Product Guide
Metrics & Reporting

24z7 Real-Time Access to Reports

### Attendee Reporting
- Who registered?
- Where did they come from?
- Who attended live vs. on-demand?

### Activity Metrics
- How long did they stay?
- Which locations & booths did they visit?
- What content did they view?
- What webinars did they view & for how long (key for CE credits)?
- Whom did they chat with?

### Interest Metrics
- What are they interested in?
- What questions did they ask?
- What information did they request?
- Did they view documents, video’s or other content?
Want Reports Delivered to Your Inbox?

**Automated Reporting** lets you choose the reports, timeframe and frequency to have selected reports delivered to your inbox.

- ✓ Registration – Summary & Detail
- ✓ Attendance – Summary & Detail
- ✓ Master Activity Report - Detail
- ✓ Master Content by Location - Detail
- ✓ Max Concurrent Attendees
- ✓ All Content Views – Summary
- ✓ All Content Views - Detail
- ✓ Content by Location - Summary
- ✓ Content by Location – Details
- ✓ Webinar Views - Summary*
- ✓ Webinar Views - Detail*
- ✓ All Location Entries - Summary
- ✓ All Location Entries - Detail
- ✓ Booth Entries - Summary
- ✓ Booth Entries - Details
- ✓ Auditorium Entries - Summary
- ✓ Auditorium Entries - Detail
- ✓ Total 1:1 Chats Initiated
- ✓ Chats Per Attendee
- ✓ Public Chat Transcripts
- ✓ Rep Chat
- ✓ Watch List Details
- ✓ Attendee Profile Notes
- ✓ Doorway Clicks by Location
- ✓ Doorway Clicks - Detail
- ✓ Click Actions by Location
- ✓ Click Actions - Detail
- ✓ Content Sharing - Summary
- ✓ Content Sharing - Detail
- ✓ Average Duration
- ✓ Visits by Region
- ✓ Visits by Device
- ✓ Leaderboard
- ✓ Content Library

*Additional webinar reporting available