

Analytics

Measure the Performance of your Videos and Optimize your Content

movingimage Analytics provides you with a tool for clear and intuitive statistics. It not only allows you to track the performance of your videos, but also to understand the behaviour of your target group and as well as the quality of your video content.

We offer:

- ✓ 1 Tool for 100% performance-tracking
- ✓ Sharing reportings with a few clicks
- ✓ 60+ metrics and dimensions
- ✓ Data from 197 countries

ADVANTAGES



Analyze your video performance in real time

Combine your data, calculate averages, use dimensions to keep track of your KPIs and visualize your success. For example, you can measure video plays, unique users, or average play time.



Get to know your audience better

Only when you really know your audience you can learn how to optimize your video content. Track what devices people are watching your videos on, how they interact with your videos, and where your audience is watching from.



Generate an unlimited number of reportings

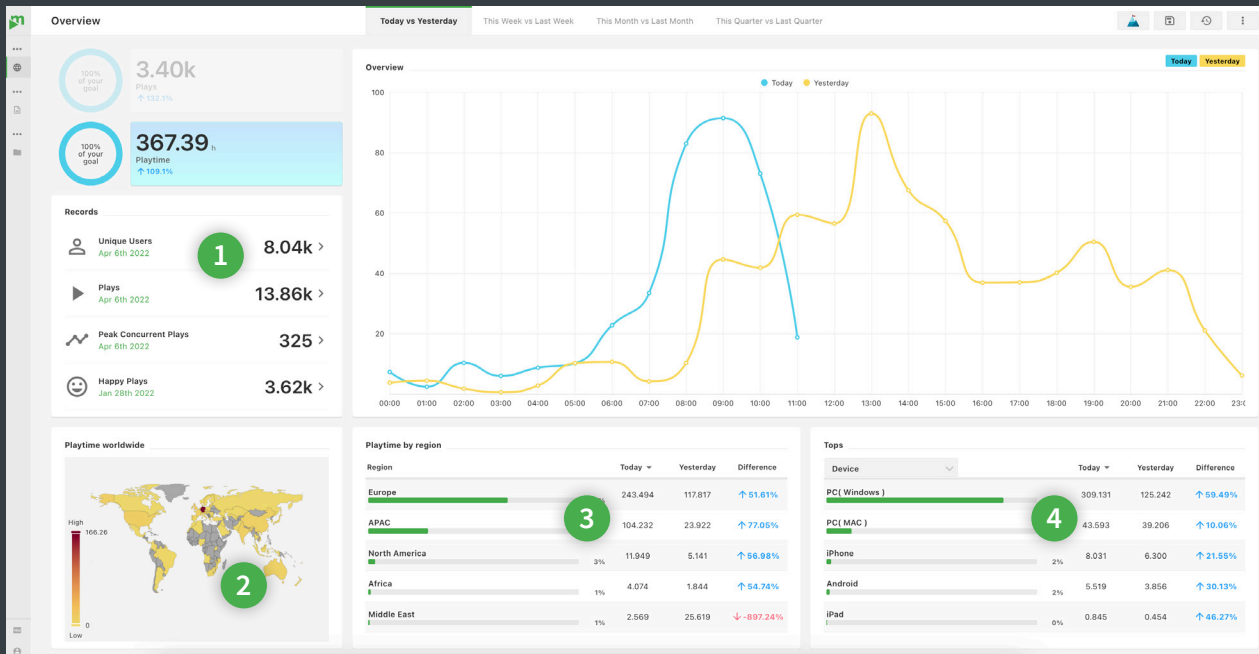
Set up an unlimited number of reportings and decide to whom and how often they are automatically sent by e-mail. This saves you valuable time.



Use your video budget efficiently

Which videos performed well, which didn't? With insights from past campaigns, you can learn how to make the most of your video budget. Clear dashboards and automatically sent reports help you to simplify your daily routine.

