

GlobalMeet Webinar

Event Reporting Guide

Document	Event Reporting Guide
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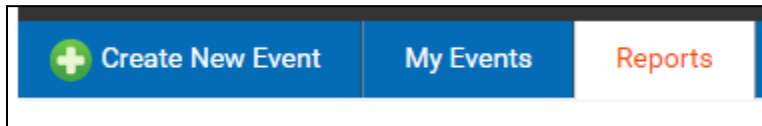
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Event Reports

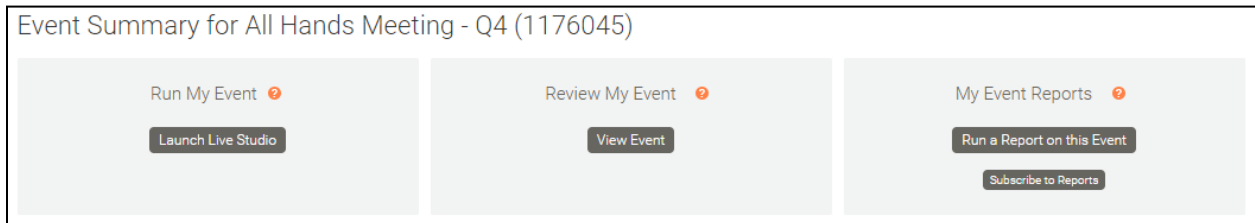
- Event reports can be accessed in several locations:
 - Click the **Reports** button in the top menu bar.



- Click the **Reports** button below on an event in the Event Library.

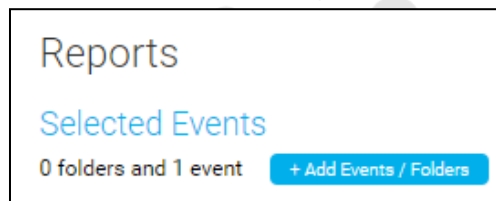
ID	Name	Status
1176045	All Hands Meeting - Q4	Scheduled for: 02/03/2018 2:00:00 PM EST
EDIT REPORTS COPY DELETE VIEW		
1170671	All Hands Meeting - Q3	Archived. Live on: 11/30/2017 10:43:30 AM EST

- Clicking **Run a Report on this Event** on the Event Summary page of the presentation.



Running a Report

- Select which events or folders to include by clicking **+ Add Events / Folders**.
 - A count of events and folders included in the report will be listed to the left.



- When clicking **Run a Report on this Event** on an event's Summary page or click the **Report** button below an event in the Library, that event will automatically be included in the report.

- Select a **Report Type**.
 - Choose **Audience Details** to access reporting data on the viewer level (selected by default).
 - Click **Select Columns** to select what data will be included in the report. Options include:
 - **Registration Data**
 - Standard Registration fields (all fields included by default)
 - Custom Registration fields (included by default)
 - Campaign Source Tracking
 - **Q&A** (included by default)
 - **Survey Data/CE Results**
 - In-Event, Attendance and Post Event Survey results (included by default)
 - CE Results and NASBA CE Results
 - **Usage**
 - Referrer (referring website)
 - Session Breakout (login/logout times for viewing sessions)
 - Sessions (number of viewing sessions – included by default)
 - Duration (duration of viewing sessions – included by default)
 - Choose **Event Analytics** to access reporting data on an event-wide level.
 - Click **Select Report** to choose a report type. Options include:
 - **Usage** (selected by default)
 - The Usage Report includes registration and viewing totals for the event.
 - **Campaign Source Tracking Report**
 - The Campaign Source Tracking Report includes a total count of viewers that used each Campaign ID/Source Tracking link.
 - **Locations**
 - The Locations Report includes a total count of viewers by country.
 - **Click Tracking**
 - The Click Tracking Report includes a total count of downloads and a list of downloads by viewer for each Event Resource file.
 - **Media Report**
 - The Media Report includes a count of viewer joining based on media type, device type, browser and operating system.
 - **Survey Summary**
 - The Survey Summary Report includes an overview of survey results.
 - **Q&A Summary**
 - The Q&A Summary Report includes an overview and questions and answers.
 - **CE Details**
 - The CE Details Report includes Certification Exam results broken down by viewer. Results includes the survey and attendance scores, percentage grade, Pass/Fail grade and a certificate link if applicable.
 - **NASBA CE Details**
 - The NASBA CE Details Report includes NASBA Certification Exam results broken down by viewer. Results include viewing times, survey scores, percentage grade

