

What data is included in my reports (Audience Details)?

The **Audience Totals** graph will provide a visual breakdown with totals and percentages of registrations and viewing sessions, which is highlighted by viewing type (Live, On-Demand and/or SimLive). For live events, the **Attendance During Live Event** graph tracks the attendance throughout the presentation. Click and drag to zoom into specific points in the event. The **Event Activity** graph tracks registration and viewing sessions since the event was created.

Reports AudienceDetails-Graphs.png

Below will display a list of totals on the event. The **Total Sessions** is the total number viewing sessions on the event. The **Total Registrants** is the total number of registrants for the event. The **No Shows** is the number of registrants that did not login to watch the event. The **Total Conversion Rate** is the percentage of the Total Unique Registrants, not including No Shows, that logged in to the event. This number will change over time as new users register and view the event archive.

Reports AudienceDetails-EventTotals.png

The **Live Sessions** is the number of viewing sessions on the Live event. The **Unique Live Viewers** is the number of unique email addresses that viewed the Live event. The **Registrants at Live Event Conclusion** is the total number of registrants at the time the Live event concluded. The **Live Event Conversion Rate** is the percentage of Unique Live Viewers compared to the Total Unique Registrants as of the time the Live event ended. Note that this number may be less than the Total Unique Registrants number shown in the report as that one continues to increase as new users register for the event archive.

Reports AudienceDetails-LiveEventActivity.png

The **On-Demand Sessions** is the number of viewing sessions on the On-Demand or Archived event. The **Unique On-Demand Viewers** is the number of unique email addresses that viewed the On-Demand or Archived event. The **Sim Live Sessions** is the number of viewing sessions on the Simulated Live event. The **Unique Sim Live Viewers** is the number of unique email addresses that viewed the Simulated Live event.

Reports AudienceDetails-OnDemand.png

Individual viewer data is broken down at the bottom. This will include registration data, viewing sessions and times, survey responses and Q&A for each registered email address.

Reports-AudienceDetails-UserData.png

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