MAIN OVERVIEW DASHBOARD



In addition to the graph that enables you to compare the number of views from different time periods, the following data is also displayed:

1 Records

Best-performing metrics are displayed on the left. Examples include unique users and plays.

2 Plays Worldwide

Shows where your video plays are coming from, using a world map as a visual.

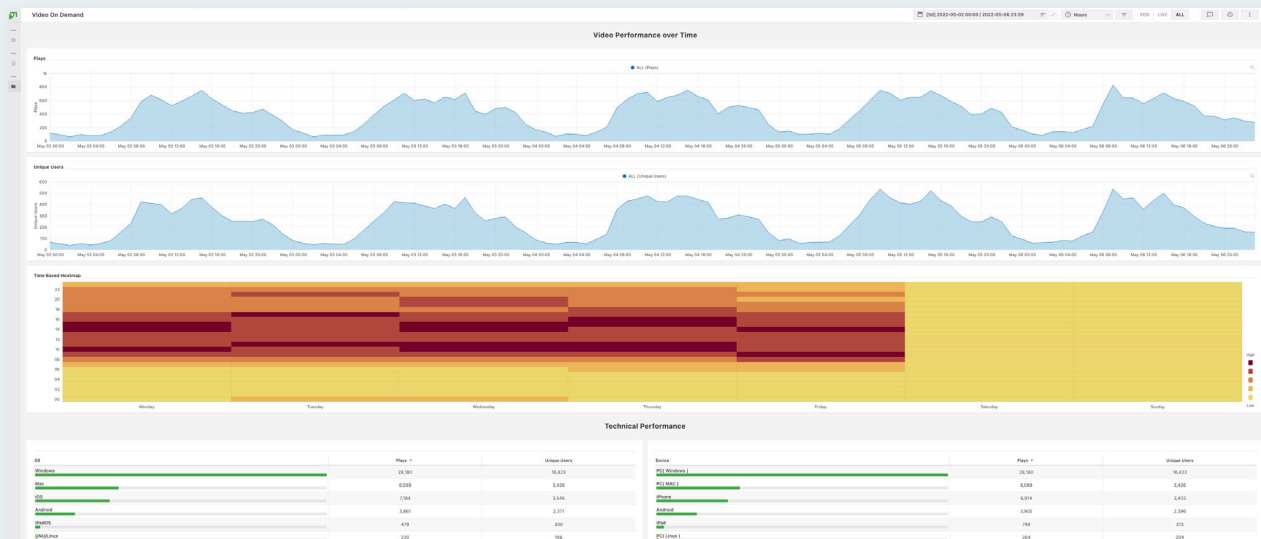
3 Plays by Region

You now have geographical information about where your videos are viewed.

4 Top Dimensions

Help interpret your data in an in-depth fashion by using dimensions. As an example, you can see which devices are used to play the video.

VIDEO ON DEMAND DASHBOARD



The main dashboard displays live data and contains numerous of informative elements, such as

- ✓ **Top performing videos:** shows you the number of plays and unique users
- ✓ **Video performance:** shows how many times a video was played for a specified time
- ✓ **Heat map:** shows when videos were accessed
- ✓ **Technical performance:** shows where and how videos were accessed
- ✓ **User engagement:** shows viewer behavior
- ✓ **Geographical distribution:** shows you where your videos are being watched using interactive world map

REPORTING FLATRATE

Want to export the video data from your dashboard? With our analytics tool, you can configure an infinite number of reportings in different formats. Once set up, you can decide to whom and how often they are automatically emailed. You can choose an hourly, daily, weekly or monthly cycle. This is especially handy if your colleagues regularly need video data for their analysis.

The 'Report Creator' interface allows users to configure and export reports. It includes sections for 'General' (Report Name, Export format, Create as), 'Frequency' (One-time or Recurrent, Date Range, Timezone), 'Report storage' (Add Storage), and 'Notification Channels' (Add Channel). The 'Build' button is highlighted with a green checkmark, and the 'Export' button is highlighted with a green circle.