Analytics and Reporting

Your CrowdComms support manager will supply you with detailed post event analytics once your event has finished. This section outlines the available analytics and reporting for the CrowdComms platform and live streaming. Please note: In order for the end user's actions to be counted, they will need to have accepted the cookie terms, have no browser setting preventing analytics capture or VPN setting preventing analytics capture.

Analytics Dashboard & Reporting Exports

Introduction

Welcome to the Analytics Dashboard and Reporting feature! This formidable tool within the CMS empowers you to effortlessly acquire high-level insights into your events. From monitoring adoption rates to pinpointing the most-viewed modules and beyond, this feature provides a comprehensive overview to enhance your understanding of event dynamics.

For those seeking more in-depth analysis, the capability to export reports into a spreadsheet is readily available. These detailed reports, conveniently sent directly to your email, offer a closer examination of crucial metrics. Moreover, you will have the flexibility to analyse and seamlessly integrate these spreadsheets into your preferred reporting visualisation tools, ensuring a tailored and insightful approach to event analytics. Immerse yourself in the capabilities of our Analytics Dashboard and Reporting feature, unlocking a new level of precision and control for your event management.

When you log in to your CMS Dashboard, the latest addition awaits you – the Analytics tab! This tab opens up a world of insights, featuring both the Dashboard and the Exports functionalities.

Starting with the Dashboard, your default view includes data from your event date. However, flexibility is at your fingertips – you have the power to adjust the date range. Whether you wish to broaden or narrow the timeframe, this feature allows for a tailored analysis of your event data.

> It's worth noting that although you may only intend to review a single day's worth of data, it is recommended to select a date range spanning 24 hours. This ensures comprehensive coverage and accuracy in your analytics. All of the data (excluding the Adoption Ratio) that you see on the Dashboard and the Reports is representative of the date parameter.

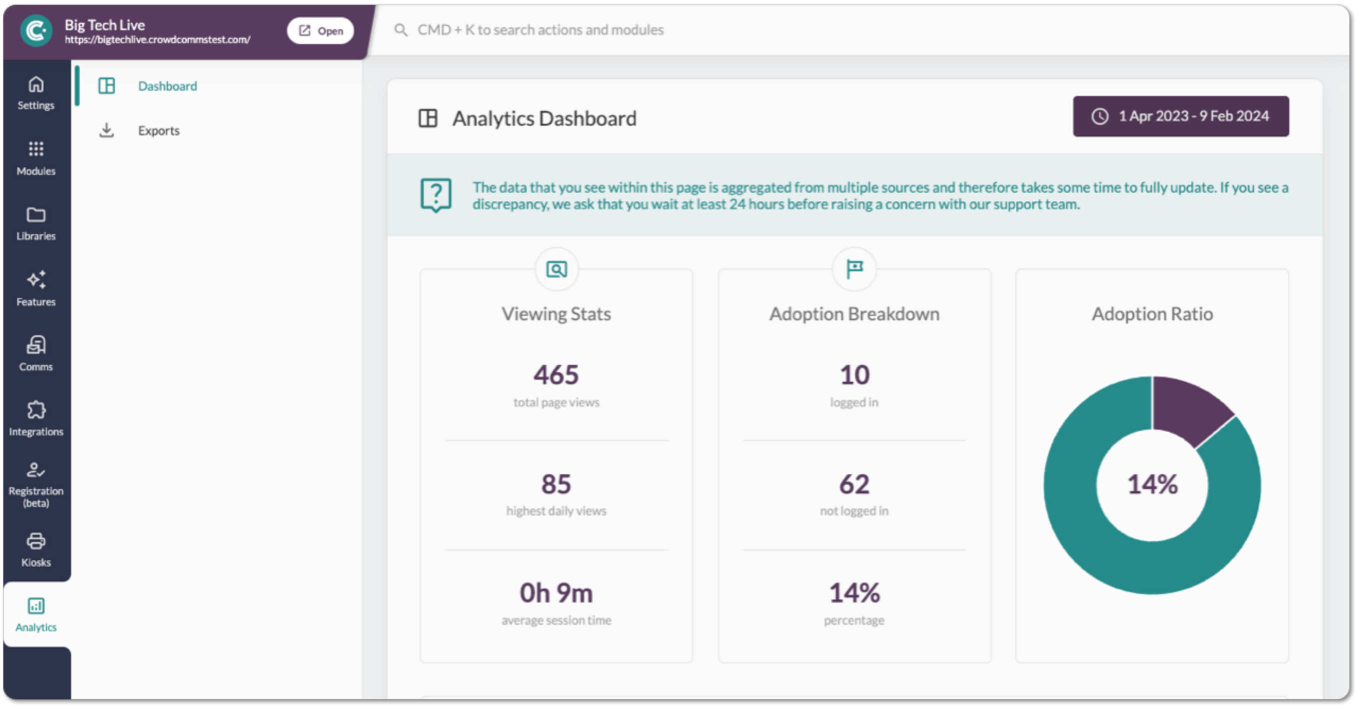
So, let's dive into the Analytics tab and explore how to leverage these features to gain valuable insights into your events!

