Email your presentation to one or more contacts

Enter email addresses

Send

Separate multiple email addresses with commas (50 max)

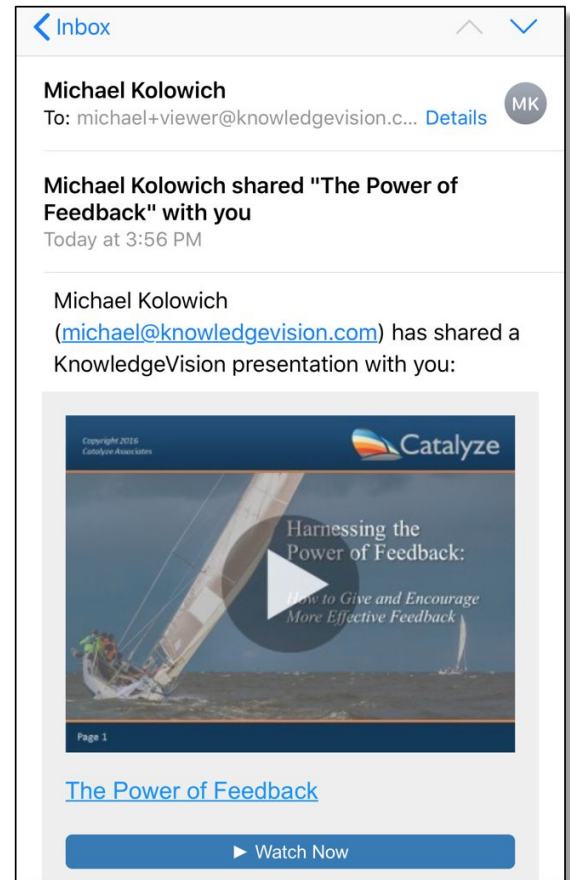
Notify me when a recipient watches the presentation

Add Message

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.

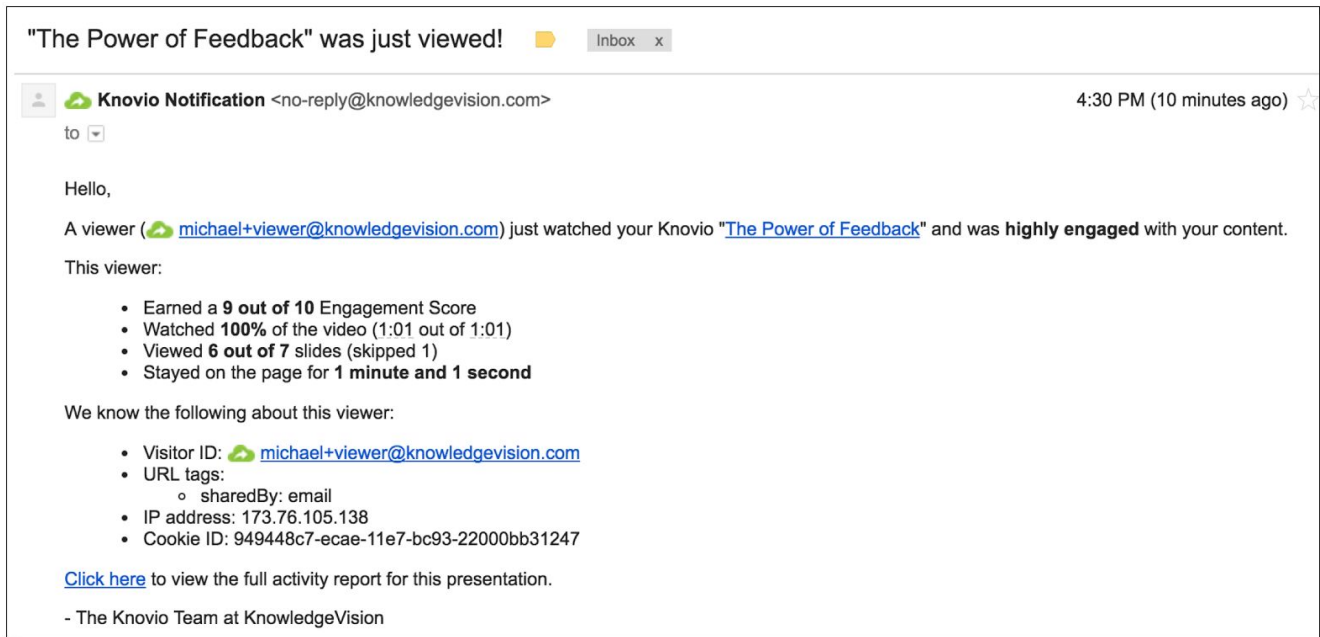
When the recipient of the email clicks the "Watch Now" button, your Knovio will open in a browser window, and the view will be recorded by Knovio's tracking system and made available to you. Knovio records:

