

# Metrics & Trend Analysis Dashboard

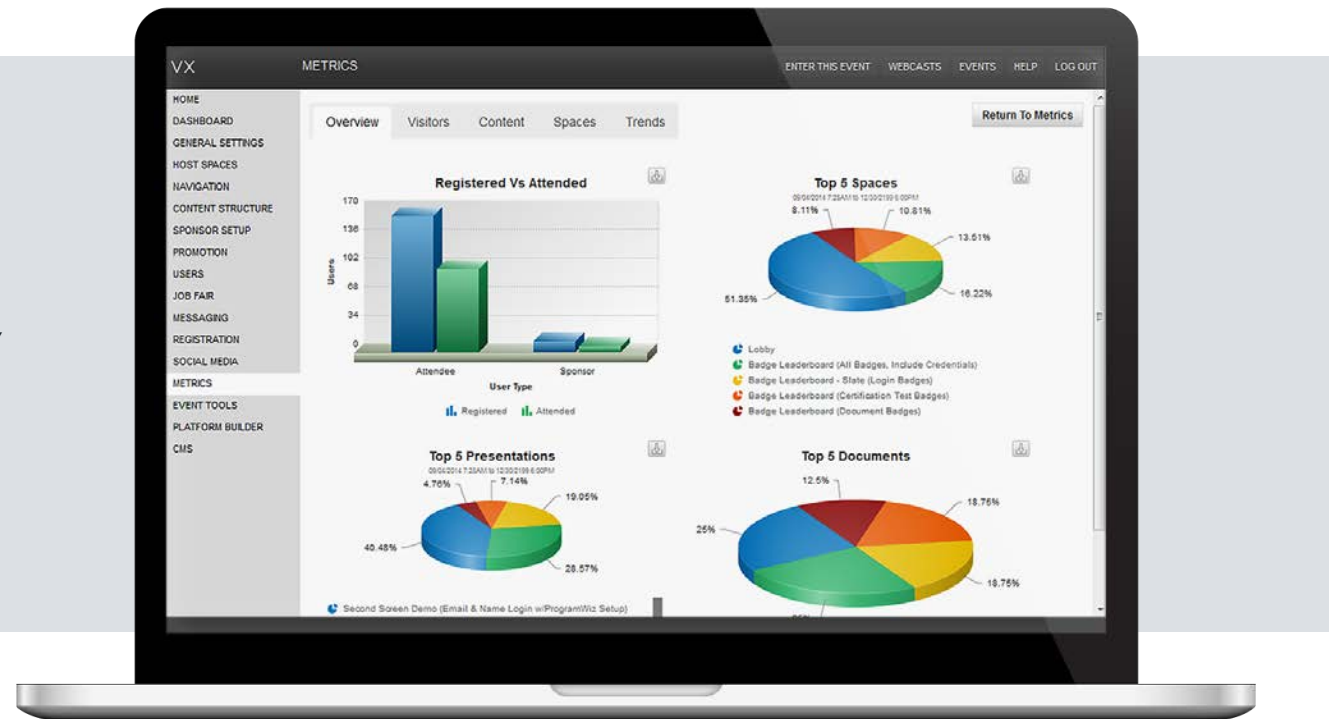
## Overview

Intrado Studio's **Metrics & Trend Analysis Dashboard** is a single source to **access important data and insights** into your viewers during Webcasts and Virtual Events, as well as programming performance over time. Reporting is displayed in bar, line and rotating pie charts to easily view data points for better drill downs. View drill down data by selecting a section in a graph or data within the chart legend. Drill down reports can be exported in CVS, XML and XLS formats for further data processing. Date filters are available for stock metrics, including bar graphs and pie charts, to track specific time parameters and drill down to the data most important to you.