- and Pass/Fail grade.
 - **Audio Bridge Call Usage**
 - The Audio Bridge Call Usage Report includes a list of numbers dialed into the Presenter Bridge and the duration of each call.
- Select **Filter Results By** to filter report data by choosing specific criteria.
 - Filter result by viewer **Domain or Email, Attendance, Viewer Data, Audience Actions, Source Tracking Identifier (STI)**, or for multiple events, **Events run Live and OD-only events first published**.
- Select a date range for the reporting data.
 - Choose **All dates since create of selected events** to view all reporting data for the event(s) (selected by default).
 - Choose a date range to view a range of reporting data for the event(s).

Date Range

All dates since creation of selected events

to

[Add Compare Date](#)

- Click **Run My Report** to view the results.

Understanding a Report

- Information on the event displays in the top left of the report. This includes the Event ID, Event Name, Start/End Time of the event, date/time the event was created and date/time the report was run.

Audience Details Report ?

Report Run on: 01/03/2016 12:09:47 PM

Event 1105245 - What's New in Peisp Infinity 12

Live Start Time: 06/02/2016 11:00:45 AM Live End Time: 06/02/2016 11:58:12 AM

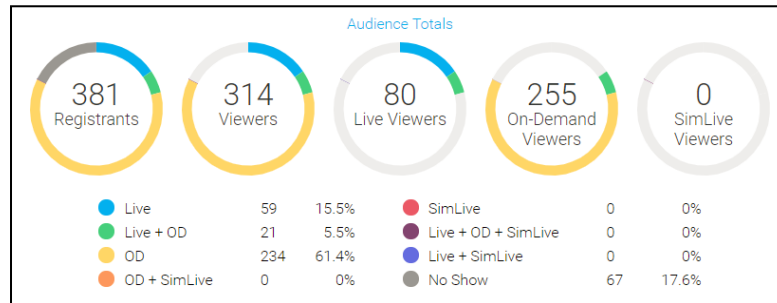
Created: 05/23/2016 10:29:42 AM by mboyle

- A list of export options displays in the top right. Reports can be exported as an Excel (XLSX) file, CSV file or sent via email in order to edit or format the data in Excel or to save a local cop

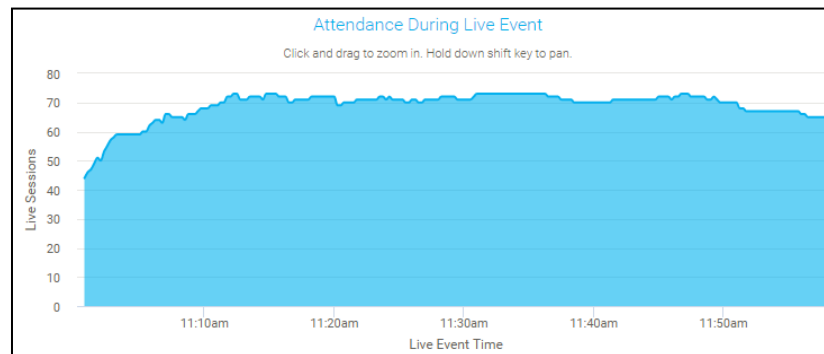
Download This Report As:

Audience Details Reports

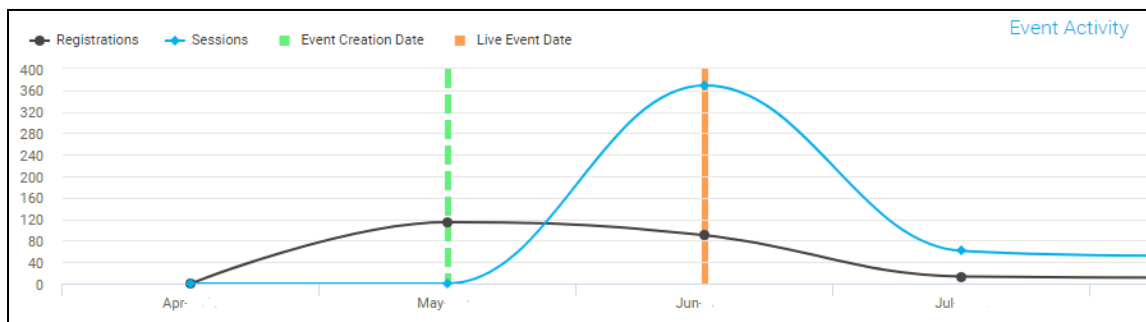
- A list of graphs with event data will appear at the top of the report.
 - The **Audience Totals** graph includes a count of registrants and viewers broken down by viewing type.



- **NOTE:** If a viewer watches the event live and watches the on-demand replay, they will be counted once in the Live Viewers and once in the On-Demand Viewers groups, but only once in the Viewers group. They will appear as part of the Live + OD viewing group in the viewing breakdown below.
- The **Attendance During Live Event** graph includes a count of viewers during the live event.
 - Click and drag along the graph to zoom in on a certain timeframe.



- The **Event Activity** graph includes a count of registrations and viewing sessions, with the creation date and live event date for the presentation listed.



- A breakdown of registration and viewing data is listed below.
 - The **Event Totals** section displays:

Event Totals			
Total Sessions	Total Registrants	No Shows	Total Conversion Rate
595	268	51	81%

- 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.
 - NOTE: This number will change over time as new users register and view the event archive.
- The **Live Event Activity** section displays:

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

- 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: 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.
- The **On-Demand Activity** section displays:


On-Demand Activity	
On-Demand Sessions	Unique On-Demand Viewers
491	158

- 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 **SimLive Activity** section displays:

SimLive Activity	
SimLive Sessions	Unique SimLive Viewers
0	0

- 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.
- Viewer-level data is broken down at the bottom of the report.
 - This will include any registration fields, interactivity and viewing data selected in the report setup.
 - If a viewer's data appears highlighted in **blue**, this indicates the viewer had multiple, simultaneous live viewing sessions.
 - Include the **Session Breakout** option under the **Usage** to view the login and logout times for each audience member's viewing session(s).

Event Analytics Reports




Each type of Event Analytics Report will display unique data. Refer to the  button located in the top right of the report for more information on interpreting the Event Analytics report you select.

Subscribe to Reports


Sign up to automatically receive event reports by clicking **Subscribe to Reports** on the Event Summary page.




- Click **Subscribe to Reports** on the Event Summary page to sign up to automatically receive event reports.

Event Summary for All Hands Meeting - Q4 (1176045)

<p>Run My Event </p> <p>Launch Live Studio</p>	<p>Review My Event </p> <p>View Event</p>	<p>My Event Reports </p> <p>Run a Report on this Event</p> <p>Subscribe to Reports</p>
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- In the **Reports** column, a list of available reports will display.
 - **OD Report** will include data on on-demand viewing.
 - **Registration Report** will include data on registrations.
 - **Live Report** will include data on live event viewing.
- In the **Frequency** column, use the dropdown menu next to a report to select the frequency at which reports will be sent.

- Click  next to a Frequency dropdown to add additional subscriptions with different frequencies.

Report	Frequency
OD Report	Daily 
Registration Report	Daily 
Live Report	After live event 

- **OD Reports** and **Registration Reports** can be set to a Daily, Weekly or Monthly frequency.
- **Live Reports** are sent after the live event concludes.
- In the **Email Address** column, enter the email address, or multiple separated by semicolon, that should receive the report.
- Click **Save Changes** to save changes.
- Click **Cancel** to discard changes.