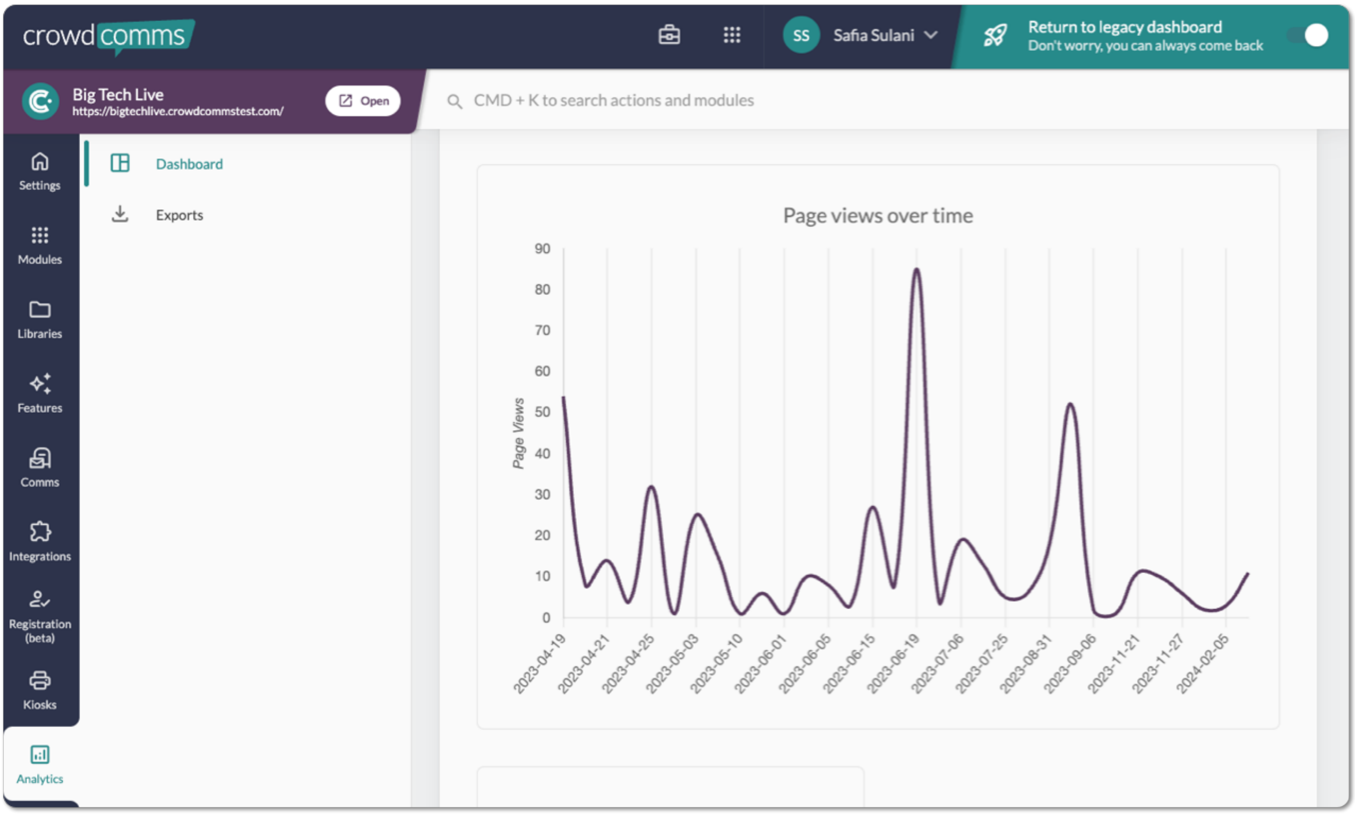
Dashboard

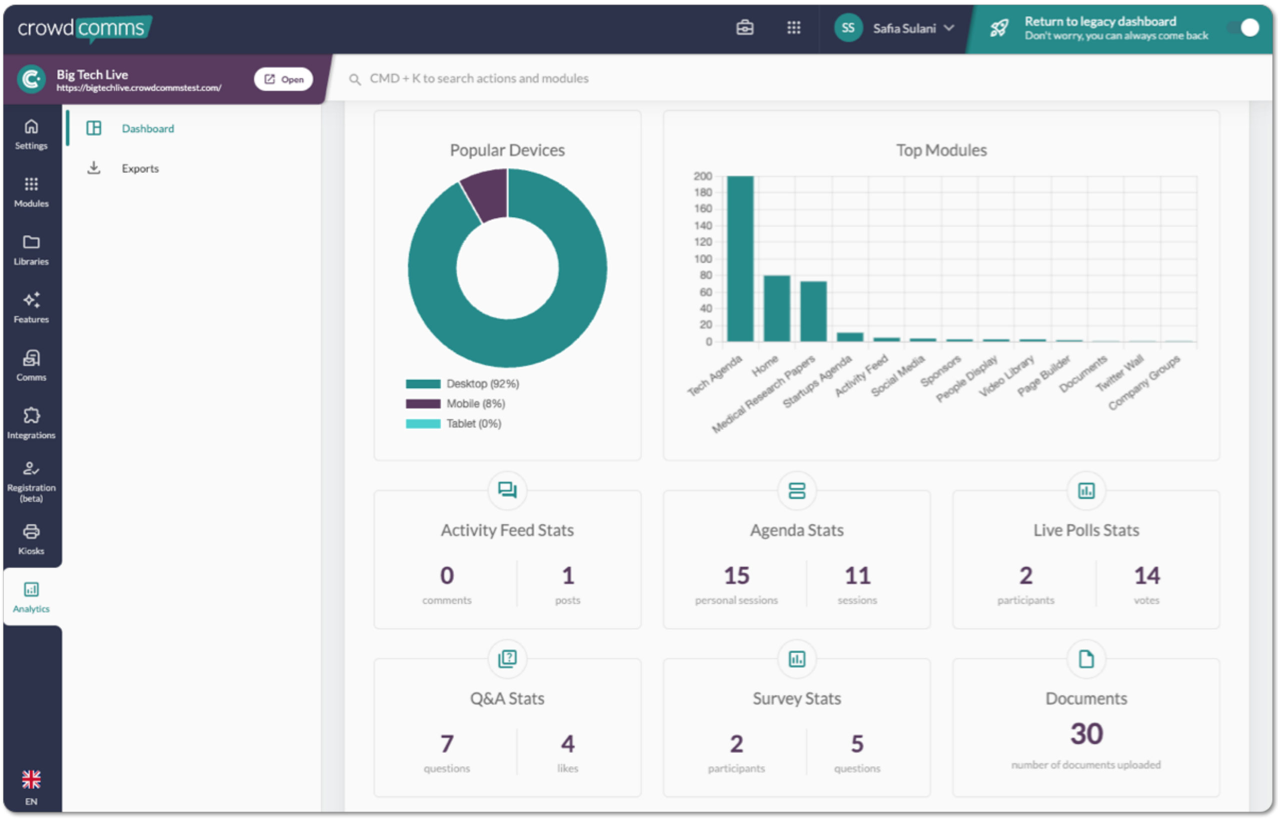
Now, let's explore the key measures available on the Dashboard:

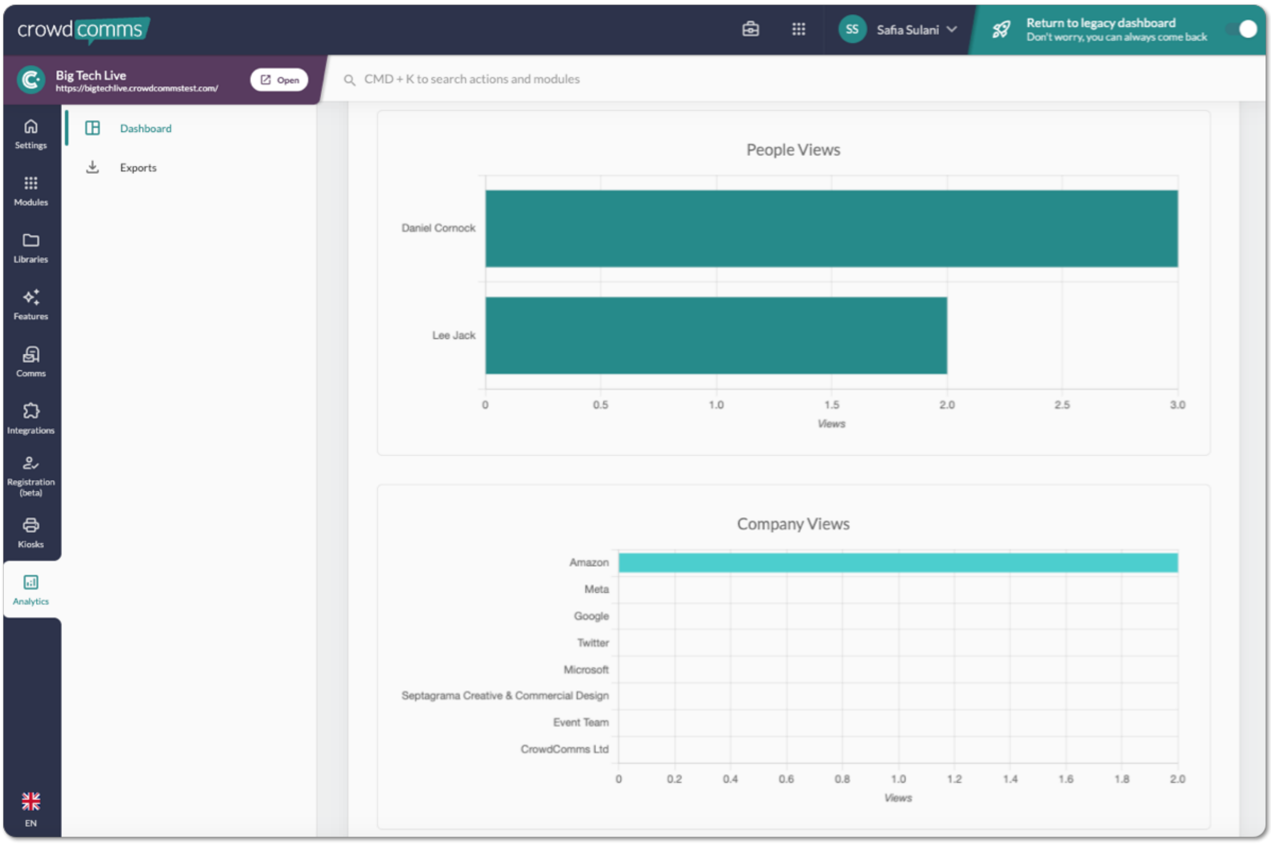
1. **Page Views Stats:**
   - The stats encompass total page views, highest daily views, and average visit time.

2. **Adoption Breakdown and Ratio:**
   - This breakdown details the total logged-in users, users yet to log in, and the corresponding percentage.
   - The percentage is derived by dividing the total number of logged-in users by the overall count of users granted access to the event app.
3. **Page views over time:**
   - A line graph illustrating the cumulative number of page views across the selected date parameter in the report.
4. **Popular Devices Breakdown:**
   - A breakdown showcasing the percentage of users accessing the platform via various devices during your event.
5. **Top Modules Views:**
   - A bar chart displaying the total number of times modules within the app have been viewed.
6. **Activity Feed Stats:**
   - Stats displaying the total number of posts and comments captured in the Activity Feed Module.
7. **Agenda Stats:**
   - Stats showcasing the total number of sessions created, along with the count of times they've been favourited and added to users' schedules.
8. **Live Polls Stats:**
   - Stats reveal the total number of users completing live polls and the overall number of responses to live poll questions.
9. **Q&A Stats:**
   - Stats indicating the total number of users posing questions and the aggregate likes or vote-ups received.
10. **Survey Stats:**
    - Stats revealing the total number of users completing surveys and the overall number of survey questions responded to.
11. **Documents:**
    - Stats reflecting the total number of documents uploaded to the platform.
12. **People Views:**
    - A bar chart showcasing the top 10 most popular users on the platform and the number of times their profiles have been viewed by other users.
13. **Company Views:**
    - A bar chart highlighting the top 10 most popular companies on the platform and the number of times their profiles have been viewed by other users.


Big Tech Live
https://bigtechlive.crowdcommstest.com/
Open
CMD + K to search actions and modules
Settings
Modules
Libraries
Features
Comms
Integrations
Registration (beta)
Kiosks
Analytics
Dashboard
Exports
Analytics Dashboard
1 Apr 2023 - 9 Feb 2024
The data that you see within this page is aggregated from multiple sources and therefore takes some time to fully update. If you see a discrepancy, we ask that you wait at least 24 hours before raising a concern with our support team.
Viewing Stats
465
total page views
85
highest daily views
0h 9m
average session time
Adoption Breakdown
10
logged in
62
not logged in
14%
percentage
Adoption Ratio
14%


crowdcomms
SS
Safia Sulani
Return to legacy dashboard
Don't worry, you can always come back
Big Tech Live
https://bigtechlive.crowdcommstest.com/
Open
CMD + K to search actions and modules
Settings
Modules
Libraries
Features
Comms
Integrations
Registration (beta)
Kiosks
Analytics
Dashboard
Exports
Page views over time
Page Views
0
10
20
30
40
50
60
70
80
90
2023-04-19
2023-04-21
2023-04-25
2023-05-03
2023-05-10
2023-06-01
2023-06-05
2023-06-15
2023-06-19
2023-07-06
2023-07-25
2023-08-31
2023-09-06
2023-11-21
2023-11-27
2024-02-05





Reporting Exports

In the Analytics tab, navigate to the secondary tab to explore the Reporting Exports feature, providing comprehensive insights into your event. For detailed information, simply click the "Email Report" button, and the report will be promptly sent to your email.

Live Stream Reporting

Overview

During a live stream, you have reporting on the number of unique views for the current stream via the CrowdComms dashboard (CMS). More detailed reporting is provided post event. The post event stream report includes breakdown of all streams including who watched by users first & last name.

Please note:

- All available analytics and reports are outlined within this Analytics and Reporting section.
- This data is not available in the CMS. Your livestream report will be provided within 48 hours post-event.
- Data included in the stream report that identifies the user includes first name and last name.
- If you need to analyse further user data such as group or custom fields, this can be achieved by cross referencing the reports available and the people export.

