

Viewer Clickpath Tracking

The Viewer Clickpath Tracking Reports make it possible for you to follow the specific clickpath behavior of presentation viewers. This group of reports is an add-on module to Brainshark and may not be included in your version of the product. Once enabled, there are three reports to which you have access: Viewer Clickpath Details, Viewer Clickpath Summary, and Viewer Dropoff. For example report images, click [here](#).

Viewer Clickpath Details

Displays the specific behavior of the viewer including which slides were viewed, for how long and in what order. Use it when you want to understand the path that a viewer is taking while watching your presentation. This report also details Password and Guestbook completion, Total Viewing Time for each slide, as well as which Attachments were opened. Filters can be used to narrow the information in the generated report.

Viewer Clickpath Summary

Shows slide level summary data on the behavior of all viewers of a single presentation. Use it to see the Percentage of Views by slide, Average Duration (time) viewed per slide, and Average Audio played by slide. The information is presented in a graphical and text formats.

Viewer Dropoff

Details the point at which Viewers left a presentation. Use it to understand the impact of including a Password or Guestbook or how the presentation of slides and audio impacted viewer consumption of your content. Filters can be used to narrow the information in the generated report.

Running Viewer Clickpath Reports in Brainshark

Click on the *Reporting* tab and select the **Viewer Clickpath Tracking Reports** folder:



Report Catalog: Brainshark Reports > Presentation Reports

-  **Presentation Creation**
What presentations have been created?
-  **Viewing Details by Presentation**
Who viewed the presentations, when and for how long?
-  **Viewing Details by Viewer**
Which presentations were viewed by unique viewer, when and for how long?
-  **Viewing Summary by Presentation**
Summary Activity # of views, Avg % completed.
-  **Viewing Summary by Viewer**
Summary Activity # of views, Avg % completed.
-  **Question Reports**
How did viewers score on evaluation questions? How did viewers respond to poll and survey questions?
-  **Viewer Clickpath Tracking Reports**
What is the effectiveness of my content? How much of my presentation was viewed, for how long and where are viewers dropping off?
-  **Viewing Analysis Reports**
How effective was content? When are presentations viewed?

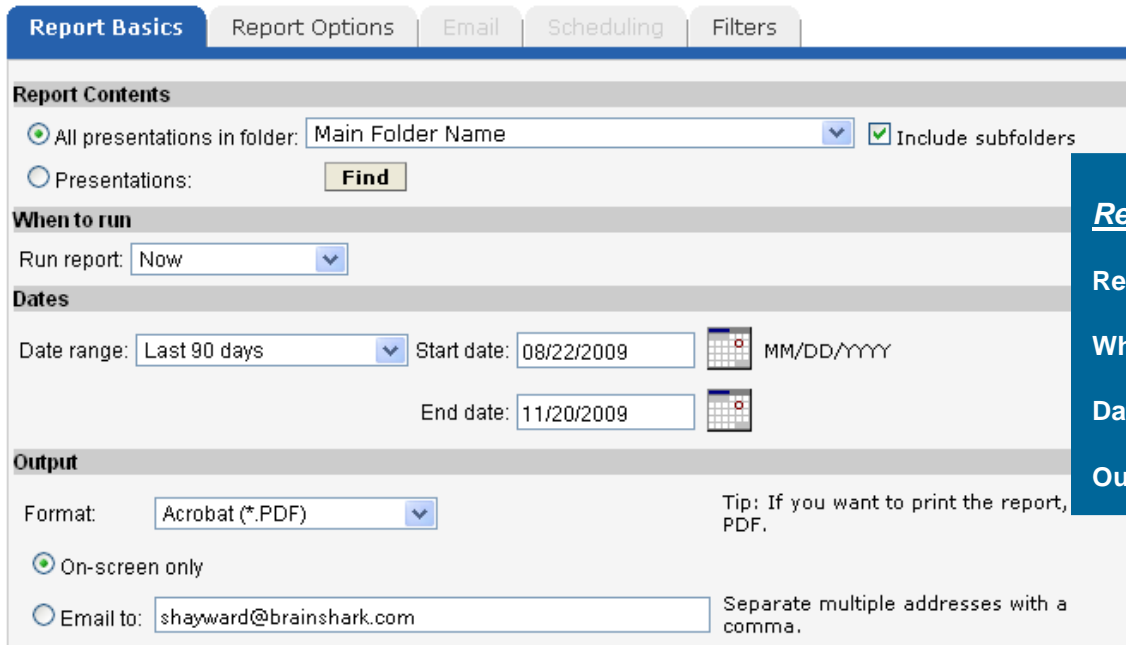
Choose the **Viewer Clickpath Tracking Reports** folder:

Select the report you want to run:

-  **Viewer Clickpath Details**
The exact order of slides viewed by each viewer.
-  **Viewer Clickpath Summary**
Slide level summary data.
-  **Viewer Drop-off Summary**
At what point did my viewers leave my presentation?

Viewer Clickpath Summary can be run on one presentation at a time only; whereas, the **Clickpath Details Report** and the **Drop-off Summary Report** both give you the option of running the report on one presentation, on multiple presentations or on a Folder, including or excluding subfolders, as you choose.

On the *Report Basics* tab:



The screenshot shows the 'Report Basics' configuration form with the following sections and fields:

- Report Contents:**
 - Radio button selected: All presentations in folder: Include subfolders
 - Radio button unselected: Presentations:
- When to run:**
 - Run report:
- Dates:**
 - Date range: Start date: MM/DD/YYYY
 - End date:
- Output:**
 - Format:
 - Tip: If you want to print the report, PDF.
 - Radio button selected: On-screen only
 - Radio button unselected: Email to: Separate multiple addresses with a comma.

Report Basics:

Report Contents

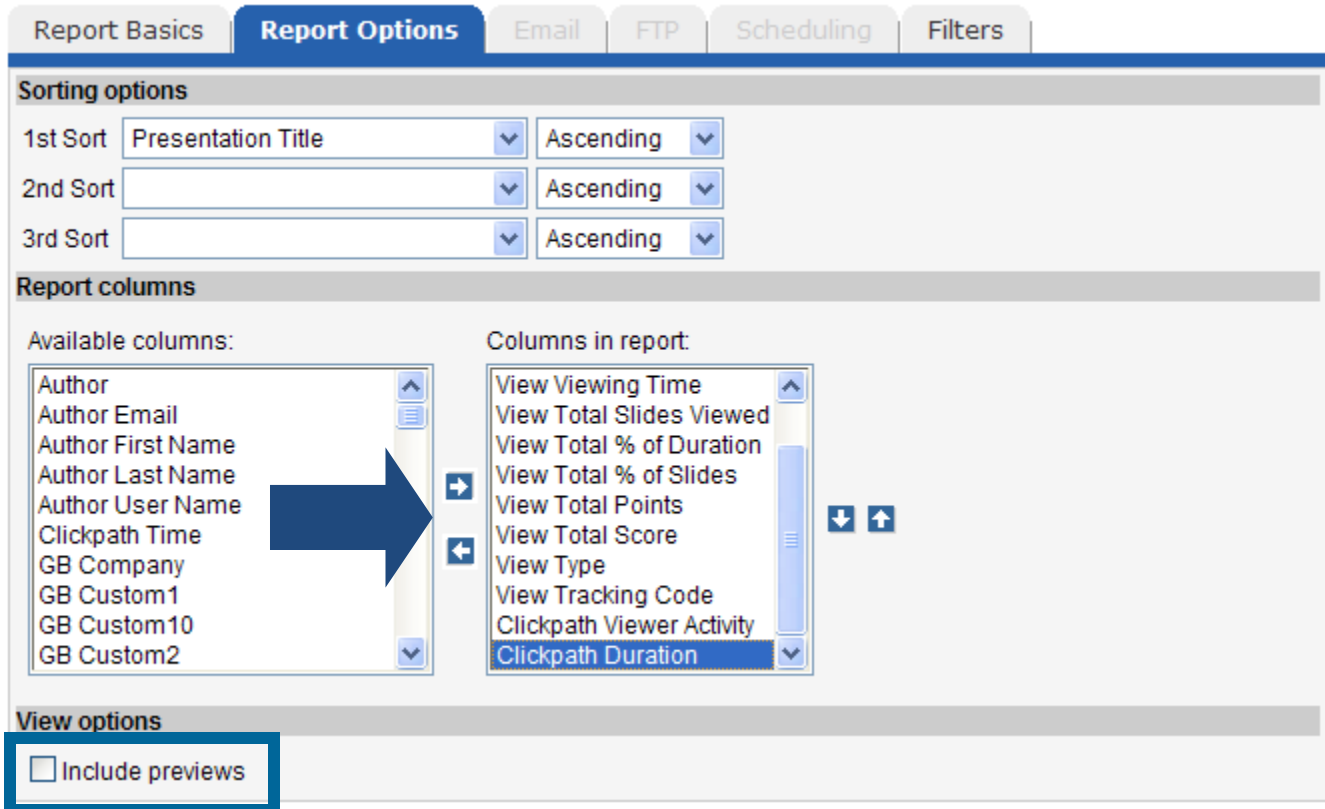
When to Run

Dates

Output

- Choose the report contents – on which presentation(s) you will run the report
- Choose whether you are going to run your report on demand; schedule the report to run nightly, weekly, or monthly; or save it as a template for future reporting ease
- Choose the date range for the report
- Choose your format: PDF for printing, .csv for a spreadsheet that can be sorted or manipulated, or .xml for importing into another application
- Choose whether you would like to have the report shown on screen or sent via email

Move to the *Report Options* tab. On this tab, specify the sorting options and report columns for the output report. The image below reflects the Report Options tab for the Viewer Clickpath Details report; the content of this tab varies based on the report that you select.



Report Options

