

Audience Analytics

Last Modified on 05/10/2021 4:08 pm IDT

Overview

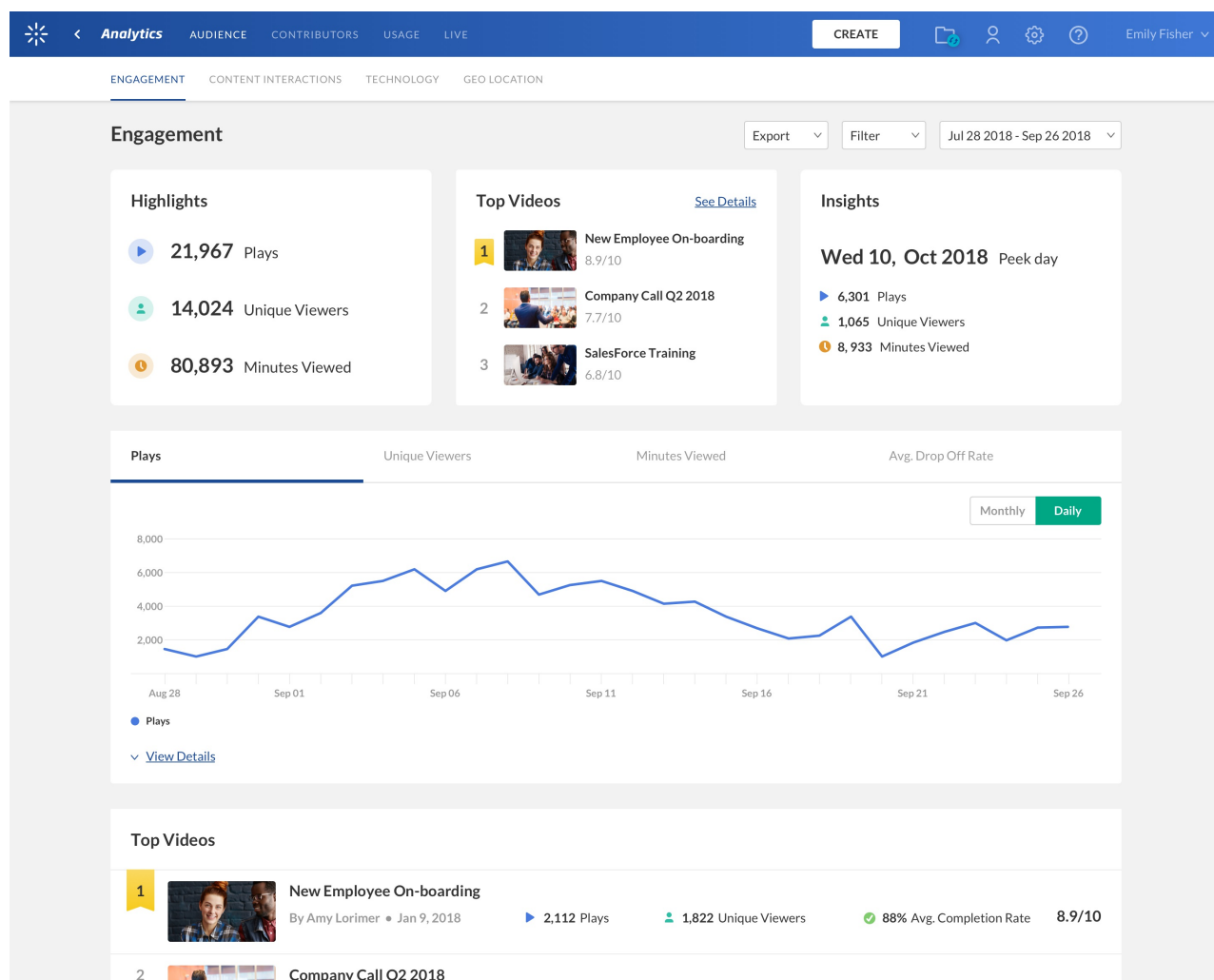
The Audience dashboard is the primary dashboard for audience engagement analytics and includes reports and insights that enable you to get a closer view on the way your audience consumes and engages with video content in your account.





The Audience Dashboard Reports

The Audience dashboards are comprised of the following:

- **Engagement** (<https://knowledge.kaltura.com/help/engagement-dashboard-kmc>) - How users engage with content?
- **Content Interactions** (<https://knowledge.kaltura.com/help/content-interactions-dashboard-kmc>) - How users interact with the player?
- **Technology** (<https://knowledge.kaltura.com/help/technology-dashboard-kmc>) - What technology is used by your users?
- **Geo Location** (<https://knowledge.kaltura.com/help/geo-location-dashboard>) - What countries do your users come from?

As a reference for analytics terms and definitions, please see the [Advanced Analytics Terminology](https://knowledge.kaltura.com/help/advanced-analytics-terminology) (<https://knowledge.kaltura.com/help/advanced-analytics-terminology>) article.



		By Ron Greenberg • Jan 9, 2018	▶ 201 Plays	165 Unique Viewers	76% Avg. Completion Rate	7.7/10
3		SalesForce Training By Lily Grant • Jan 9, 2018	▶ 201 Plays	165 Unique Viewers	75% Avg. Completion Rate	7.4/10
4		HR Training By John Sullivan • Jan 9, 2018	▶ 201 Plays	165 Unique Viewers	70% Avg. Completion Rate	7.2/10
5		Corporate Annoucement By Eric Melody • Jan 9, 2018	▶ 201 Plays	165 Unique Viewers	68% Avg. Completion Rate	7.1/10

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How player impressions are leading to engagement?

30,546

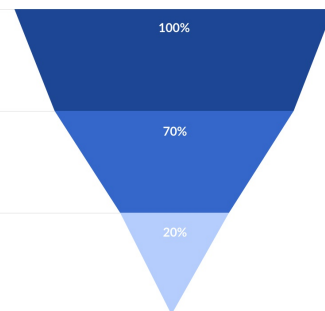
Player Impressions

21,967

Plays






6,071

Plays that reached play-through.



Top Domains ?

5 Domains

#	Domain Name	Plays ▾	Plays Distribution	Player Impression	Play Impr. Ratio	Min. Viewed	Avg. Completion Rate
1	 corp.kaltura.com	2,543	24% <div><div></div></div>	3,223	34%	4,883	42%
2	 linkedin.com	2,102	22% <div><div></div></div>	12%	4,332	1,722	20%
3	 mediaspace.kaltura.com	1,988	22% <div><div></div></div>	20%	2,332	988	29%
4	 google.com	1,238	20% <div><div></div></div>	1,223	22%	992	22%
5	 kmc.kaltura.com	1,010	20% <div><div></div></div>	3,223	34%	1,882	42%

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