- 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 **Knovios** in the sub-menu that appears below the main menu.
3. Click the **Select a Knovio** 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

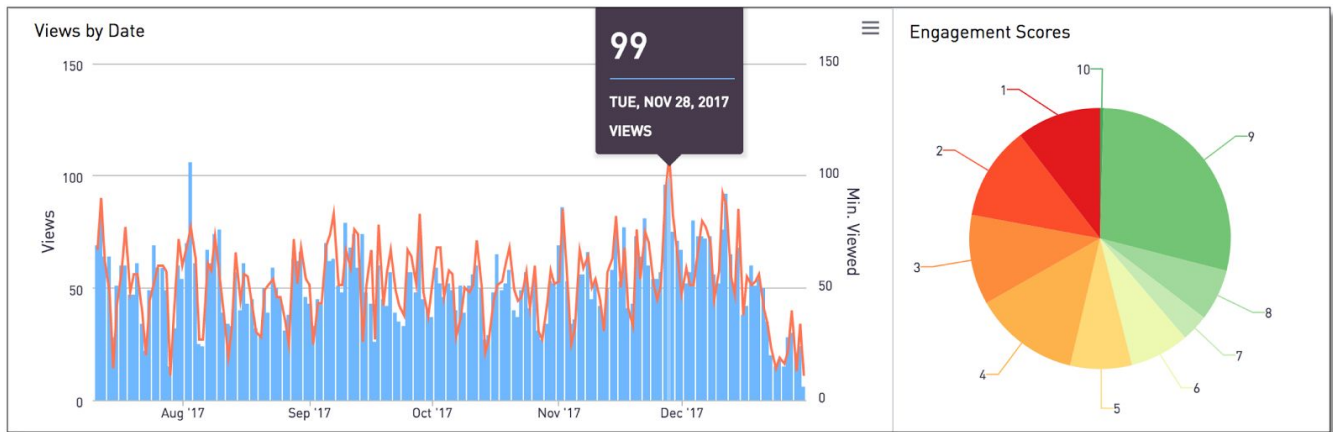
FILTERS (1) ▾ DateRange 180 Days					
9,341 Total Views	7,622 Unique Viewers	9,350 Total Min Viewed	5.37 Avg Engagement Score	8.22 Avg Slides Viewed	46% Bounce Rate

either choosing a different listed date range or specifying a custom range of dates.

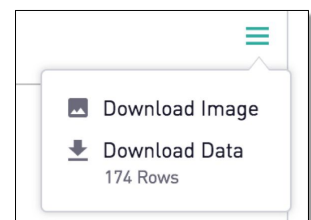
This, Knovio, for example, has been viewed 9,341 times by 7,622 unique viewers over the last 180 days. This banner also shows the minutes viewed, average number of slides viewed (for a multimedia

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.

