Tracking & Metrics

Going to the option “Tracking & Metrics”, it will be able to track different types of reports such as:

- Registration statistics
- Events metrics
- Attendees activity
- Content use
- Reporting by room
- Webinars measurement
- Content watched
- On Demand
Registration

If the event has several Registration Sets, filter the option with the Registration Set desired to run and export the reports.

Then, the reports and dashboard will show the information related with the specific choice.
Registration

Choosing a Date Range it will see the statistics in the dashboard. Also, if it is used a short period of time, the detail will presented by week or day.
Registration

Clicking on the option “Download Registration Reports”, it will possible to export the information directly to a CSV files and create a custom filter with the fields needed.
Registration

Using the “Details” button at the bottom of each dashboard it will show the number of registrants per week. Also, it’s possible to download with the button "Export as CSV" as well as exporting all the registration details clicking the option "Download user details".
Event Metrics

Choosing a Date Range it will see the statistics in the dashboard. Also, if it is used a short period of time, the detail will presented by week or day.
Event Metrics

Clicking on the option “Download Activity Reports”, it will possible to export the information directly to a CSV files and create a custom filter with the reports and fields needed.
Event Metrics

There are several Dashboards presenting interesting information about the activity during the live day and post event.
Event Metrics

Using the “Details” button at the bottom of each Dashboard it will show the information in detail. Also, it’s possible to download with the button "Export as CSV" as well as exporting all the registration details clicking the option "Download user details".
Subscribe to Reports

Using this option it will deploy to the emails subscribed the reports selected with the frequency desired.
Reports Glossary

• **Registration** – All registrants for the specified date range; includes all details captured during registration, as well as access to profile attachments and a summary of activity across the environment.

• **Attendance** – Total attendees for the specified date range; each attendee is counted once regardless of number of visits. Report includes all details captured during registration, as well as access to profile attachments and a summary of activity across the environment.

• **Master Activity Report** – A complete report of all attendees with details on all content items viewed; every content item is represented via a column, with an indication of number of times registrant accessed the item. Report includes all details captured during registration as well as entitlement group and registrant role.

• **Master Content by Location** – A complete report of all attendees with details on all content items viewed from a specific location, such as within a booth; every content item viewed in that location is represented via a column, with an indication of number of times registrant accessed the item. Report includes all details captured during registration as well as entitlement group and registrant role.

• **Max Concurrent Attendees** – A snapshot of max concurrent attendees in the environment, by hour.

• **All Content Views Summary** – A summary report of number of views per content item (Video, Webinar, PDF, HTML Window, Content Link). Report includes total number of views, unique views and location of each content item.

• **All Content Views Details** – Detail An individual report per content item noting each attendee who viewed that content item. Each report includes all details captured during registration with a summary of activity across the environment.

• **Content by Location Summary** – A summary report of content views, listed by location; includes views for every content item and the location in which it was viewed. Locations, labeled as named in the control panel.
Reports Glossary

• **Content by Location Details** – An individual report per content item noting each attendee who viewed that content item. Individual reports are grouped in folders by location for easy sorting. Each report includes all details captured during registration with a summary of activity across the environment.

• **Webinar Views Summary** – A summary report of number of views per webinar. Report includes total number of views, unique views and location of each webinar. Please note that detailed webinar activity (duration, polls, Q&A) is available via a separate link.

• **Webinar Views Details** – An individual report per webinar noting each attendee who viewed that webinar. Each report includes all details captured during registration with a summary of activity across the environment.

• **All Location Entries Summary** – A summary report of number of entries by location; includes all environment locations, labeled as named in the control panel. Report includes total number of entries and unique entries.

• **All Location Entries Details** – An individual report per location noting each attendee who entered that location. Each report includes all details captured during registration with a summary of activity across the environment.

• **Booth Entries Summary** – A summary report of number of entries by booth. Report includes total number of entries and unique entries.

• **Booth Entries Details** – An individual report per booth noting each attendee who entered that booth. Each report includes all details captured during registration with a summary of activity across the environment.

• **Auditorium Entries Summary** – A summary report of number of auditorium entries. Report includes total number of entries and unique entries.
Reports Glossary

- **Auditorium Entries Details** – A report noting each attendee who entered the auditorium. Each report includes all details captured during registration with a summary of activity across the environment.
- **Total 1:1 Chats Initiated** – How many total chat messages were initiated. A chat is counted even if no one replies; initiating a chat with a specific person is counted only once, even if multiple chats occur during the specified date range.
- **Chats Per Attendee** – A detail report noting how many chats were initiated by each individual. Report includes select details captured during registration.
- **Doorway Clicks by Location** – A summary report of number of doorway clicks in each location.
- **Doorway Clicks Details** – Detail An individual report per location noting each attendee who clicked a doorway in that location. Each report includes all details captured during registration with a summary of activity across the environment.
- **Click Actions by Location** – A summary report of number of click actions in each location.
- **Click Actions** – Detail An individual report per location noting each attendee who clicked a click action in that location. Each report includes all details captured during registration with a summary of activity across the environment.
- **Content Sharing** – Summary A summary report noting each content item and the number of time, if any, the item was shared via email, Facebook, LinkedIn or Twitter.
- **Content Sharing** – Detail A report for each content item shared, by social media channel. Each report includes all details captured during registration with a summary of activity across the environment.
- **Average Duration** – A snapshot of the average time attendees are in the environment.
- **Visits by Region** – A snapshot of attendance by region; based on ip address. Report includes total attendance, not unique.
Reports Glossary

• **Visits by Device** — A snapshot of attendance by device (Desktop/Laptop/Tablet/Mobile Phone). Report includes total attendance, not unique.
• **Max Concurrent Attendees** — A snapshot of max concurrent attendees in the environment, by hour.

Additional Reports (available from within each environment or from the Control Panel):
• **Public Chat Transcripts**
• **Watch List Details**
• **Attendee Profile Notes**
• **Rep Chat**

Additional Reports (available from the Control Panel):
• **Leaderboard**
• **Content Library**
Please reach out to your 6Connex Project Manager or ClientCare@6connex.com with any questions.