Sorting options

1st Sort: Presentation Title (Ascending)

2nd Sort: (Ascending)

3rd Sort: (Ascending)

Report columns

Available columns:

- Author
- Author Email
- Author First Name
- Author Last Name
- Author User Name
- Clickpath Time
- GB Company
- GB Custom1
- GB Custom10
- GB Custom2

Columns in report:

- View Viewing Time
- View Total Slides Viewed
- View Total % of Duration
- View Total % of Slides
- View Total Points
- View Total Score
- View Type
- View Tracking Code
- Clickpath Viewer Activity
- Clickpath Duration

View options

Include previews

- Choose your sorting options and if you would like subtotals
- Choose the columns you want included in your report from the Available columns at the left
- Choose the order you want the columns to appear in the report by moving items up or down the list at the right

Note: In most cases, you will want to leave 'include previews' unchecked. Checking this option includes views by the Author previewing the presentation during development.

On the *Email Options* tab, customize the message that will accompany your report:

Report Basics | Report Options | **Email** | FTP | Scheduling | Filters

Email Settings

From:

Subject:

Message:

Note: Edit text here freely, just be sure to leave the text and the chevrons “<<Text>>” as they produce the link to the actual report.

For scheduled reports, determine which day(s) of the week you would like the report to run:

Report Basics | Report Options | Email | FTP | **Scheduling** | Filters

Scheduling options

Scheduled reports are run between midnight and 8:00 AM Eastern time on the schedule date

Nightly report

Run on the following days:

Sun Mon Tue Wed Thu Fri Sat

Filters give you the ability to set parameters and narrow the data in the final report.

Report Basics | Report Options | Email | FTP | Scheduling | **Filters**

Group filters

Only presentations authored by this group

Only views by users in this group

Advanced filters

Hint: Click a filter condition or operator to edit it.

