Registrations

- 2,345 Registrations
- 45% Participation
- 2.4% Registration to Participation Rate
- 1.2 Avg. Sessions Added to Calendar Per Add to Calendar Participant

Participation Graph

Top Registrations by Source

- Direct
- Email
- Social

Registration by Country

- United States: 131
- Israel: 79
- United Kingdom: 69
- Canada: 44

Registration by Company

- U1200 Name: 132
- U1200 Name: 99
- U1200 Name: 71
- U1200 Name: 61

1,111 Participants Watched More Than One Session

68% of Total Unique Viewers

Participants that Watched More Than One Session Per Track

- Branding Series: 333
- Sales Performance Analysis: 222
- New Project Management Strategies: 11

Age Breakdown

- 18-24: 67%
- 25-34: 26%
- 35-44: 3%

Gender Breakdown

- 46% Female
- 54% Male
C&C Overview

- 12% Participation in chats (p2P) - Participated - Sent at least 1 message
- 3456 Invites sent
- 5678 Invites accepted
- 123 Invites invited
- 234 Notifications sent

C&C Insight

- Add key finding or conclusion based on C&C data

Invites vs. Accepted Invites

- Open Invitations
- Accepted Invitations

Messages Over Time

- 123 Messages Between Attendees
- Moderated Chat
  - 12 Most Threads by Single Attendee
  - 2.3 Avg. Threads Per Attendee
  - 3.5 Avg. Messages Per Thread
  - 12.1 Avg. Messages Per Chat

- 22 Messages Between Attendees and Moderators
- Discussion Panel
  - 11 Users Sent To Moderation
  - 3 Discussion Panel Where Do We Go From Here?

Top Chat User Activity by Session

- Opening Keynote From CEO
- Discussion Panel: Where Do We Go From Here?
- Closing Keynote: Putting It All Together

Polls Insights

- 4.3 Average Session Satisfaction Score (287 Votes)

Top Polls by Participation

- 22% Of Users Viewed Polls

Poll: Are You Happy With Your CEO?

- 42% said they were very happy
- 21% said they were somewhat happy
- 26% are neutral
- 16% reported not being happy

Notifications Breakdown by Type

- 79 Engagement Notifications
- 56 Speaking Invite Notifications
- 24 Speakers Notifications
- 12 Sponsor Notifications
Sessions - Live sessions data only

Opening Keynote From Our CEO
Jan 01, 2021 | 9:00 AM - 10:00 AM EST

454 Total Reactions
334 Applause
54 Curious
36 Laugh
123 Love
23 Wow

* Live sessions data only

January 01, 2021 | 9:00 AM - 10:00 AM EST
Video Location

456 Total Reactions
234 Applause
54 Curious
36 Laugh
123 Love
23 Wow

Opening Keynote From Our CEO

1,234 Plays
890 Unique Viewers
32.1% Live Engagement Rate
23 Avg. Minutes Viewed

2,345 Player Impressions
321 Added to Calendar

Discussion Panel: Where Do We Go From Here?
Jan 01, 2021 | 10:00 AM - 11:30 AM EST
Video Location

480 Total Reactions
334 Applause
66 Curious
25” Laugh
123 Love
32 Wow

* Live sessions data only

January 01, 2021 | 10:00 AM - 11:30 AM EST
Video Location

1,234 Plays
789 Unique Viewers
65.4% Live Engagement Rate
32 Avg. Minutes Viewed

345 Player Impressions
567 Added to Calendar

Closing Keynote: Let’s Make 2022 Our Best Year Ever.
Jan 01, 2021 | 11:30 AM - 12:30 AM EST
Video Location

15 Total Reactions
12 Applause
2 Curious
1 “ Laugh
2 Love
1 Wow

* Live sessions data only

January 01, 2021 | 11:30 AM - 12:30 AM EST
Video Location

56 Plays
23 Unique Viewers
54.3% Live Engagement Rate
5 Avg. Minutes Viewed

45 Player Impressions
43 Added to Calendar

Watched/played sessions - Video entries played at least once
Player impression - The number of times a video player was loaded
Plays - The number of times that actual video content started playing
Avg. minutes viewed - The average of total minutes played by all unique viewers (total min. viewed/total unique viewers)
Live engagement rate - The percentage of total view time of unique viewers that have both the tab in focus and the sound on for the session from the total viewed time for all unique viewers

Unique viewers - Users that had an active viewing action
Engaged users – Percentage of users from the active users that have both the tab in focus and the sound on for the entry
Good engagement - Tab in focus and sound is on
High engagement - Tab in focus, player is in fullscreen mode and sound is on

*Summary analytics calculated from Jan 1, 9 AM EST to Jan 2, 5 PM, 6:20 AM EST, unless stated otherwise. All times appear in EST.
**Sessions shown on the homepage hero banner have a high number of plays and unique viewers (both live and VOD).

Hours viewed are less impacted by the hero banner.