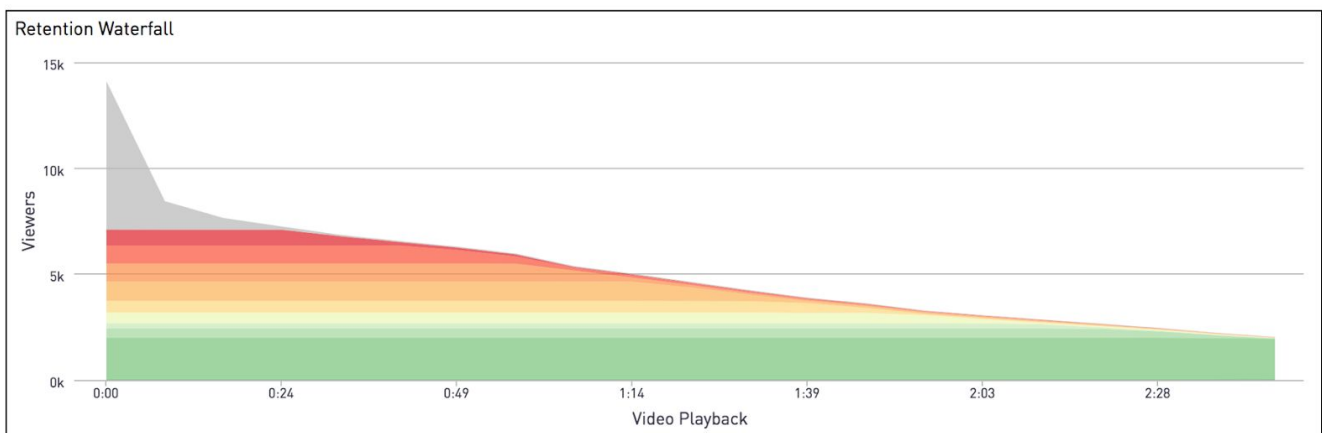
The next section of the Knovio Report shows views and minutes over time, as well as a pie chart showing the distribution of Engagement Scores for that Knovio. Engagement Scores are from 0 to 10 (a zero is scored as a “bounce”), and are a rough approximation of how engaged a viewer was with the content: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

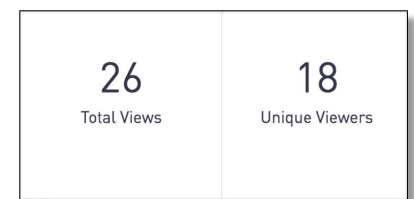
That's the point of the viewer-level analytics that are contained in the remainder of the Knovio Report, and which we will cover in the next section.

Viewer-Level Analytics

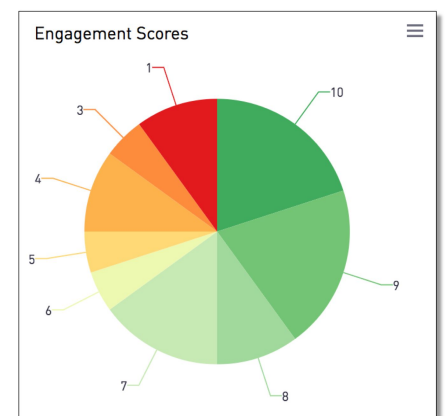
Collecting information on who viewed your content has a big benefit, to be sure. And Guestbooks are a great way to do that. But Knovio's viewer-level analytics give you even more qualitative data about how engaged each viewer was with your Knovio content. By distinguishing high-engagement from low-engagement 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 Knovio 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 Knovio Report (by clicking **Analyze** and then **Knovio**, and choosing her Knovio) and sees that her Knovio has been viewed 26 times by 18 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 who 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 Knovio Report will tell her exactly who engaged

and how engaged they were. Specifically, there are sections in the Knovio 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 Knovio;
 - 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:

Unique Viewers						
NAME	ID	ENGAGEMENT SCORE (MAX)	VIDEO PLAYBACK (MAX)	VIDEO PLAYBACK % (MAX)	SLIDES VIEWED (MAX)	TOTAL VIEWS
Natalie Isakovic	nisakovicaz@ezinearticles.com	10	00:00:59	97%	7	7
Enrico Jehan	ejehan2g@mit.edu	10	00:01:01	100%	7	7
Thorin Izac	tizac15@drupal.org	10	00:01:01	100%	7	7
Victoir Dincey	vdinceyu@hao123.com	10	00:01:01	100%	7	7
Egbert Scotchmore	escotchmore1o@dell.com	9	00:01:01	100%	7	7
Bridget Percy	bpercyq@discuz.net	9	00:01:01	100%	7	7
Mil MacKeig	mmackeigb@nhs.uk	9	00:01:01	100%	7	7
Stevana Summersby	ssummersby0@gizmodo.com	8	00:00:51	84%	7	7
Ardenia Rutherford	arutherford5w@cmu.edu	7	00:00:49	80%	7	7
Benn Cosgriff	bcosgriff1@imgur.com	7	00:00:52	85%	6	6
Farrell Beldom	fbeldom1g@redcross.org	6	00:00:46	75%	7	7

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	arutherford5w@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 Olivias	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 Scharadt	hscharadt9z@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
Marilyn 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	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 Knovio 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