Filter column	Operator	Value
<input type="text" value="GB Last Name"/>	<input "="" type="text" value="="/>	<input type="text" value="Kobelski"/>

GB Last Name: the viewer's last name as specified using the presentation's guestbook
 Value is alphanumeric

Use the filter column and the operator keys to set the parameters.

- From *Filter column*, use drop-down list to select the filter condition
- Select the *operator*
- Select or enter the *value* for the filter
- Click *Add*
- Click on the parameter to edit or delete it
- Click on the operator to change from AND to OR and vice versa

Check below the filter column choice for helpful hints on creating appropriate values.

Click *Run Report* or *Save*.

Report Samples

Viewer Clickpath Details

This report shows a single viewing instance. In this example, the viewer complete the password, filled out the guestbook and viewed slides 1 through 6, then viewed slides 4 & 5, then viewed slides 7 through 14. He launched an attachment, viewed slide 2, launched another attachment and then viewed slide 14. The activity duration column shows how much time was spent on each slide.

Presentation Title	Date/Time	Viewer Info*	Viewing Time	Slides Viewed	% of Slides	% Duration	Activity Time	Viewer Activity	Activity Duration
Movie Shark Quiz (#421960722)	2007-07-06 13:43	[Williams, Ted]	3:37	14	100	100	13:42:43	Password	
							13:42:51	Guestbook	
							13:43:24	1. 'Welcome'	0:06
							13:43:30	2. 'Examination'	0:05
							13:43:35	3. 'Examination'	0:04
							13:43:39	4. 'Untitled'	0:11
							13:43:50	5. 'Untitled'	0:06
							13:43:56	6. 'Product Features'	0:05
							13:44:01	4. 'Untitled'	0:11
							13:44:12	5. 'Untitled'	0:02
							13:44:14	7. 'Mission Impossible'	0:15
							13:44:29	8. 'Poll'	0:05
							13:44:34	9. 'Untitled'	0:27
							13:45:01	10. 'Survey'	0:10
							13:45:11	11. 'Untitled'	0:07
							13:45:18	12. 'Survey'	0:18
							13:45:36	13. 'Survey'	0:10
							13:45:46	14. 'Untitled'	0:32
							13:45:58	Launch 'close encounters.mp3'	
							13:46:18	2. 'Examination'	0:29
							13:46:26	Launch 'Rocky - Movie Theme.mp3'	
							13:46:47	14. 'Untitled'	0:08

- Tracks time spent on each slide
- Tracks other activity such as guest book completion, password and launching attachments.

*Key: Viewer Info = Last-name, First-name or [Guestbook-Last-name, Guestbook-First-name]

Viewer Clickpath Summary

This report shows:

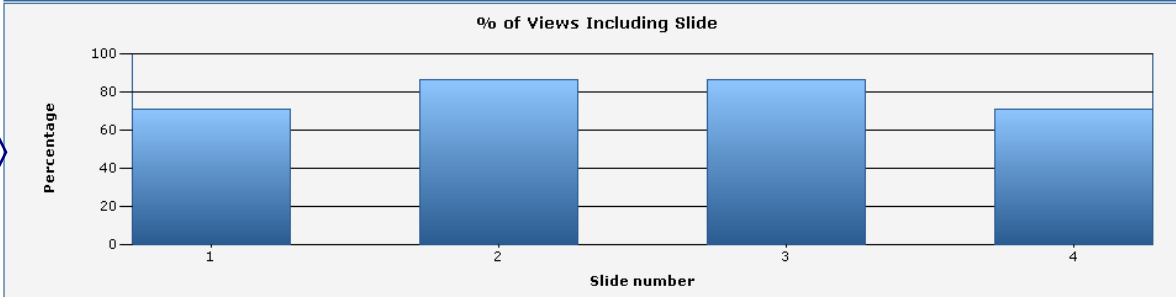
1. The percentage of total views relative to each slide (graph 1 below)
2. Average second views per slide (graph 2 below)
3. Average audio listed per slide (graph 3 below)
4. Attachments downloaded (raw data table)
5. Viewing data (raw data table)

