

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.

Revision #1

Created 28 June 2022 11:26:45 by Steven Slessor

Updated 5 March 2024 10:52:11 by Steven Slessor