**The Metrics Dashboard can include the two types of reports listed below plus any personalized reports created through our Services team.**

## Stock Reports

- Registration & Login Access
- Social Activity
- Communication and Engagement Activity
- Space Activity
- Content Views, including date and time viewed
- Asset and Search Activity



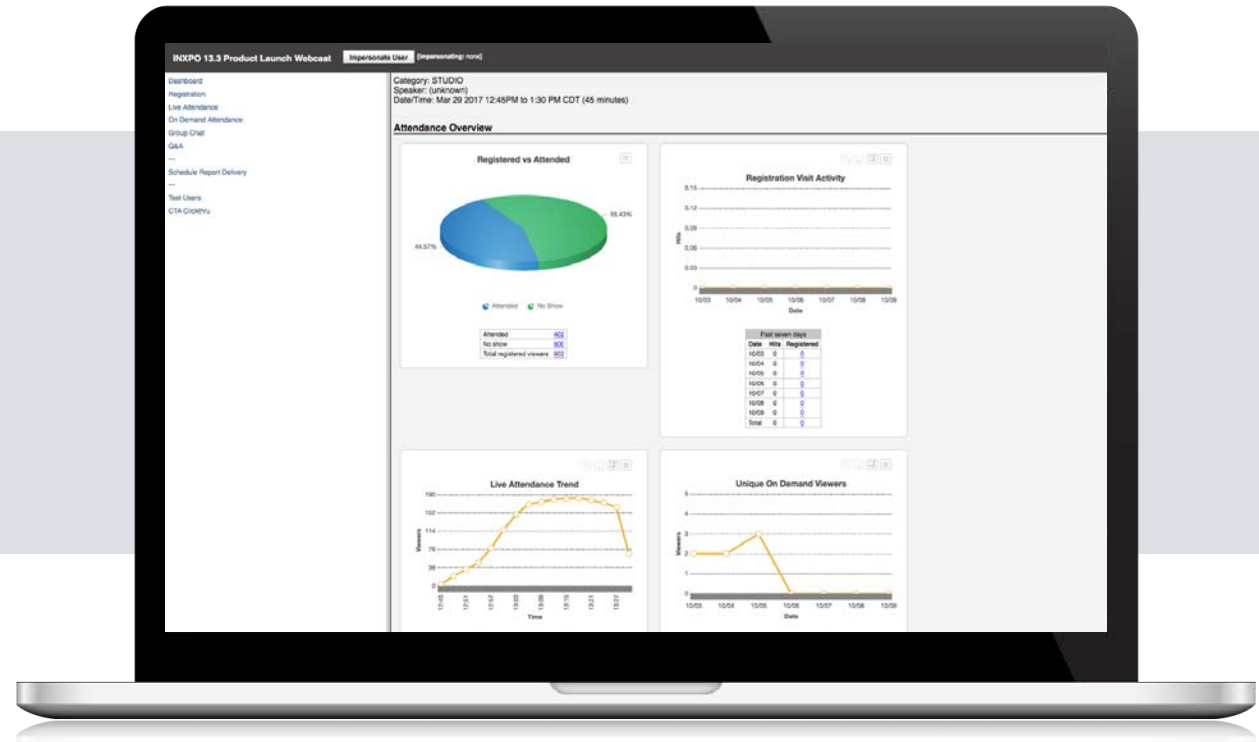
\*Metrics, charts and graphs are available for PDF, JPEG, SVG and PNG download.

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## Custom Reports

*\*Includes Stock Report list plus any of the below*

- Survey responses and metrics
- CPE, testing, and certification metrics
- Recommendation activity
- Second-screen metrics when applicable



