

# Content Tracking

The Content Tracking report provides information about views of a selected content item for a selected date range.

You can check the total number of views and downloads of a content item. This report can be used for tracking the time viewers spent on a given media file.

To view the Content Report:

- 1. On the Tracking Page, click **Content Tracking**.
- 2. Choose a presentation or a file and click on its title to display the whole report or  
Click **View Report** in the corresponding row.

The page provides information about views of a selected content item.				Export ▾	3/08/2016 - 10/08/2016
Name ↓	Views	Downloads	Avg.Viewed		
<a href="#">!Software Simulation.pptx</a>	13	1	70%	View Report	
<a href="#">Bank_learning_EN</a>	59	0	–		
<a href="#">Customer Story Contest.url</a>	3	0	–		

The report page includes a summary header and a report table with detailed statistics for each traffic source.

←

Traffic Sources

!Software Simulation.pptx

Export

3/08/2016 - 10/08/2016

13

Total Views

1

Downloads

4/7

Avg. Viewed Slides

Traffic Sources

Slide Views

Source	Views	Unique Views	Avg. View Time	Percentage of total
Email	10	1	00:12:09	<div><div></div></div> 77%
Facebook	2	1	00:07:48	<div><div></div></div> 15%
Direct (Link)	1	1	00:00:12	<div><div></div></div> 8%

The summary part includes the following information:

Total number of views	The total number of views for a selected time range
Downloads	The total number of downloads for a selected time range
Avg. slides viewed/Avg. viewed	Average number of the viewed slides (for presentations) , average content viewing time (for other content types)

The traffic sources part allows you to compare the number of views with unique views for each source. Additionally, you can check the average view time and percentage of total.

You can dig even deeper. If you are viewing the report for a presentation, you can open the detailed stats for each slide in it. Click on the source title to see the list of slides in the selected presentation, their titles, the number of views (total and unique), the average time spent for each slide, and percentage of total.

!Software Simulation.pptx

Export ▾

3/08/2016 - 10/08/2016



2

Total Views

1

Downloads

4/7

Avg. Viewed Slides

00:07:48

Avg. View Time

Slide ▾	Views	Unique Views	Avg. View Time	Percentage of total
1. Main Screen	2	1	00:07:22	<div><div></div></div> 100%
2. Cloud Protection	1	1	00:00:07	<div><div></div></div> 50%
3. Main Screen Options	1	1	00:00:02	<div><div></div></div> 50%
4. Scan Options	1	1	00:00:02	<div><div></div></div> 50%