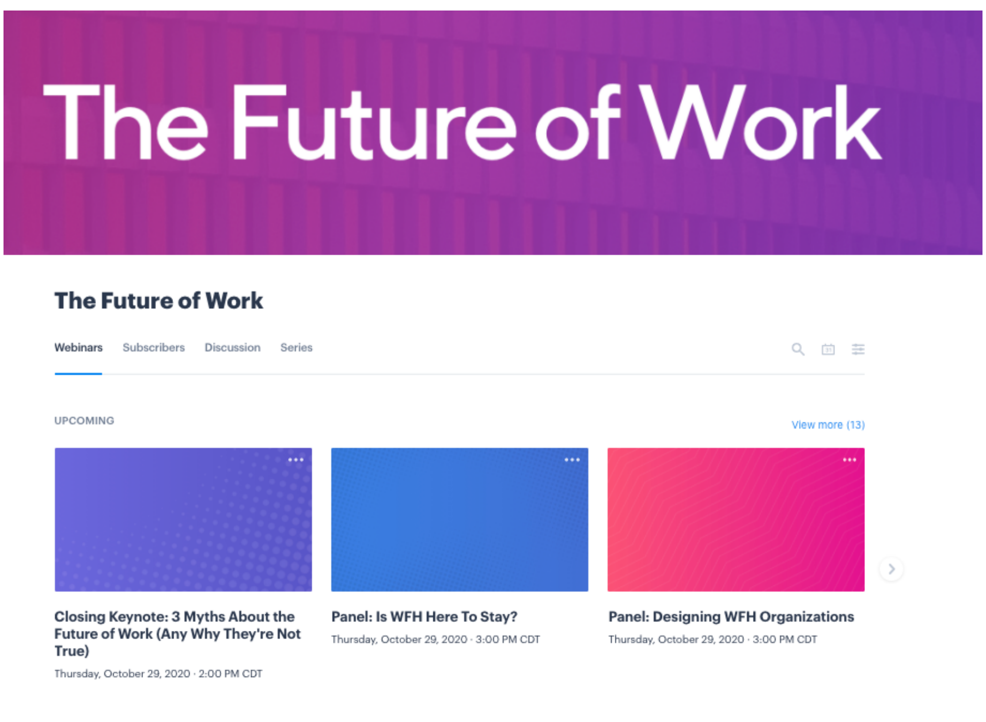
BigMarker Virtual Event Analytics Guide

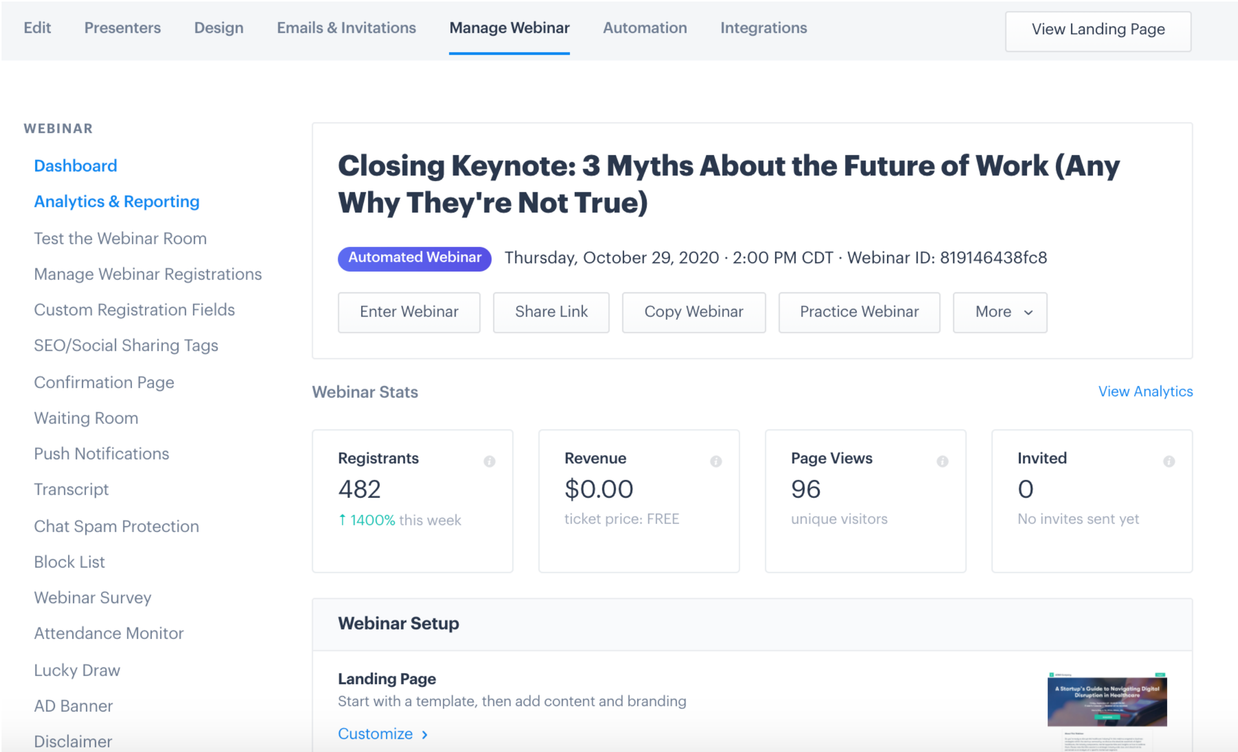
After hosting a virtual event, it's time to evaluate your success and reach out with your newly interested leads. Our analytics suite contains real-time performance and engagement stats for each of your sessions and modules, and attendance and contacts