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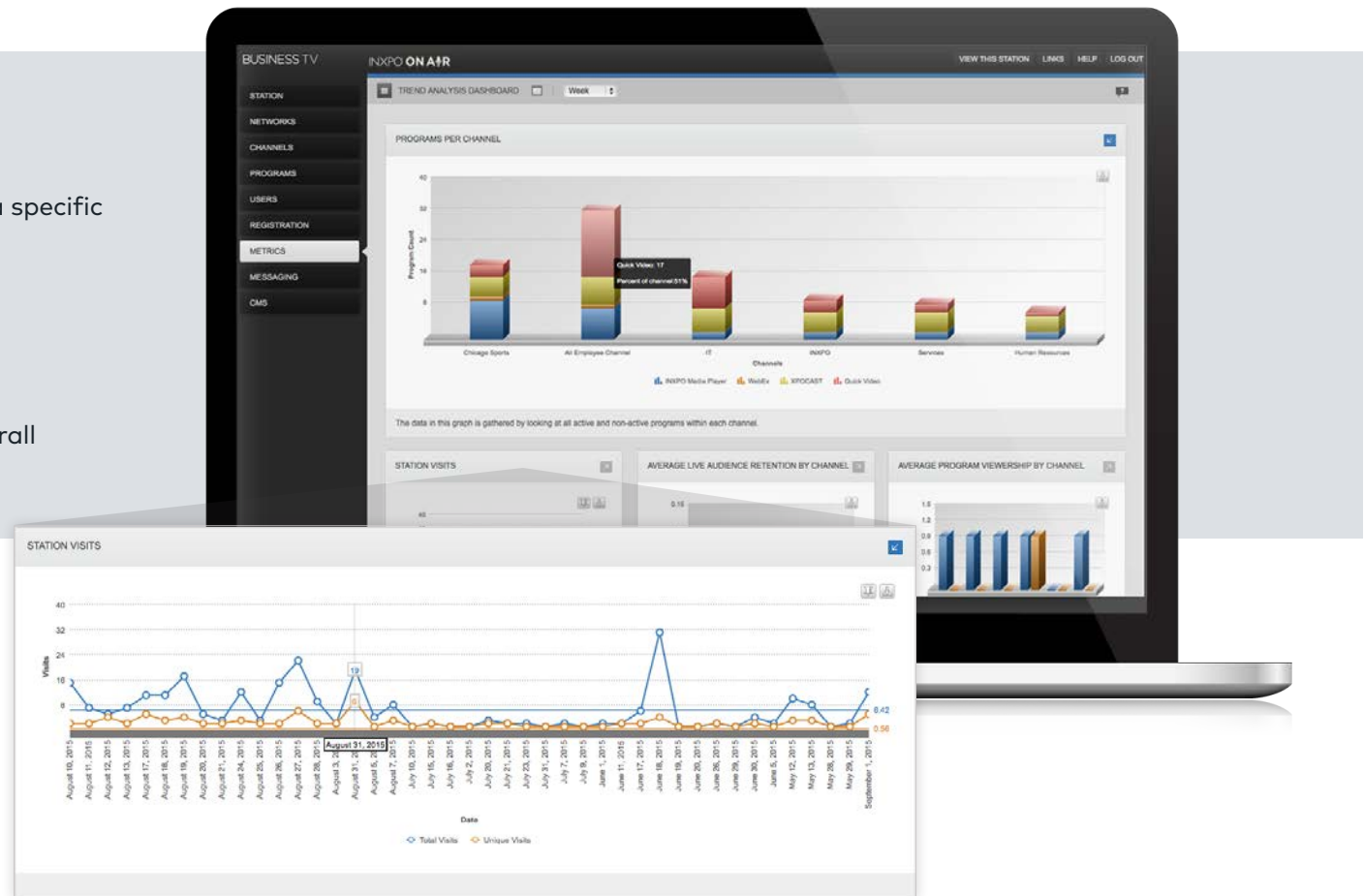
## Can't find the data you're looking for in our stock or custom report options?

Not a problem. Personalized reporting is available through Intrado Services or Solutions using the metrics listed for stock and custom reports with custom fields and combined activity.

# Metrics & Trend Analysis Dashboard

## Trend Reports

- Unique and total attendees within a specific timeframe
- Live webcast consumption
- Program length comparison
- Scoreboard for attendance and overall programming



**The Trend Analysis Dashboard gives you a holistic view of your programming over time in Intrado Webcasts and Video Portals.**

Intrado Studio provides you with full access and visibility for your Webcasts, Virtual Events and ongoing content to help you gain actionable insights, accelerate your sales funnel and ultimately grow your business.