DATA SHEET

Webcast Studio Reporting Capabilities
Robust analytics to track behavior and maximize success.

Analytics that don't just provide data, but deliver insight.

Webcast Studio's proprietary Engagement Index™ and Smart Reporting™ capture and deliver all the information you need to maximize the return on your web event.

You'll know who registered and who attended, how attendees interacted in your webcast and what their interests are. Easy-to-read dashboards give you a snapshot of event statistics at a glance. Drill down and view specific reports for detailed information by individual and by activity.

Predetermine the metrics you want to measure, and configure reports to highlight what's important to you. Using Smart Reporting in Webcast Studio, you can overlay demographic information to achieve a rich picture of attendees.

See information in near real time for live and archived events. Track user behavior across multiple webcasts. Within each event record interactions through Twitter and other social media, responses to polls and surveys, and questions asked, so you can tailor your post-event activities to achieve the best results.

Key Benefits

- The most robust reporting available
- Optimize follow-up with registrants and attendees
- Configure metrics important to you
- Set event goals and measure performance
- Score attendee participation

Information You Can Use

- Easy to read, high-level dashboards
- Configurable, comprehensive reports
- Registration and attendance updated every 5 minutes
- Dashboards and reports update hourly
- Track attendee interactions including social media

Trackable Metrics

Demographics

- Who are they?
- Where did they come from?
- How did they get here?
- Did they attend?

Activity

- How long did they stay?
- Where did they go?
- Did they come back?
- What content did they view?
- What content did they take?
- What did they say including social media?

Interest

- What are they interested in?
- What questions did they ask?
- What information did they request?