How To Download Analytics Reports For Event Sessions

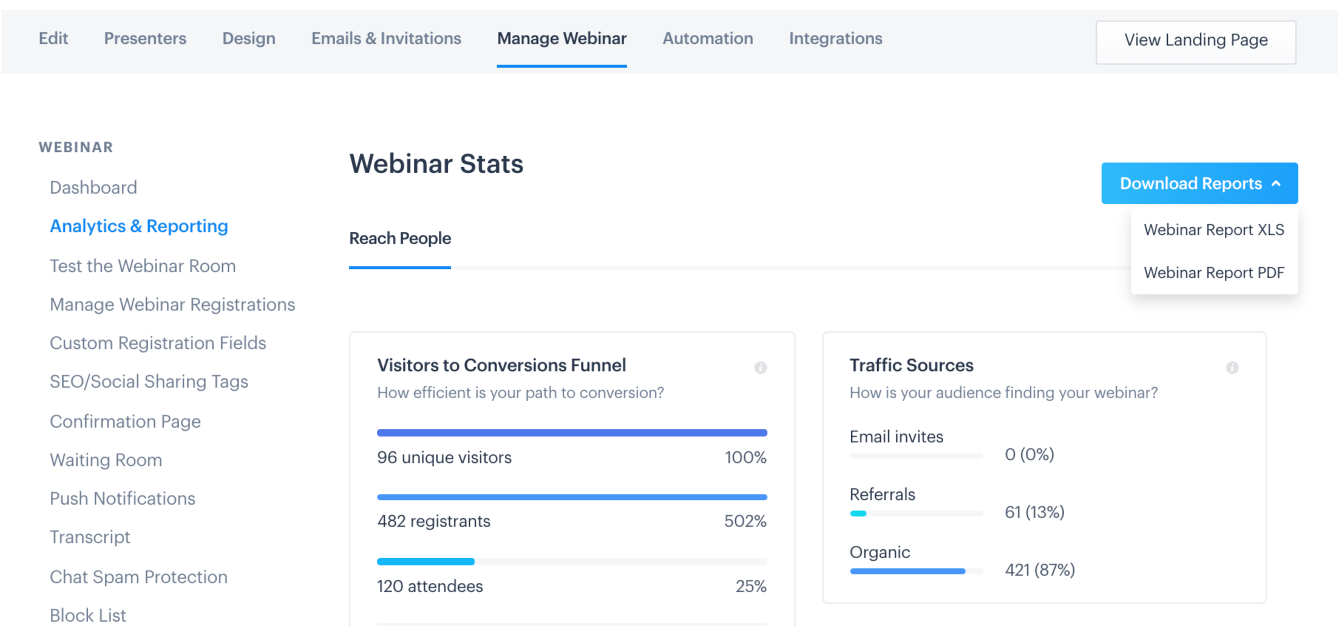
To obtain session-level analytics (i.e., analytics for an individual agenda session), first log into your event channel. In the display that appears, select the session for which you'd like to obtain data.



You'll then proceed to the webinar associated with that session. In the left-hand menu, select Analytics and Reporting.



This leads to a dashboard containing top-level stats and referral tracking. On the top right corner of this page, select Download Reports (in blue). Select your preferred output file type (pdf or xls) to begin the download process.



What We Measure—and What it Means For You

Your data output file contains a series of tabs with different groups of metrics, each of which have different marketing and business implications for your team. Below is a brief overview of each of these reports—and the biggest takeaways you can infer from each.

Registration

The registration tab provides a high-level snapshot of that session's overall activity, engagement and performance.

Under **Attendance Summary** are three stats:

- **Registered**: the number of registrants for that session. Anyone who registered for your virtual event is counted as a registrant for each session.
- **Registered Attendees**: the amount of registrants who actually attended the session. You can divide your session's Registered Attendee count by the number of Registrants (In this case, 108/482) to calculate that session's show-up rate.
- **Total Attendees**: the total number of attendees who were present in the webinar room. This includes Registered Attendees and any non-registered guests, but does not include hosts or presenters.