The Stream Report Explained:

Summary Tab

	A	B	C	D	E	F	G	H
1	Stream ID	Stream	Live Views	Live Watch Time	Live Unique Views	On Demand Views	On Demand Watch Time	On Demand Unique Vie
2	154	Case Study: Using Gamification to Boost Engagement	0	00:00:00	0	0	00:00:00	
3	19	Breakout 1	0	00:00:00	0	1	00:00:01	
4	20	Breakout 2	0	00:00:00	0	0	00:00:00	
5	31	Livestream Demo	0	00:00:00	0	0	00:00:00	
6	166	7 May 4pm Demo	0	00:00:00	0	0	00:00:00	
7	1671	Breakout 6 - Rob's Live Stream	0	00:00:00	0	0	00:00:00	
8	1671	Breakout 6 - Rob's Live Stream	0	00:00:00	0	0	00:00:00	
9	1671	Breakout 6 - Rob's Live Stream	0	00:00:00	0	0	00:00:00	
10	3915	Breakout 6 - Rob's Live Stream	0	00:00:00	0	0	00:00:00	
11	3915	Breakout 6 - Rob's Live Stream	0	00:00:00	0	0	00:00:00	
12	3915	Breakout 6 - Rob's Live Stream	0	00:00:00	0	0	00:00:00	
13	3789	Breakout 6 - Rob's Live Stream	0	00:00:00	0	0	00:00:00	
14	3789	Breakout 6 - Rob's Live Stream	0	00:00:00	0	0	00:00:00	
15	3789	Breakout 6 - Rob's Live Stream	0	00:00:00	0	0	00:00:00	
16	4740	Stacey	0	00:00:00	0	0	00:00:00	
17	6283	Discussion Room	0	00:00:00	0	0	00:00:00	
18	11714	Breakout Example	0	00:00:00	0	0	00:00:00	
19	6476	Test	0	00:00:00	0	0	00:00:00	
20	6476	Test	0	00:00:00	0	0	00:00:00	

Summary | All Streams Combined | Case Study Using Gamification | Breakout 1 | Breakout 2 | ...

This provides a summary of all streams in one place. Here you can see the number of views and watch times on each stream as a whole. You can also see the split of live vs on demand views. This is a really useful tab to use to drill down on your data. The various columns can be looked at as follows:

N.B. Click Image to view

Live Views	Live Watch Time	Live Unique Views	On Demand Views	On Demand Watch Time	On Demand Unique Views	Total Views	Total Watch Time	Total Unique Views
Views on a session from the point at which the stream was started, to the point at which the stream was ended by the technician (i.e. when the session was live). These views are not unique and users who access the stream multiple times will be counted each time.	The combined watch time of all views against that stream. This includes multiple instances for users who may have clicked in and out of the stream, therefore all of their watch times will contribute to this number.	The total number of individuals who watched the stream whilst live.	The number of views of a stream after it has ended and the technician has clicked 'complete stream' in the cms. This is not unique and will count all instances of a user clicking in to watch that session.	The combined watch time for all on demand views. This includes multiple instances for users who acessed more than once, therefore all of their watch times will contribute to this number.	The total number of individuals who watched the session whilst on demand.	This combines the 'live views' with the 'on demand views', giving you a total on all instances of that session being watched.	This combines the 'live watch time' with the 'on demand watch time' so you can get a total length of time that the session has been watched for, regardless of it being live or not.	This is a total of 'live unique views' and 'on demand unique views', per unique user. This is useful to give a clear total on the number of profiles that viewed that session. (Please note, it is not just a straight addition of those two metrics as these views will still be unique. So anyone who watched both live and on demand would only contribute to this data set once.

Please note: Stats for pre-recorded videos hosted externally will work in the same way, as long as they were streamed via MUX as if live. For any videos housed in a live stream window but hosted externally such as vimeo, the system won't be able to distinguish between live and on demand views and so all views will show as 'live views'.

All Streams Combined

	A	B	C	D	E	F	G
1	Stream	User	First Name	Last Name	Company	Job Title	Groups
2	Breakout 1	loyo0852	hannah	spurdle			Everyone
3	1 Fetal Lung Maturity Testing Clinical Chemistry No. CC 08-1 (CC-367)	loyo0852	hannah	spurdle			Everyone
4	1 Fetal Lung Maturity Testing Clinical Chemistry No. CC 08-1 (CC-367)	hwqy2528	Georgie	Gregory			Everyone
5	1 Fetal Lung Maturity Testing Clinical Chemistry No. CC 08-1 (CC-367)	dmxp2295	James	Fayers	CrowdComms	Account Manager	Everyone, Attendees, Staff, James Only
6	1 Fetal Lung Maturity Testing Clinical Chemistry No. CC 08-1 (CC-367)	onov4518	Will	Poulson			Everyone
7	1 Fetal Lung Maturity Testing Clinical Chemistry No. CC 08-1 (CC-367)	loyo0852	hannah	spurdle			Everyone
8	1 Fetal Lung Maturity Testing Clinical Chemistry No. CC 08-1 (CC-367)	eytt8784	Daniel	Cornock			Everyone
9	1 Fetal Lung Maturity Testing Clinical Chemistry No. CC 08-1 (CC-367)	ulzx6413	Chloe	Swann	CrowdComms	Account Manager	Attendees, Everyone
10	1 Fetal Lung Maturity Testing Clinical Chemistry No. CC 08-1 (CC-367)	avry7276	Tom	Hitch	CrowdComms	Account Manager	Attendees, Everyone, Tom Hitch's Break
11	Single speaker	ctvy5439	Michael	Pollard			Everyone
12	Single speaker	ctvy5439	Michael	Pollard			Everyone
13	Single speaker	ivpu3546	Kate	Doig			Everyone
14	Single speaker	vbishop@crowdcomms.com.a	Vanessa	Bishop			Attendees, Everyone
15	Single speaker	ivpu3546	Kate	Doig			Everyone
16	Single speaker	ivpu3546	Kate	Doig			Everyone
17	Single speaker	trox3370	Chris	Armstrong			Everyone
18	Single speaker	kass1435	Elaine	O'Loughlin			Everyone
19	Single speaker	geen2356	Caitlin	Schwartz			Everyone
20	Single speaker	sxts9555	Rebecca	Lewis			Everyone

Summary | All Streams Combined | Case Study Using Gamification | Breakout 1 | Breakout 2 | ...

This is similar to the summary tab, but rather than just having a numerical value for each session, you can see the views by user.

Individual Stream Stats

	A	B	C	D	E	F	G	H	I	J
1	Stream	User	First Name	Last Name	Company	Job Title	Groups	Views	Watch Time	Date
2	Single speaker	ctvy5439	Michael	Pollard			Everyone	2	00:00:13	2021-04-21
3	Single speaker	ctvy5439	Michael	Pollard			Everyone	1	00:00:02	2021-04-22
4	Single speaker	ivpu3546	Kate	Doig			Everyone	4	00:00:13	2021-04-23
5	Single speaker	vbishop@crowdcomms.com.a	Vanessa	Bishop			Attendees, Everyone	4	00:04:08	2021-04-27
6	Single speaker	ivpu3546	Kate	Doig			Everyone	6	00:00:34	2021-04-27
7	Single speaker	ivpu3546	Kate	Doig			Everyone	1	00:00:01	2021-04-28
8	Single speaker	trox3370	Chris	Armstrong			Everyone	1	00:00:33	2021-04-30
9	Single speaker	kass1435	Elaine	O'Loughlin			Everyone	1	00:00:15	2021-04-30
10	Single speaker	geen2356	Caitlin	Schwartz			Everyone	1	00:02:46	2021-04-30
11	Single speaker	sxts9555	Rebecca	Lewis			Everyone	2	00:00:11	2021-05-04
12	Single speaker	ivpu3546	Kate	Doig			Everyone	1	00:00:01	2021-05-04
13	Single speaker	geen2356	Caitlin	Schwartz			Everyone	1	00:01:55	2021-05-04
14	Single speaker	onov4518	Will	Poulson			Everyone	1	00:00:48	2021-05-05
15	Single speaker	kass1435	Elaine	O'Loughlin			Everyone	1	00:00:02	2021-05-05
16	Single speaker	ivpu3546	Kate	Doig			Everyone	2	00:00:23	2021-05-05
17	Single speaker	ivpu3546	Kate	Doig			Everyone	2	00:00:05	2021-05-06
18	Single speaker	grdv2395	Camilla	Lojacono			Everyone	1	00:03:22	2021-05-06
19	Single speaker	ivpu3546	Kate	Doig			Everyone	1	00:01:01	2021-05-07
20	Single speaker	kass1435	Elaine	O'Loughlin			Everyone	1	00:00:01	2021-05-11