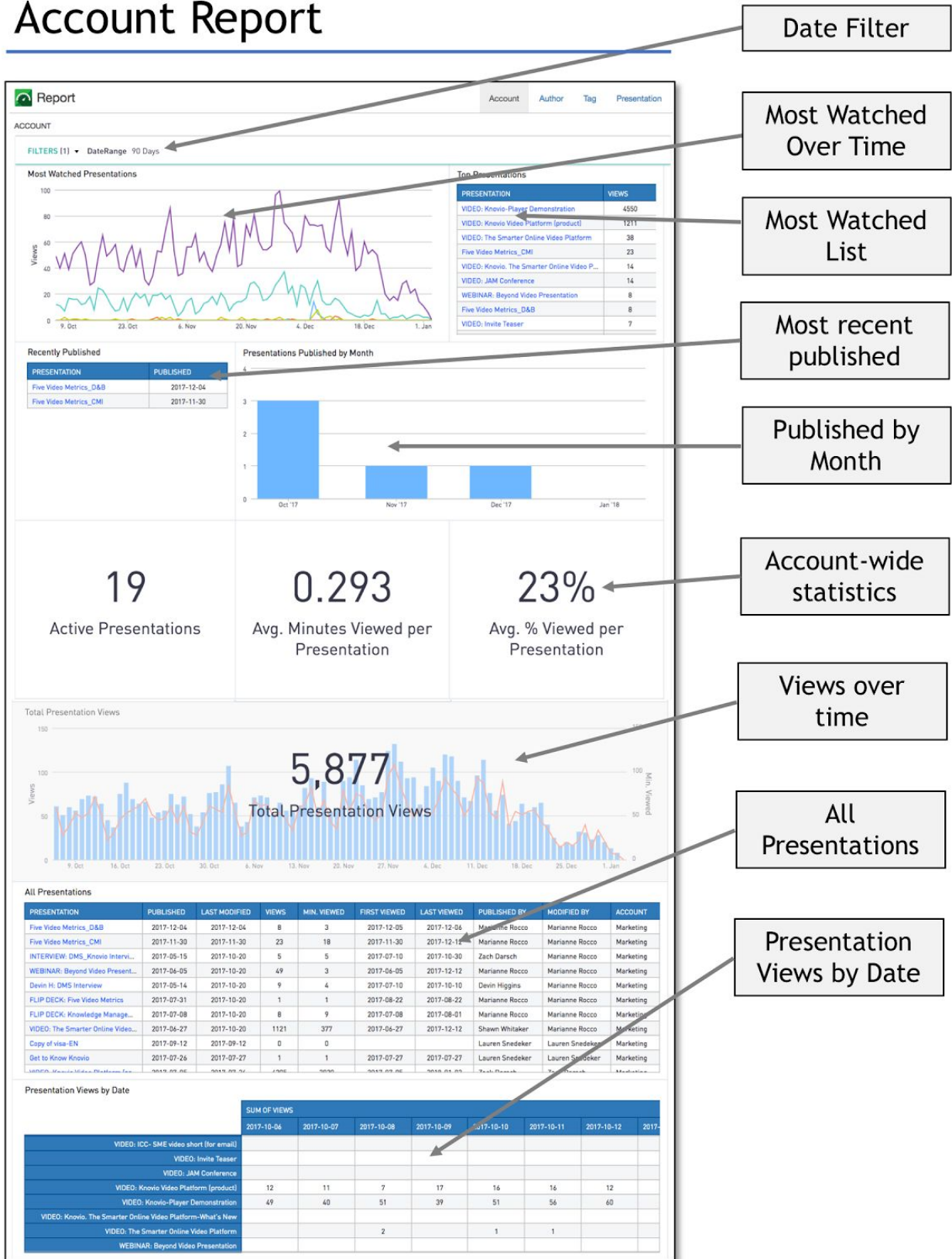
Account-level reports look across an entire account, or across a group of tagged Knovios within an account, to show activity. These account-level reports can be accessed by clicking the **Account**, **Author**, or **Tag** submenu selections in the upper right section of the Reports screen.



- 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 Knovio Report for that particular Knovio.

Account Report



- 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.
- 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.