Viewer Clickpath Summary

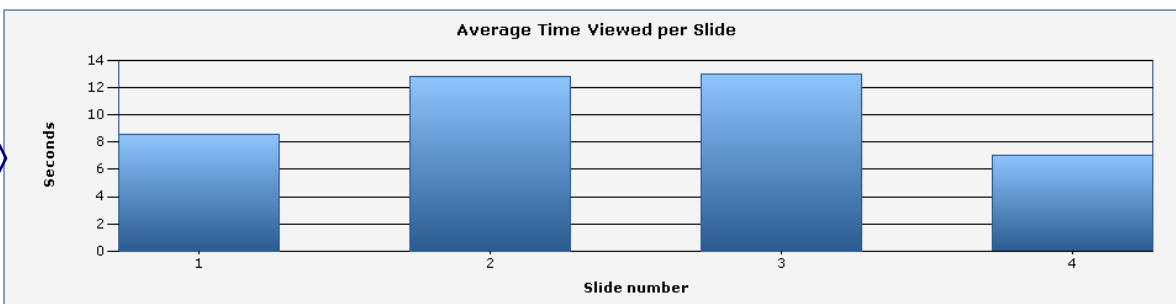
Presentation Wizards (#658713588) [inactive]

2007-01-01 to 2007-07-06

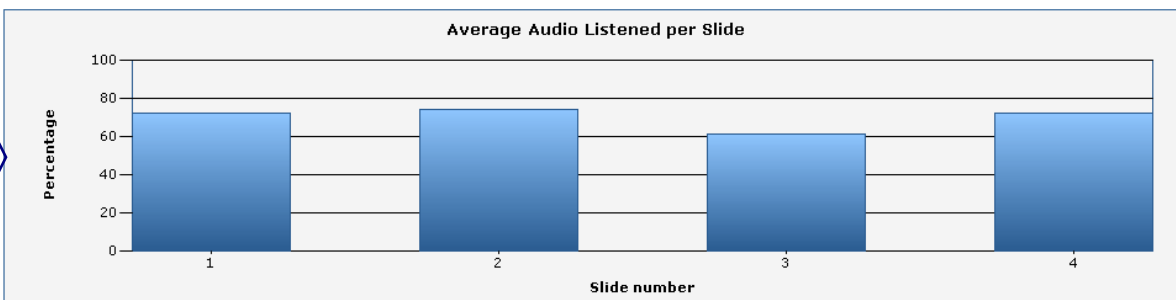
1



2



3



	# of Views	% of Views	Avg Time Viewed	Avg % Listened
Slides				
1. Presentation Wizards	5	71	0:09	72
2. Wizard Intro	6	86	0:13	74
3. Create Wizard	6	86	0:13	61
4. Create from Wizard	5	71	0:07	72
Attachments				
http://cco.brainshark.com	5	71		
Brainshark Clickpath Tracking x Reporting.ppt	3	43		

Total views: 7

Viewer Drop-off Summary

Viewer Drop-off Summary

2007-01-01 to 2007-07-27

Presentation Title	Dropped at Password		Dropped at Guestbook		Views		Total
	Actual	%	Actual	%	Actual	%	
Animation Best Practices (#264176880)	5	13%	4	11%	29	76%	38
Movie Shark Quiz (#421960722)	31	27%	7	6%	77	67%	115

As of 2007-07-27, 2007 16:17

1 of 1

- This report shows the number and percentage of viewers who dropped off at Password and Guestbook (and therefore did not watch the presentation).
- The **Total** shown represents the total clicks of the presentation link.
- The **Views** represents viewers who watched at least one slide in the presentation.