

Event Reports FAQs

This article covers frequently asked questions about event reports. Unless otherwise noted, the answers apply to Webcast account holders (*moderators*) who schedule, run, and manage events.

Recommended reading: [What types of reports can I get on my event?](#) and [Run event reports](#)

What reports can I get for my event?

Event data is grouped into two categories: Audience Details and Event Analytics. When an event ends, generate an Event Analytics report for summary data about the event, like the total number of registrants, attendee locations, and survey results. Run an Audience Details report for a per-attendee breakdown of items like registration details, individual attendee questions, survey responses, etc.

For a full list of all the data you can include in your reports, see [What types of reports can I get on my event?](#)

Can I run a report on multiple events at one time?

Yes. You can select more than one event and even folders of events to include in your report. To run a report on multiple events, click the **Reports** tab and under Selected Events, click **+ Add Events / Folders**. Select the events and data you want to include and run your report.

To view analytics for a specific event, at the bottom of the report, click the event ID.

Can I run a report on an attendee portal?

Yes. To run a report on an attendee portal, on the My Events tab, click the portal and then click **Reports**. On the Reports tab, select the data to include and run your report.

Attendee portal reports only display portal registration data, they do not include individual event viewing data. To access viewing data, run a report for each event you linked to the portal.

Can I automatically receive event reports?

Yes. You can subscribe to event registration and attendance reports for a specific event, and receive them by email.

To subscribe to reports, edit the event and on the Event Summary tab, click **Subscribe to Reports**. In the Report Subscriptions window, next to the report you want to receive, select how frequently you'd like to receive the reports (daily, weekly, or monthly), enter your email, and click **Save Changes**.

Can I see a list of all registrants?

Yes. To view a list of everyone who registered for an event, run an Audience Details report and include Registration Data.

Why are some registrants highlighted in blue in my report?

In Audience Details reports, registrant lines are highlighted in blue when the same email address was used to view the event in multiple, overlapping sessions. Usually, this is because the attendee was watching the event on multiple devices, or the same email address was used by multiple attendees to view the event.

To view login and logout times for each attendee session, run an Audience Details report and include Usage data and Session Breakout data.

Can I see the percentage of registrants who attended my event?

Yes. When you run an Audience Details report and include Usage data, the percentage of registrants that attended the event or the replay displays in the Total Conversion Rate column. The percentage of registrants that attended the Live event displays in the Live Event Conversion Rate column.

Can I view attendee actions (such as submitted questions or survey responses)?

Yes. To view attendee actions during the event, run an Event Analytics report and include the data that corresponds with the action you want to view. For example, to view the questions submitted by attendees, include Q&A Summary data in your report.

For a full list of all the data you can include in your reports, see [What types of reports can I get on my event?](#)

Can I see a list of presenters and their actions during the Live event?

Yes. This information is captured in the event activity log. During the Live event, at the top of the Live Studio window, click **Activity** to see actions logged in real time. To view all presenter

actions after the event ends, edit the event and on the Event Summary tab, under Live Event Activity, click **View Activity Log**.

What is the difference between Sessions and Unique Viewers?

In the Audience Details report, Unique Viewers indicates the total number of individual registrants (identified by their email addresses) that viewed the event. Sessions indicates the number of times each registrant attended the event (or viewed the replay). If a registrant views the event three times with the same email address, they display as one unique viewer with three separate sessions.

Revision #4

Created 2 May 2022 18:53:51

Updated 4 May 2022 13:39:16