... | Te01 | Lets meet | Chloe James Session | 1 Fetal Lung Maturity Testing C | Single speaker | W ...

Here you will see the exact same data as in the 'all streams combined' tab, in the exact same format. This may be more useful if you have lots of streams and want to view them broken down.

Please note: For both individual stream pages and all streams combined data, users may appear in the list more than once. Within the data for each session/stream, you will have one line per user per day. i.e If somebody watched the same session on two separate days, then there would be two data sets for that user within that one stream. If you want to see unique views only, then you will need to apply a filter.

Video Analytics

Videos Analytics

1. To request for Video Library analytics exports, go to https://analytics.crowdcomms.com
2. Log in with your email and password
3. Type in the app short code of the relevant Event App you wish to get the report for and click ‘Go’
4. At the top of the page, you will see several tabs including ‘Streams’ ‘Documents’ etc, scroll to the far right and click on ‘Videos’
5. Click on the ‘Video Views Report + Emails’
6. Then select a date range for your report, and click ‘Download’
7. Your report will be sent to your email for you to download.

Analytics Breakdown

All Sheets

1. This sheet provides you with the summary of all your videos that you have in the CMS Libraries.
2. Below is the list of columns that you’ll see and what they mean:

Video ID – This is the video ID that is stored in MUX

Video title – This is the title of the video that you’ve entered in the Videos Libraries

Note: *You may see duplicate values in this column. This just means that the relevant video has been used in different places, such as the Video Library Module, Company Page or Agenda Session.*

Video URL – This is the link to the pages where you’ve embedded or linked the videos

Total view counts – This is the total number of view counts of your videos

Total watch time – This is the total number of hours, minutes and seconds of your videos being viewed

Total unique view counts – This is the total number of users who have viewed the video

All videos combined

1. This sheet provides you with detailed list all your videos you have in the CMS Libraries including details of the users who viewed them.
2. Below is the list of columns that you'll see and what they mean:

Video title – This is the title of the video that you've entered in the Videos Libraries

Video URL – This is the link to the pages where you've embedded or linked the videos

User ID – This is the unique identification number of the user stored in CC database

First name – The first name of the user who viewed the video

Last name – The last name of the user who viewed the video

Email – The registered email of the user who viewed the video

Company – The name of the company of the user who viewed the video

Job title – The job title of the user who viewed the video

Group – The group name(s) the user is registered to in CC CMS

Like – Indicate whether the user has liked the video. This action can only be performed in Video Library Module.

Note: *You may also find that the video has been liked in pages such as the Company or Sessions, please note that this means that the user has viewed & liked the video in the Video Library Module* ***and*** *viewed the same video in other pages.*

Total watch time – This is the total number of hours, minutes and seconds of your videos being viewed by the user

Date viewed – This is the date and time the user viewed the video

Time zone –

Individual Sheets

1. This sheet provides you with the summary of individual video that you have in the CMS Libraries.
2. The list of columns is identical to the one you see in 'All videos combined' sheet.

Sponsor and Exhibitor Reporting

Overview

Sponsors and exhibitors have profiles within the platform including, logo, bio, social media, documents and linked representatives who can be contacted through the platform by users.

Reporting to quantify the exposure received is outlined here.

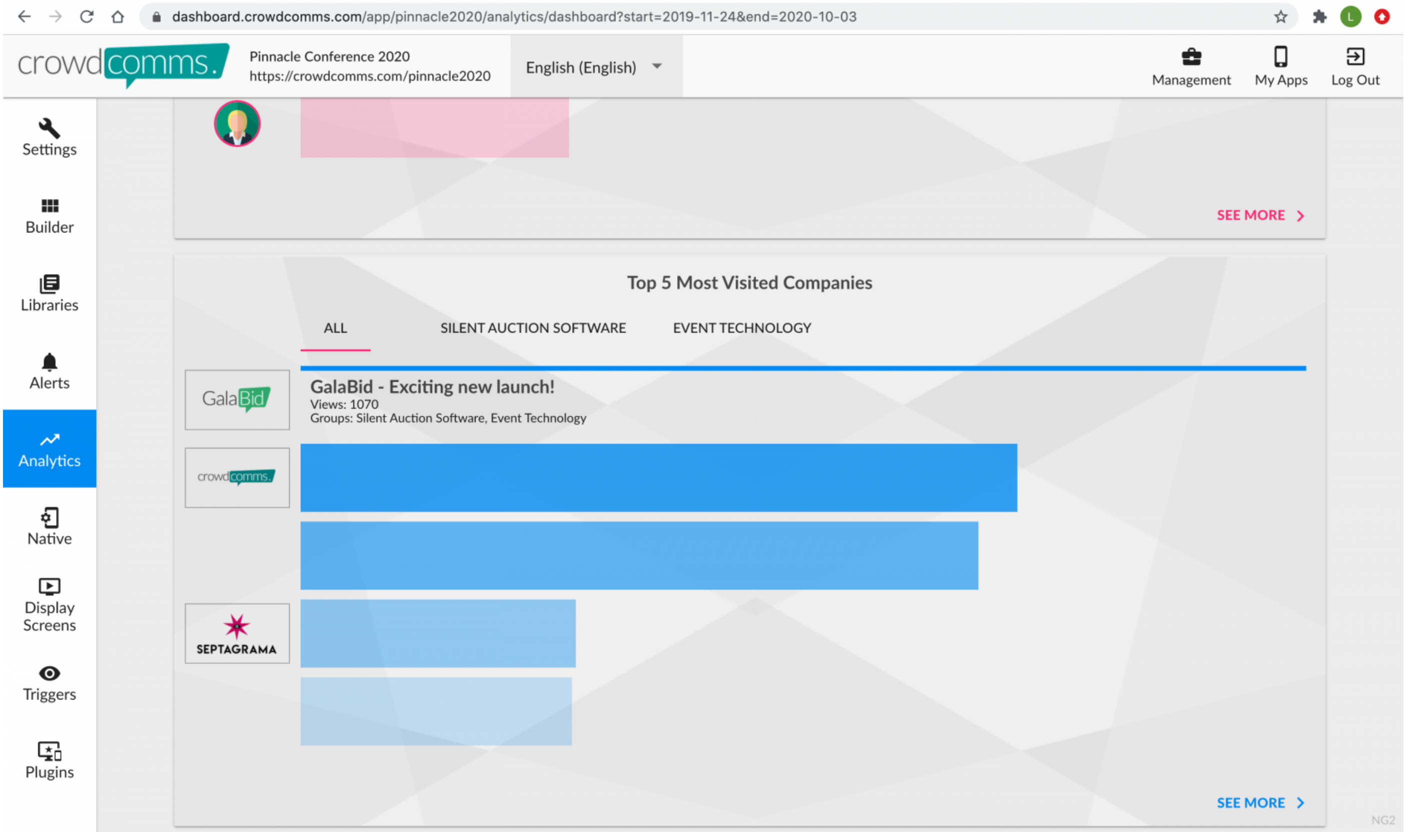
Please note:

- All available analytics and reports are outlined within this Analytics and Reporting section.
- Data included in reports that identifies the user includes first name, last name and email address.
- If you need to analyse further user data such as group or custom fields, this can be achieved by cross referencing the reports available and the people export.

Sponsor & Exhibitor Analytics

Real time reporting available from the CrowdComms dashboard (CMS)

- Page views for specific companies linked to the platform including sponsors and exhibitors.
- Option to view companies by group to further analyse exposure i.e. look at page views for companies who are Sponsors or Exhibitors.
- Page views / number of clicks for documents including those linked to sponsor and exhibitor profiles. These are typically marketing documents used to promote the companies offering.



Post event reporting, available on request from your allocated support specialist

- Excel report showing breakdown of who viewed a company profile including sponsors and exhibitors.

Summary Page

Company Name	Views	Unique Views
Template	8	3
GalaBid - Exciting new launch!	306	18
Septagrama Creative & Commercial Design	64	8
CrowdComms Ltd	172	20
Help Desk	144	23
		1

Here you will see an overview of the views per company page, broken down into total views vs unique views (i.e number of profiles)

Individual Company Page Views

Company Name	First Name	Last Name	Job Title	Company	Groups	Date	Views
CrowdComms Ltd	Lauren	Hoodless			Everyone	01/07/21	2
CrowdComms Ltd	Lauren	Hoodless			Everyone	02/07/21	2
CrowdComms Ltd	Lauren	Hoodless			Everyone	15/06/21	2
CrowdComms Ltd	Lauren	Hoodless			Everyone	24/06/21	2
CrowdComms Ltd	Lauren	Hoodless			Everyone	25/06/21	6
CrowdComms Ltd	Lauren	Hoodless			Everyone	29/06/21	3
CrowdComms Ltd	Pete	Mancktelow			Everyone	15/06/21	6
CrowdComms Ltd	Tom	Hitch	Account Manager	CrowdComms	CC Sales, XSEM and Tom, VIP, Everyone, Attendees	02/07/21	3
CrowdComms Ltd	Tom	Hitch	Account Manager	CrowdComms	CC Sales, XSEM and Tom, VIP, Everyone, Attendees	06/07/21	2
CrowdComms Ltd	Tom	Hitch	Account Manager	CrowdComms	CC Sales, XSEM and Tom, VIP, Everyone, Attendees	24/06/21	8
CrowdComms Ltd	Tom	Hitch	Account Manager	CrowdComms	CC Sales, XSEM and Tom, VIP, Everyone, Attendees	29/06/21	2
CrowdComms Ltd	James	Fayers	Account Manager	CrowdComms	Speakers, Everyone, CC Sales, Attendees	01/07/21	2
CrowdComms Ltd	James	Fayers	Account Manager	CrowdComms	Speakers, Everyone, CC Sales, Attendees	18/06/21	2
CrowdComms Ltd	James	Fayers	Account Manager	CrowdComms	Speakers, Everyone, CC Sales, Attendees	21/06/21	2
CrowdComms Ltd	Rob	Pope	Account Manager	CrowdComms Ltd	Everyone, Speakers, Attendees, CC Sales	01/07/21	7
CrowdComms Ltd	Rob	Pope	Account Manager	CrowdComms Ltd	Everyone, Speakers, Attendees, CC Sales	08/06/21	11

Here you will see the breakdown of exactly who viewed each company. Views are broken down per person, per day. Therefore there will be multiple lines of data for those who viewed that company accross more then one day. Within any given day, the views are accumulated into the total for tha data set.

- Excel report showing breakdown of who clicked on documents including documents linked to company profiles.

Summary Page

Document Name	Views	Unique Views
CrowdComms Event Technology.pdf	11	7
CrowdComms Virtual Platform Overview.pdf	2	2
CrowdComms Sponsorship.pdf	8	3
CrowdComms Sponsorship 21.pdf	3	3
CrowdComms Kiosks.pdf	1	1
CC-Event Tech 21.pdf	1	1
		1
		5

Here you will see an overview of the views per document, broken down into total views vs unique views (i.e number of profiles)

Individual Document Views

Document Name	First Name	Last Name	Job Title	Company	Groups	Date	Views
CrowdComms Event Technology.pdf	Hannah	Spurdle			Everyone	01/07/21	2
CrowdComms Event Technology.pdf	Hannah	Spurdle			Everyone	05/07/21	2
CrowdComms Event Technology.pdf	Chloe	Swann	Account Manager	CrowdComm	Everyone, CC Sales, Chloe to stage, Speakers, Attendees	10/06/21	1
CrowdComms Event Technology.pdf	James	Fayers	Account Manager	CrowdComm	Speakers, Everyone, CC Sales, Attendees	18/06/21	1
CrowdComms Event Technology.pdf	Christian	Swann	Account Manager	CrowdComm	CC Sales, Everyone	18/06/21	1
CrowdComms Event Technology.pdf	Richard	Shafe			Everyone, Attendees	21/06/21	2
CrowdComms Event Technology.pdf	Darren	Lomas	Account Manager	CrowdComm	Everyone, CC Sales, Attendees	23/06/21	1
CrowdComms Event Technology.pdf	Natalie	Dayes			Everyone, Attendees	24/06/21	1

Like company pages, these stats are broken down per person per day

N.B. With both reports, as you may have multiple lines of data for the same person, if you are wanting to find unique views in a large data set, the best way is to use excel to filter out the duplicates.

These more detailed reports will be provided within 48 hours post event.

Meeting Booking Analytics

Meetings Analytics

1. To request for Meeting Booking analytics exports, go to https://analytics.crowdcomms.com
2. Log in with your email and password
3. Type in the app short code of the relevant Event App you wish to get the report for and click ‘Go’
4. At the top of the page, you will see several tabs including ‘Streams’ ‘Documents’ etc, scroll to the far right and click on ‘Meetings’
5. Click on the ‘Meetings Report + Emails’
6. Then select a date range for your report, and click ‘Download’
7. Your report will be sent to your email for you to download.