While Attendance Summary measures the number of people in the room, Engagement Summary captures their level of active participation within the session with the following:

- **Average Time in Room**: the average number of minutes that your attendees spent logged into the webinar room. But this only tells you that the attendee was "physically" present in the session, not whether they were paying attention. Average Time Engaged accounts for that variation.
- **Average Time Engaged**: the average amount of time that an attendee is on the BigMarker event tab open in their Internet browser. So if someone has your event open in one tab, but clicks away to a Facebook tab for 10 minutes, they are marked as "attending" the event, but not as "engaged" during those 10 minutes. This is the best way to gauge whether your audience paid attention to your session or not.

When you divide an individual's Time Engaged by their Time in Room, it yields their Engagement Rate; i.e,, the percentage of your session for which they were actively engaged. So if Tim was logged into the session for 45 minutes and had the session open in his browser tab for 40 of those minutes, his Engagement Rate is 80%.

- **Average Engagement (%):** this is the average of every attendee's Engagement Rate. So if that figure is 60%, that means that your typical attendee was engaged for 60% of your session and not engaged for 40% of that session.

The following metrics tell you about the level of interaction and conversation occurring between attendees, as well as their rating of the session. That includes the following:

- **Chats:** The number of chat messages sent by attendees throughout the session
- **Polls:** The number of poll questions received by attendees throughout the session.
- **Poll Response Rate:** The percentage of those poll questions that were answered by attendees
- **Q&A Questions Asked and Upvoted:** The number of questions submitted by attendees through the Q&A panel that received upvotes
- **Total Upvotes:** The number of upvotes added by attendees to submitted Q&A questions
- **Answered:** The number of Q&A questions that were answered by the host
- **Number of Reviews:** The number of qualitative reviews submitted by attendees following the event.
- **Average Rating (Scale from 1-5 Stars):** The average star rating of the Networking Center (1-5) submitted by attendees.

Attendance Stats

The Attendance tab contains the same top-level registration and attendance figures as the previous tab, with some additional rates to lend context to those numbers.

- **Sign-up Rate:** the percentage of all invitees that registered for the event.
- **Show-Up Rate**: the percentage of registrants that actually attended the session. You can divide your session's Registered Attendee count by the number of Registrants (In this case, 108/482) to calculate that session's show-up rate.

Additional figures tell you more about your audience's preferences and engagement behaviors. (Note: The Engagement table is repeated from the previous tab.)

- **Attendee Mix by Device**: the percentage of attendees logging into the session via desktop, iPhone iOS or Android, respectively. Although BigMarker is fully mobile-compatible, your event's device mix can provide insight on your audience's tech and content consumption preferences.
- **Attendance and Engagement by Minute**: the amount of people in the webinar room, and whether or not they were engaged, at each five-minute interval during the session. Significant differences in attendance/engagement between intervals can suggest that some discussion topics were more interesting than others (that is, if there were no significant delays with negative impacts that caused dropoff).

Interactive Module Statistics and Metrics

Several tabs lend insight into both the quantity and quality of interaction taking place within the session. This include:

Chat transcript: This lists the content of each individual message and the time at which it occurs in the session, as well as the sender's name and email address.

Q&A transcript: This tab includes the number of Q&A questions submitted by attendees, the amount that received upvotes, the total upvotes given to all questions and the number of questions that were answered.

This also lists all of the individual Q&A questions submitted by attendees. This includes the question itself, the time at which it was submitted and the name and email of the sender. If the question was answered, this entry also includes the content of the answer and the name of the person who submitted it.

The entry for each Q&A question also includes the number of upvotes it generated, and names of people who upvoted it.

Poll responses: The poll responses tab lists the number of poll questions given and the percentage of attendees who answered the question. It also lists each individual's poll response individually, as well as the person's name, email address and poll response.

Registration List

In the Registration List tab is a list of each registrant's name and email address. Above that list is a breakdown of how many registrants attended and did not attend the session.

It also measures whether or not your attendees registered more than 30 minutes before the session's scheduled start time. This can lend useful insight for your email marketing strategy—If nobody registered less than 30 minutes before the session began, you may consider adding an email to be sent 10-15 minutes before the scheduled start time to improve attendance.

Below those numbers is a list of each attendee, along with their personal "engagement profile." Here, you can learn exactly when your viewer started and stopped the recording; whether they engaged with Q&As, polls, handouts and chats; if they accessed the recording with a referral code; and if they left any ratings or comments. This provides you a personalized view of each person's engagement level and specific interests, allowing you to identify your most promising leads right away.

Did Not Attend List

The Did Not Attend List tab includes the names and email addresses of all people that registered for your event, but did not attend. Even though these people didn't show up to your session, they have still expressed more interest in your event than did non-registrants, so they merit their own email segment and strategy. Thus you can import this list into your preferred email and CRM software to create a specific segment of registered non-attendees.