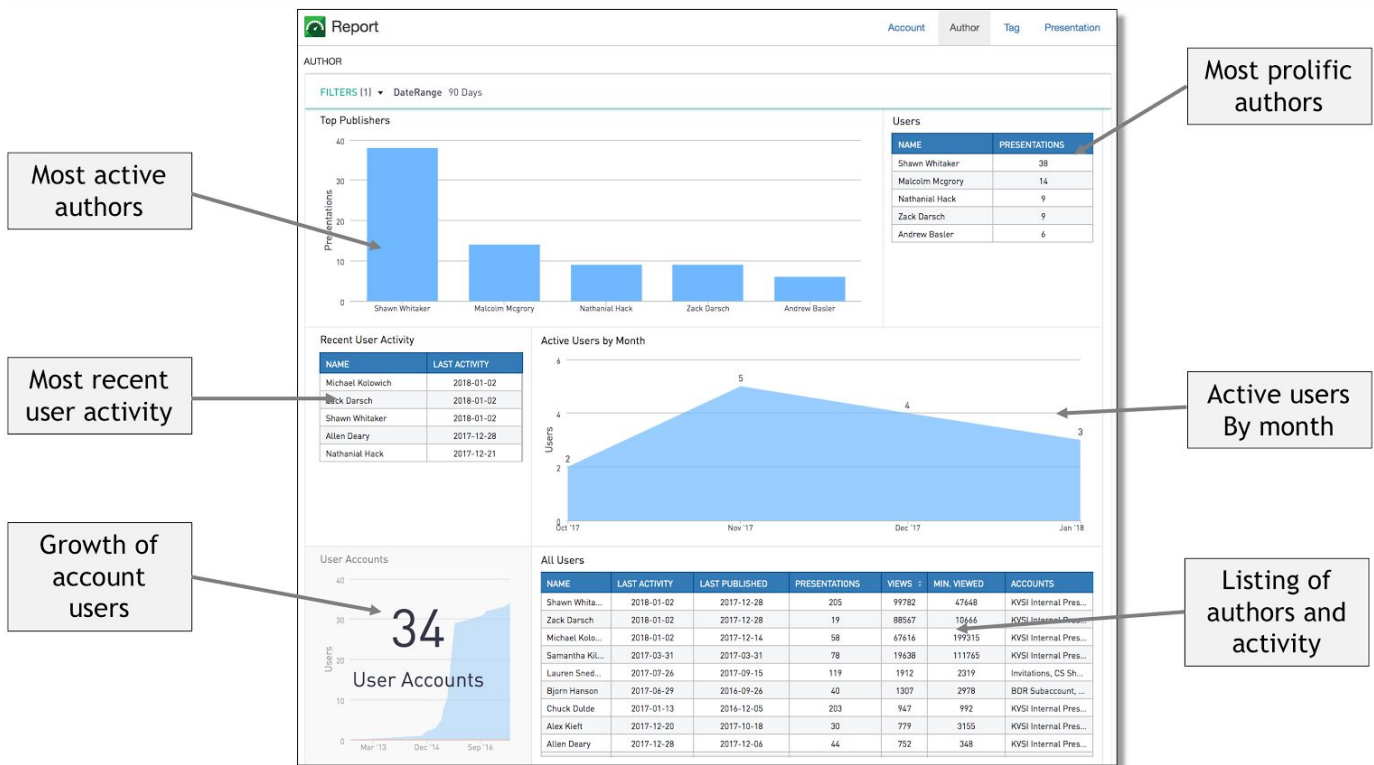
TAG

(Select a tag) -

Enter tag name

Label	Presentations	Views
demo	47	58185
marketing video	43	40538
flip deck	34	549
sales demo	20	45