Analytics Breakdown

High Level

1. This sheet provides you with the summary of different types of meetings and their statuses which have been arranged in your event app.
2. Below is the list of rows that you’ll see and what they mean. Each row also shows the value for the number of times the situation occurred

Meeting with another delegates – When a delegate arranges a meeting with another delegate

Meeting with an exhibitor or sponsor – When a delegate arranges a meeting with a representative of a company either via the company page or via the ‘New Exhibitor Meeting’ page

Meetings accepted with another delegate – When a delegate-to-delegate meeting gets accepted by the meeting invitee

Meetings accepted with an exhibitor or sponsor – When a delegate-to-company meeting gets accepted by the company representative

Meetings declined with another delegate – When a delegate-to-delegate meeting gets declined by the meeting invitee

Meetings declined with an exhibitor or sponsor – When a delegate-to-company meeting gets declined by the company representative

Virtual meetings accepted with another delegate – When a delegate-to-delegate virtual meeting is accepted, including meetings accompanied by one-to-one video call

Virtual meetings accepted with an exhibitor or sponsor – When a delegate-to-company virtual meeting is accepted, including meetings accompanied by one-to-one video call

Virtual meetings not accepted with another delegate – When a delegate-to-delegate virtual meeting is either rejected or pending and isn't accompanied by one-to-one video call

Virtual meetings not accepted with an exhibitor or sponsor – When a delegate-to-company virtual meeting is either rejected or pending and isn't accompanied by one-to-one video call

People availability – Shows delegates availability against the time they spent in meetings and the time they scheduled meetings against the time they spent in meetings expressed in percentage

Meeting requests (Delegate)

1. This sheet provides you with detailed list all your delegate-to-delegate meetings which have been arranged in your event app.
2. Below is the list of columns that you'll see and what they mean:

Short code – This is the code of you event app

Meeting ID – This is the unique identification code of the meetings

Requestor's name – The first and last name of the person who initiated the meeting

Requestor's email – The email of the person who initiated the meeting

Receiver's name – The name of the person who has been invited to the meeting

Receiver's email – The email of the person who has been invited to the meeting

Meeting types – This can either be a delegate-to-delegate or delegate-to-company

Location – The setting where the meeting took place, either on virtual or a physical location.

Start date – The date the meeting has been scheduled for

Start time – The time the meeting has been scheduled for

During – The length of time the meeting has been scheduled for

Invite message included (Y/N) – Whether or not the requester of the meeting has included an invite message in the meeting invite

Invite attachment included (Y/N) – Whether or not the requester of the meeting has included an attachment in the meeting invite

Invite status – The status of the meeting invites at the time the analytics was requested

Meeting requests (Company)

1. This sheet provides you with detailed list all your delegate-to-company meetings which have been arranged in your event app.
2. The list of columns is identical to the one above, with the addition of:

Company – The name of the company who's the representative has been invited to the meeting

Virtual accepted (Delegate)

1. This sheet provides you with detailed list all your delegate-to-delegate virtual meetings which have been accepted, including meetings accompanied by one-to-one video call.
2. Below is the list of columns that you'll see and what they mean:

Short code – This is the code of you event app

Meeting ID – This is the unique identification code of the meetings

Requestor's name – The first and last name of the person who initiated the meeting

Requestor's email – The email of the person who initiated the meeting

Receiver's name – The name of the person who has been invited to the meeting

Receiver's email – The email of the person who has been invited to the meeting

Meeting types – This can either be a delegate-to-delegate or delegate-to-company

Location – The setting where the meeting took place, either on virtual or a physical location.

Start date – The date the meeting has been scheduled for

Start time – The time the meeting has been scheduled for

During – The length of time the meeting has been scheduled for

Invite message included (Y/N) – Whether or not the requester of the meeting has included an invite message in the meeting invite

Invite attachment included (Y/N) – Whether or not the requester of the meeting has included an attachment in the meeting invite

Invite status – The status of the meeting invites at the time the analytics was requested

Actual start date – The start date the virtual call took place on the one-to-one video call

Actual start time – The start time the virtual call took place on the one-to-one video call

Actual duration – The length of time the meeting took place on the one-to-one video call

Notes taken (Y/N) – Weather or not the participants of the meeting took notes during the meeting

Top 3 tags – The top 3 tags which have been used by the participants of the meeting

Note: *You can use this report to compare delegates planned virtual meetings against the actual meetings that have taken place using the one-to-one video call. You will also be able to identify meeting which have been accepted but didn't go ahead (no show).*

Virtual accepted (Company)

1. This sheet provides you with detailed list all your delegate-to-company virtual meetings which have been accepted, including meetings accompanied by one-to-one video call.
2. The list of columns is identical to the one above, with the addition of:

Company – The name of the company who's the representative has been invited to the meeting

People availability

1. This sheet shows delegates availability against the time they spent in meetings as well as the time they scheduled meetings against the time they spent in meetings expressed in percentage
2. Below is the list of columns that you'll see and what they mean:

User name – The name of the user who is registered on the event app

User email – The email of the user who is registered on the event app

Actual time/Booked time (%) – Total scheduled meetings divided by total time spent in meetings expressed in percentage

E.g: A delegate scheduled 5 hours of meetings in total, however spent in total of 6 hours in these meetings. This person's meeting productivity is 120%

Actual time/Free time (%) – Total scheduled meetings divided by total available time expressed in percentage

E.g: A delegate scheduled 5 hours of meetings in total, and they've set their availability for meeting for 7 hours. This person's meeting capacity is 71%

Smart Sessions Analytics

Smart Sessions Analytics

1. To request Smart Sessions analytics exports, go to https://analytics.crowdcomms.com
2. Log in with your email and password
3. Type in the app short code of the relevant Event App you wish to get the report for and click 'Go'
4. At the top of the page, you will see several tabs including 'Streams' 'Documents' etc, scroll to the far right and click on 'Smart Sessions'
5. Click on the 'Smart Sessions Report'
6. Then select a date range for your report, and click 'Download'
7. Your report will be sent to your email for you to download.