Attend List

Like the Did Not Attend List tab, this includes a list of the names and email addresses of all people who registered for and attended your session. You can also see whether these registered non-attendees watched an on-demand recording of that session after it went live, and the number of minutes they spent watching,

Just as before, you can import this spreadsheet into your preferred email and CRM platforms to create a segment including these attendees, then follow up with them.

Viewed Recording List

This tab contains the names and email addresses of people who have downloaded a recording of that session. With this spreadsheet, you can create a dedicated marketing segment of these contacts and invite them to future events.

Next to Recording Viewers, you can also see how many people viewed the recording. Just underneath, you can learn what percentage of those viewers watched more than 50 percent of the session. Below Viewed > 50% is Average—the average numbers of minutes that viewers spent watching the recording. This indicates, on a broad level, whether your viewers were interested and engaged with your content.

Below those stats is a list of each person who watched the recording. Each individual entry includes that person's "engagement profile," similar to the profile described in the Registered List tab. Here, you can learn exactly when your viewer started and stopped the recording; whether they engaged with Q&As, polls, handouts and chats; if they accessed the recording with a referral code; and if they left any ratings or comments.

Pop-Up Stats

The Attendance Monitor is a feature that displays a pop-up box at regular intervals, which attendees have to click to indicate they are still present and engaged in the session. The Pop-Up Stats tab includes the number of attendance monitor pop-ups that were sent to attendees, the amount that were clicked, and the percentage of attendance pop-ups that were clicked by attendees. Below this is a list with each attendee's name, email address, and whether or not they clicked on the pop up. This list is repeated for every pop-up sent during the event session.

CTA Pop-Ups

The CTA Pop-ups tab lists the name and email address of attendees that clicked the call-to-action pop-up offers distributed via the Offers feature. This also includes the amount of pop-ups sent overall and percentage of offers clicked.

AD View List

This includes a list of attendees who clicked on the banner ads, and when they clicked on it.

Networking Center

To obtain analytics for your event's Networking Center, follow the same steps that you would to download session-level analytics. However, in your event channel, select the Networking Center instead of an event session.

Your Networking Center's performance data will be stored in its own xls or pdf file with tabs that provide a deeper breakdown of audience participation and interest. This includes the following:

Summary

The Summary tab provides a high-level view of your Networking Center's activity and engagement levels. Under Attendance Summary is:

- **Total Unique Registered**: the number of unique individuals registered for the event
- **Total Unique Attendees**: the number of those people who entered the Networking Center during the event.
- **Show-Up Rate**: the percentage of registered guests who entered the Networking Center.

Under **Engagement Summary** is a series of metrics centered on audience participation and interaction. This includes:

- **Average Session Time**
- **Total Session Views and Session Time**
- **Average Session Engagement**
- **Average Session Visits Per Attendee**
- **Virtual Business Cards Favorited:** attendees submit Virtual Business Cards containing their biographical information to facilitate networking. They can make

note of potential contacts by favoriting other attendees' VBCs. This measures the amount of VBCs favorited by all guests.

- **Total Chats Sent:** This measures the total chat messages sent in the Networking Center's chat rooms, both in public chats and one-on-one messages, to gauge the Networking Center's level of social interaction.
- **Total Polls Answered + Poll Response Rate:** This measures the number of polls answered, as well as the percentage of polls sent to attendees in the Networking Center that were answered.
- **Total Q&A Questions Asked:** This measures the number of Q&A questions submitted by attendees.
- **Total Q&A Questions Upvotes:** This measures the number of Q&A questions that were upvoted by other attendees, and can **i**ndicate whether attendees were interested in each others' content.

Finally, under Reviews Summary is the number of qualitative reviews of the Networking Center submitted by attendees, as well as their average starred rating of the module.

Session-Level / Chat Room Activity

Each webinar hosted in the Networking Center is labeled a session within this tab. This tab measures the performance of each session, including the following metrics:

- Number of live attendees and on-demand viewers
- Number of chat messages sent by attendees
- Number of Q&A questions asked by attendees and upvoted by attendees
- Number of upvotes added to Q&A questions
- Number of polls sent to attendees. If 500 attendees were in the webinar room at the time the poll was sent, this number would be 500. This also includes poll responses by attendees, and the percentage of polls that were answered
- Number of handouts sent to attendees, the number of handouts downloaded by attendees, and the percentage of handouts that were downloaded
- Number of offers sent to attendees, the number of offers clicked by attendees, and the percentage of offers that were clicked
- Number of banner ads sent and clicked

Registration and Attendance Tabs

These tabs list the names and email addresses of the people who registered and attended the Networking Center, respectively. Each individual entry indicates whether or not they attended each of the webinars in the Networking Center.