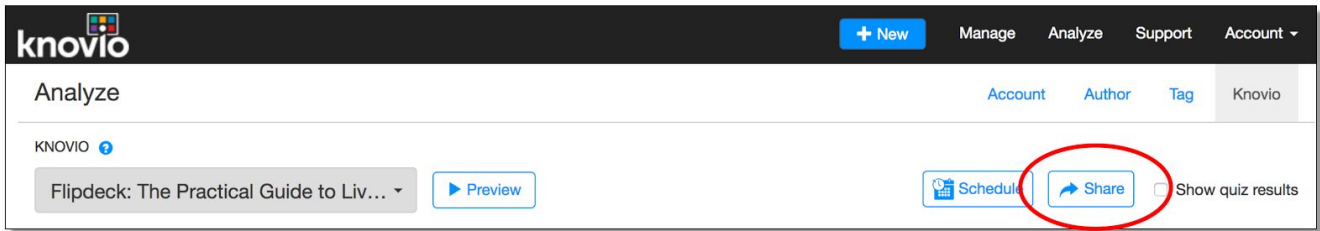
Author Report



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

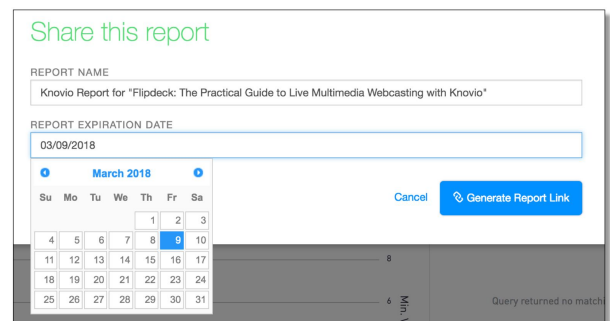
your viewers anonymous, though, you will be able to learn a tremendous amount about how your Knovio content is performing.



Sharing Knovio Analytics Reports

Sometimes, you may want to share your analytics dashboards with others. Knovio makes it easy to do so. If sharing is enabled for a report you're looking at, you'll see a **Share** button (see above) near the top of the dashboard. To share a Knovio dashboard:

1. Press the **Share** button on the dashboard you'd like to share.
2. Complete the **Share This Report** form, by naming the report and choosing an expiration date for the report.
3. Press the blue **Generate Report Link** button, and you'll be given a link to the report, which you can then include in an email, place on a web page, or use in any other way you'd like to use it.



Please note that reports are dynamic -- that is, they are constantly being updated. The viewer of a shared analytics dashboard will always see the latest view of changing data, which will not necessarily be what you see when you generate the link.

Scheduling Knovio Analytics Reports

Going hand-in-hand with report sharing is the ability to schedule reports to be emailed at regular intervals to others. This can be used, for example, to deliver a monthly report on activity for a particular Knovio. If the report you're looking at is eligible for scheduled sharing, you'll see a Schedule icon near the top of the report:



To schedule a report to be delivered at regular intervals:

1. Press the **Schedule** button on the report you'd like delivered. This will result in a **Schedule Report Delivery** window being displayed.
2. Name the report.
3. Specify the email addresses of up to 50 people you want to receive the reports. Separate multiple email addresses with commas.
4. Choose a delivery interval (choices are daily, weekly, monthly, or yearly).
5. Choose a range for the data you want covered for the report (choices are previous day, previous week, previous month, previous year, past 7/30/90/365, month-to-date, year-to-date, and all time).
6. Choose a start and end date for when you want the reports delivered. (The first report will be sent on the start date, and no report will be sent after the end date.)
7. Press the blue **Schedule** button to put your dashboard on the schedule for regular delivery.

Schedule report delivery

REPORT NAME
Knovio Report for "Flipdeck: The Practical Guide to Live Multimedia Webcasting with Knovio"

RECIPIENTS
michael@knowledgevision.com
Separate multiple email addresses with commas (50 max)

DELIVERY INTERVAL: Monthly
REPORT DATE RANGE: Past 90 days

START DATE: 02/07/2018
END DATE: End Date...

[Manage Scheduled Reports](#) Cancel [Schedule](#)

Reports are run every night at about midnight or shortly thereafter, U.S. Eastern Time. A report scheduled to run on the 31st of the month will run at midnight on the *morning* of the 31st. Monthly and annual reports, therefore, should be set to start on the 1st of the month or year, and the date range should be set to the *previous month or year*.

Once you've set up scheduled reports, you can manage them by clicking the Schedule button at the top of any report page, and then clicking the **Manage Scheduled Reports** button. This will take you to a page where you can edit or delete any scheduled report for that page.

Manage scheduled reports

Scheduled Reports for "Flipdeck: The Practical Guide to Live Multimedia Webcasting with Knovio"

Recipients	Delivery Interval	Date Range	Start Date	End Date	Created By
michael@kn...	Monthly	Past 90 days	02/07/2018		Michael Kolow...

[+ Schedule Report Delivery](#) [Done](#)