OnAIR Analytics

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When setting up your OnAIR portal, your Analytics Options are:

- **Enable Analytics Dashboard** — check this to enable the Analytics Dashboard
- **Dashboard Access Email Addresses** — enter the email address for each person authorized to access the Analytics Dashboard during your OnAIR program
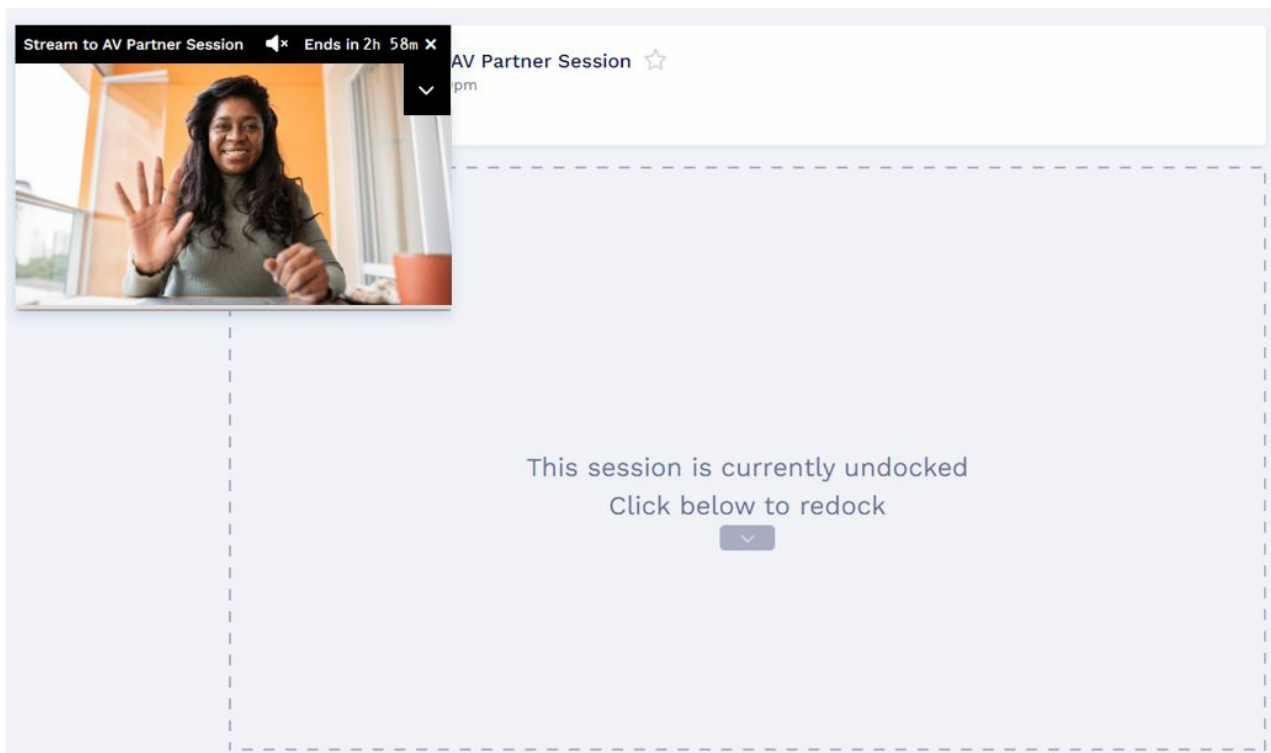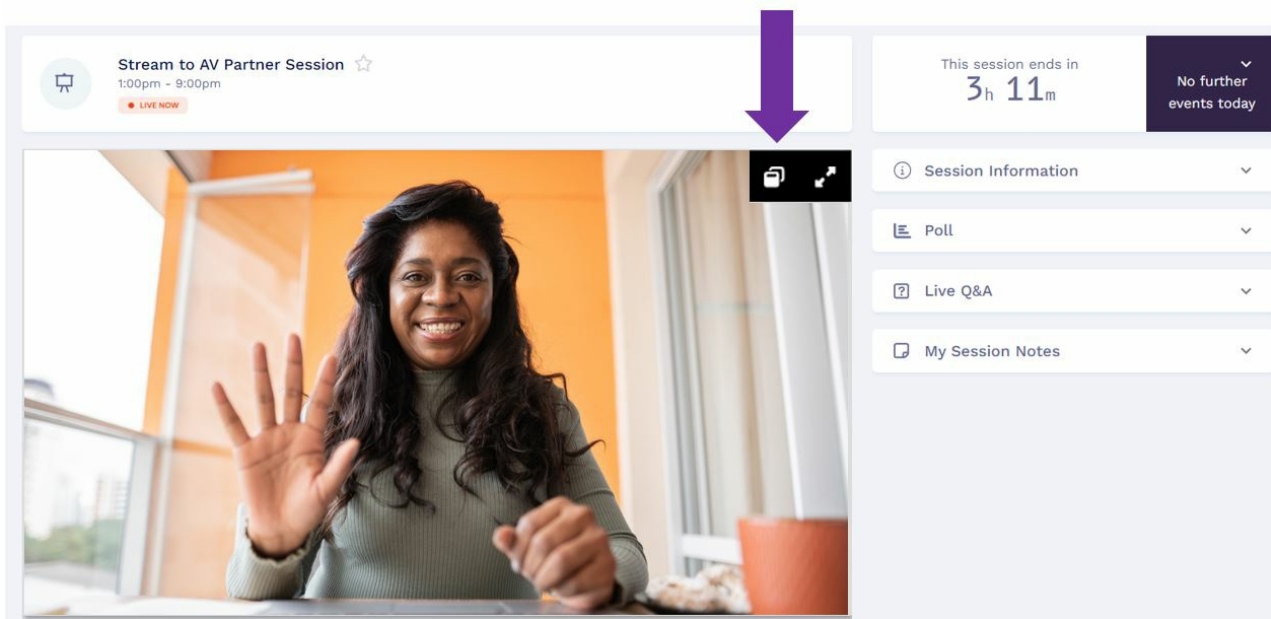
Analytics Dashboard