Analytics Breakdown

High Level (detailed view)

1. This sheet provides you with the breakdown summary of Smart Sessions rooms in your event app.
2. Below is the list of columns that you'll see in this sheet and what they mean:

Event id/short-code - This is the code of your event app

Start Date (yyyy-mm-dd) – The start date you set up for your room. If this field is blank, this means you have not set the date for the relevant room

End Date (yyyy-mm-dd) – The end date you set up for your room. If this field is blank, this means you have not set the date for the relevant room

Room name – The name of the Smart Sessions room

Privacy (Y/N) – This field is currently not exposed on the CMS, therefore this field will always state Y

Room capacity – The number of attendees allowed to enter the room, this is set on the CMS

Start Time (hh:mm) – The start time you set up for your room. If this field is blank, this means you have not set the time for the relevant room

End Time (hh:mm) – The end time you set up for your room. If this field is blank, this means you have not set the time for the relevant room

Duration – The total number of hours the room was open for delegates to access. End date and time – Start date and time. If this field is blank, this means you have not set the date and time for the relevant room

User by countries

1. This sheet provides you with the summary of the numbers of users broken down by their access country.
2. Below is the list of columns that you'll see in this sheet and what they mean:

Event id/short-code - This is the code of your event app

Room name – The name of the Smart Sessions room

Privacy (Y/N) – This field is currently not exposed on the CMS, therefore this field will always state Y

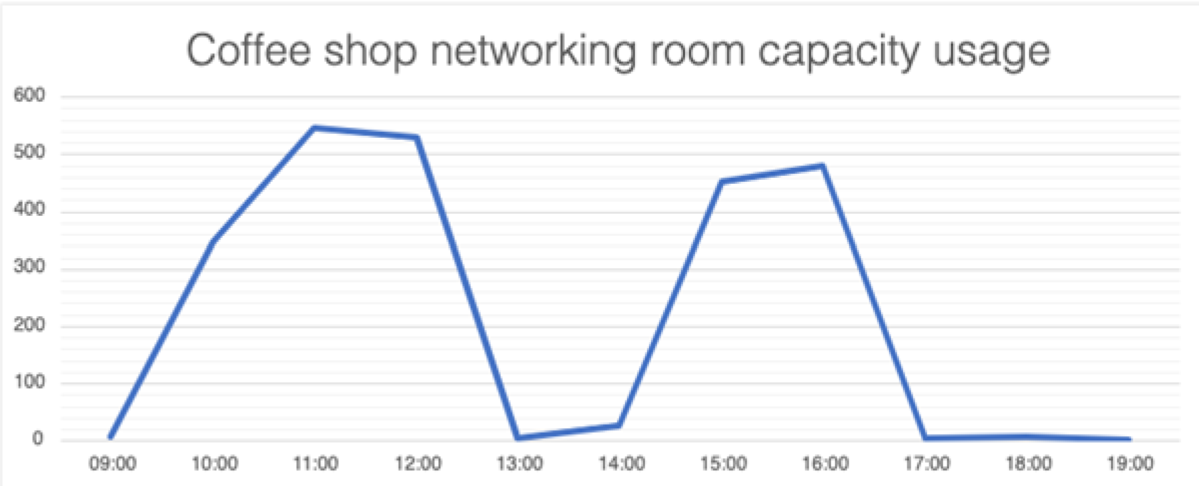
Country – The location where they joined the room from

Num users – The total number of users who joined from the relevant country

Usage graph

(There isn't any graph provided, but you can plot one yourself using the available data, we recommend a line graph showing the time on the x-axis and the number of user joins on the y-axis)

E.g.:



1. This sheet provides you with the total number of users (and unique users) joining a room a given date and time.
2. Below is the list of columns that you'll see in this sheet and what they mean:

Event id/short-code - This is the code of your event app

Room name – The name of the Smart Sessions room

Privacy (Y/N) – This field is currently not exposed on the CMS, therefore this field will always state Y

Total Users Join – The total number of times users entered the room

Total Unique User Join – The total number of times a unique users entered the room

Start Date and Time (yyyy-mm-dd hh:mm) – The start date time the users (and unique users) entered the room

Usage (detailed view)

1. This sheet provides detailed version of the Usage graph sheet and breaks it down to individual users and the total number of times they entered the room within the date parameter of the report.
2. Below is the list of columns that you'll see in this sheet and what they mean:

Event id/short-code - This is the code of your event app

Room name – The name of the Smart Sessions room

Privacy (Y/N) – This field is currently not exposed on the CMS, therefore this field will always state Y

User id - This is the unique identification code of the user

Attendee – The first and surname of the user

Count of entry – The total number of times the user entered the room within the date parameter of the report.

User engagement (high level)

1. This sheet provides summary information of activities performed by individual users in a room this is broken down by the bubbles that the made, chat interaction, teleportation performed, access location and the date these activities took place.
2. Below is the list of columns that you'll see in this sheet and what they mean:

Event id/short-code - This is the code of your event app

Room name – The name of the Smart Sessions room

User – The first and surname of the user

No of bubbles made – The total number of bubbles the user was in

Chat interaction (Y/N) – Whether or not the user interacted in the room chat

No of teleportation – The total number of times the user teleported to another user

Country – The location where they joined the room from

Date (yyyy-mm-dd) – The date the activities took place

User level engagement (bubble)

1. This sheet provides detailed version of the User engagement (high level) sheet and breaks it down to individual users and their bubble activities whilst in the room.
2. Below is the list of columns that you'll see in this sheet and what they mean:

Event id/short-code - This is the code of your event app

User id - This is the unique identification code of the user

User – The first and surname of the user

Room name – The name of the Smart Sessions room

Bubble id – This is the unique identification code of each bubble

Lock bubble (Y/N) – Whether or not the bubble was locked

Total number of people in bubble – The total number of users on the bubble including the user

Start Date and Time (yyyy-mm-dd hh:mm) – The start date time the bubble activity took place

User level engagement (teleport)

1. This sheet provides detailed version of the User engagement (high level) sheet and breaks it down to individual users and their teleport activities whilst in the room.
2. Below is the list of columns that you'll see in this sheet and what they mean:

Event id/short-code - This is the code of your event app

User id - This is the unique identification code of the user

User – The first and surname of the user

Room name – The name of the Smart Sessions room

Person teleported to – The name of the person the user teleported to

Num times teleported – The total number of times, the user teleported to the same user within the same date and time parameter

Start Date and Time (yyyy-mm-dd hh:mm) – The start date time the teleport activity took place

Module View Analytic Reporting for Hidden Modules

Hidden Module Reporting

For some application builds it maybe necessary that a module or modules are hidden from display on the Front End app to some users or groups based on the security and visibility settings of the module. This will mean there is no direct way to navigate to those modules via the the left sidebar.

Despite the modules not being selectable from the navigation side bar they are still on the application and can be navigated to by various means. How they are navigated too will often impact on whether those visits are then counted as "Module Views" for reporting purposes by the Analytics Dashboard.

Please find listed below some scenario's for hidden modules and whether that scenario will still count the user towards the modules view total.

Scenario	**Counted as a Module View**
The hidden module is accessed via a visible Direct Link module	Yes
The hidden module is accessed via a visible Info Page module	Yes
The module Privacy is set to only a limited number of users/groups making it hidden to other users/groups	Yes
The hidden module is accessed via the "website" button within a Company Profile on a visible Company Display module	No
The hidden module URL is used by a signed in user who is not a authorised user as per the module Privacy setting	No