You can see and analyze a wide variety of data about your virtual program via the OnAIR Analytics dashboard.

- **The Timeline tab** shows a real-time display of attendance across the entire timeline, in sessions and functions, or attendance in the virtual exhibition.
- **The Sessions tab** shows a real-time display of attendance for each session, broken down by specific days. Indicators show how many people previously attended and are currently attending.
- **The Functions tab** shows a real-time display of attendance for each function, broken down by specific days. Again, you can see a breakdown of previous and current attendees.
- **The Posters tab** shows a real-time display of attendance for each poster session, broken down by specific poster presentations. Indicators show numbers previous attendees, those currently attending, and those in the queue.
- **The Exhibition tab** – All Display shows in real time information across your entire exhibition as well as for specific exhibitors. See Exhibition Analytics for more information.
- **The Map** is powerful geolocation tool that shows the numbers of attendees from each country. You can adjust the map timeline and see how the numbers rise and fall during the entire event.
- **The Report tab** displays a variety of reports that can be viewed online or printed.

> **Note:** Reports in the Analytics area of OnAIR are accessible for 30 days.
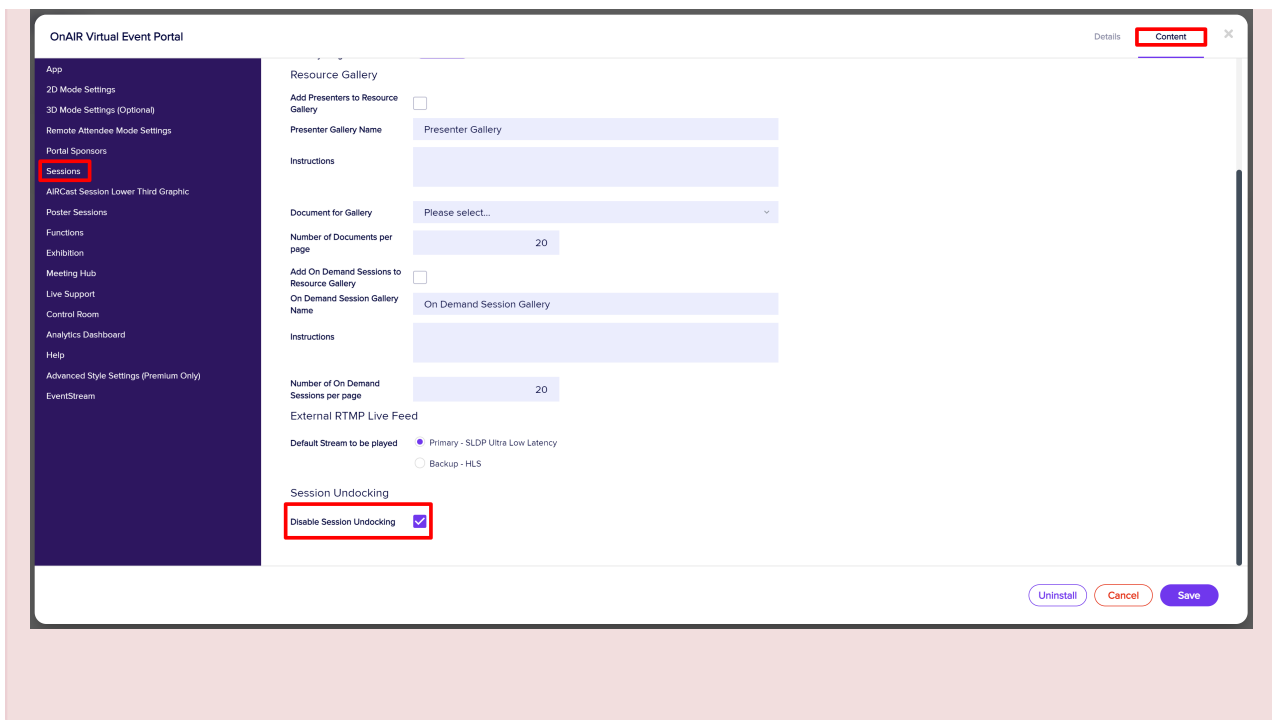
> NOTE: In the OnAIR portal, attendees have the option to "undock" their display as shown below:

If undocked, the attendee will no longer register as being 'in the session' for analytics purposes.

You can disable the undocking feature in your OnAIR portal – Content – Session setup.

See screenshot below:

In the Analytics Dashboard, you have an extensive selection of reports you can view and export from OnAIR. These reports are fully up-to-date and accurate to the time they are run and offer a variety of data points and detail.

You can run reports for:

- Session
- Function
- Exhibition
- Poster
- OnAIR Platform
- Help Desk
- Attendee Journey

Each of these categories offer the ability to filter within the category and then choose from a list of pre-built reports.

Session

Session reports provide valuable data about participation in your OnAIR sessions. When you select session, you will be shown a second dropdown list of all available sessions at your event.

Once you select a session, you will be able to run these reports:

- Attend Session (After the Session)
- Attendance Report
- Attendance Report – Session Recording
- Attended Session

- On-Demand Session Gallery – Viewed Videos
- On-Demand Session Gallery – Visited
- Participated in a Live Poll
- Participated in Live Q&A
- Presented in Live Session
- Presenter Gallery – Visited
- Watched Session Recording
- Watched Session Recording (Presenter)

Function

Function Reports provide valuable data about participation in your OnAIR functions. When you select function you will be shown a second dropdown list of all available functions at your event.

Once you select a function, you will be able to run these reports:

- Attended Function
- Joined Function Conversation

Exhibition

Exhibition Reports provide valuable data about your attendee's participation with different exhibitors. When you select Exhibition, you will be shown a second dropdown list of all available Exhibitors at your event. You can also choose "All" which generates a report of all exhibitor data.

Once you select a specific Exhibitor (or All) you will be able to run these reports:

- Brochure Gallery – Viewed Brochure
- Brochure Gallery – Viewed Video
- Brochure Gallery – Visited
- Brochure Gallery – Visited URL
- Captured Exhibitor Lead
- Downloaded Exhibitor Brochure
- Exhibitor – Attendee in Live Pre-Scheduled Meeting
- Exhibitor – Attendee Waiting for Live Pre-Scheduled Meeting
- Joined Exhibition Presentation
- Joined Exhibition Live Chat
- Joined Exhibition Live Meeting
- Viewed Exhibition Presentation
- Visited Exhibitor

- Visited Virtual Exhibitor

Poster

Poster session reports provide valuable data about participation in poster presentations. When you select poster, you will be able to run these reports:

- Attended Poster Presentation
- Attended Poster Session
- Poster Gallery – Visited
- Viewed Poster Presentation

OnAIR Platform

OnAIR Platform reports provide a selection of reports that report on your overall OnAIR Event. When you select OnAIR Platform, you will be able to select these reports:

- Accessed Virtual Control Room
- Attendee to Attendee Virtual Meeting
- Downloaded Handout Report
- Exhibitor Pre-Scheduled Meeting
- Exported Contacts
- Exported Notes
- Galleries Visited
- Made Meeting Hub Connection
- Sponsor Banner Click
- Started Host Feed from Virtual Control Room
- Stopped Host Feed from Virtual Control Room
- Successfully Signed In
- Updated Profile

Help Desk

Help Desk reports provide a selection of reports that report on your Live Support activity at your virtual program. When you select Help Desk, you will be able to select these reports:

- Cancelled Live Support Request
- Completed Live Support
- Requested Live Support

Attendee Journey

Attendee Journey is a powerful display of all actions taken by a specific attendee. Every choice an attendee makes is typically recorded as an action, such as Successfully Signed In, Timeline, Updated Profile, Viewed Session and much more.