



CTI
MEETING
TECHNOLOGY

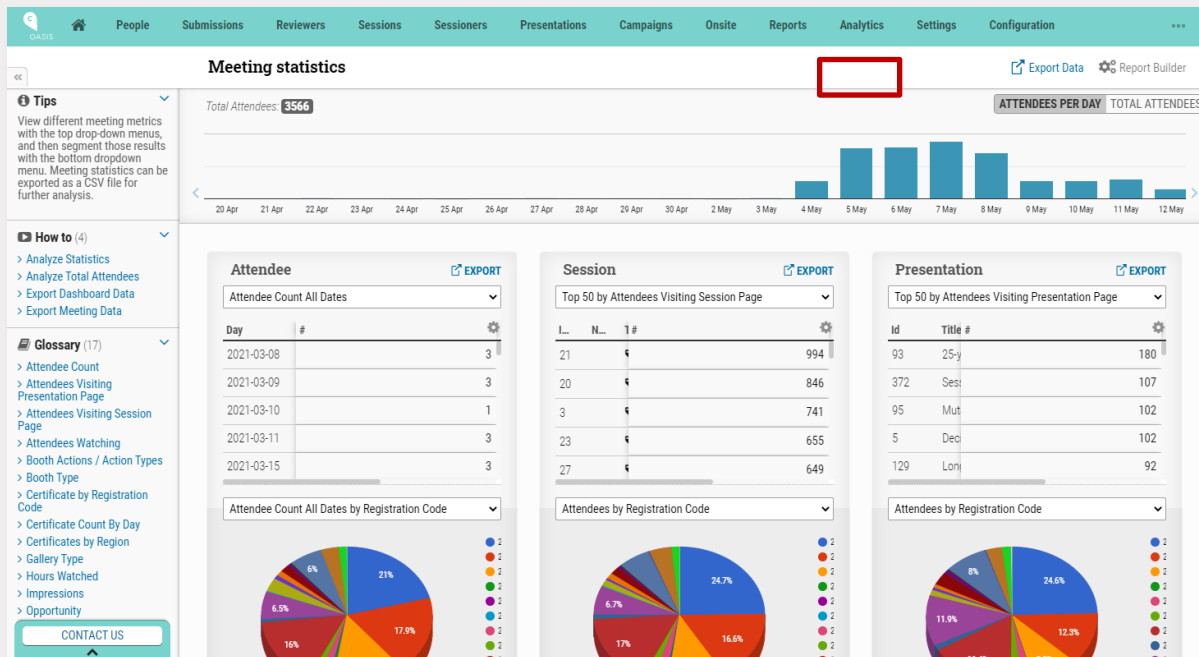
CTI Analytics:
Virtual Meeting Statistics
August 2023

cADMIN Analytics: Virtual Meeting Statistics Dashboards

Where: cADMIN>Analytics Dashboard


Who can access: CS, Authorized Client Staff

Analytics Tab—providing interactive visual and tabular analysis of meeting data to discover trends that can help in programming and marketing



Contents

- [CTI Analytics \(CTIA\) vs. Google Analytics \(GA\)](#)
- [Attendees Per Day](#)
- [Total Attendees](#)
- [Setup Analytics](#)
- ['Cards' \(e.g., Attendee, Session, Presentation, etc.\)](#)
 - [Attendee](#)
 - [Session](#)
 - [Presentation](#)
 - [Booth](#)
 - [Sponsorships](#)
 - [CME \(i.e., Certificate Statistics\)](#)
- [Export Data](#)
 - [Quick](#)
 - [Full](#)
- [Use Cases](#)
 - [Sponsor Banner Unique Views](#)
 - [Exhibitor Booth Comparisons \(includes video\)](#)
 - [Popular Sessions & Presentations \(includes video\)](#)
- [FAQs](#)
- [Glossary](#)



CTI Analytics (CTIA) vs. Google Analytics (GA)

CTIA data differs from GA and improves on it

Report Data	Google Analytics	CTI Analytics
Attendance	Based on browser cookie. Numbers inflated by attendees who block cookies.	Based on registration or SSO at login
Updates	12-48 hours before all stats are updated.	Released more frequently; not all dependent on GA
Visitor identity	Anonymous	CTI can use registration data to tie all site activity to individuals
Segmentation	Only determined by other data Google has collected on visitors from other sites.	Segments can be created with data collected in registration or AMS including by Reg Type, Region/Country, Member Type, Institution...
Video consumption	For most applications, if attendee watches for 15+ minutes, GA shows site exit	CTI tracks viewing in increments of 120 seconds and reports how much video has been viewed and how many started to watch.



Analytics Setup

1. To properly set up analytics in cAdmin to run on cAttendee, go to **Settings > Meeting information > Overview**
2. Click **Add Date Range**
3. For now, the **Purpose** is ALWAYS **VirtualMeeting**
4. **Instance/edition name:** ISA Vienna 2022 (name of meeting)
5. **Start date** is when the client wants to start collecting data (please set in advance to meeting start)
6. **Soft end date:** CTI currently only looks at Hard end date for when to end collecting data. But for now, set same as Hard end date
7. **Hard end date:** set for when data collection should stop
8. Notes: Additional optional notes
9. Click **Save**

Submissions Reviewers Sessions Sessioners Presentations

Meeting information & setup

Meeting instances / editions [ADD DATE RANGE](#)

Purpose	Label	Start date	Soft end date
Meeting	ISA: Vienna 2021	12/08/2021, 06:00 PM	12/21/2021

Add date range

*Purpose
VirtualMeeting

*Instance/edition name
ISA Vienna 2022

*Start date
02/25/2022

*Soft end date
11/25/2022

*Hard end date
11/25/2022

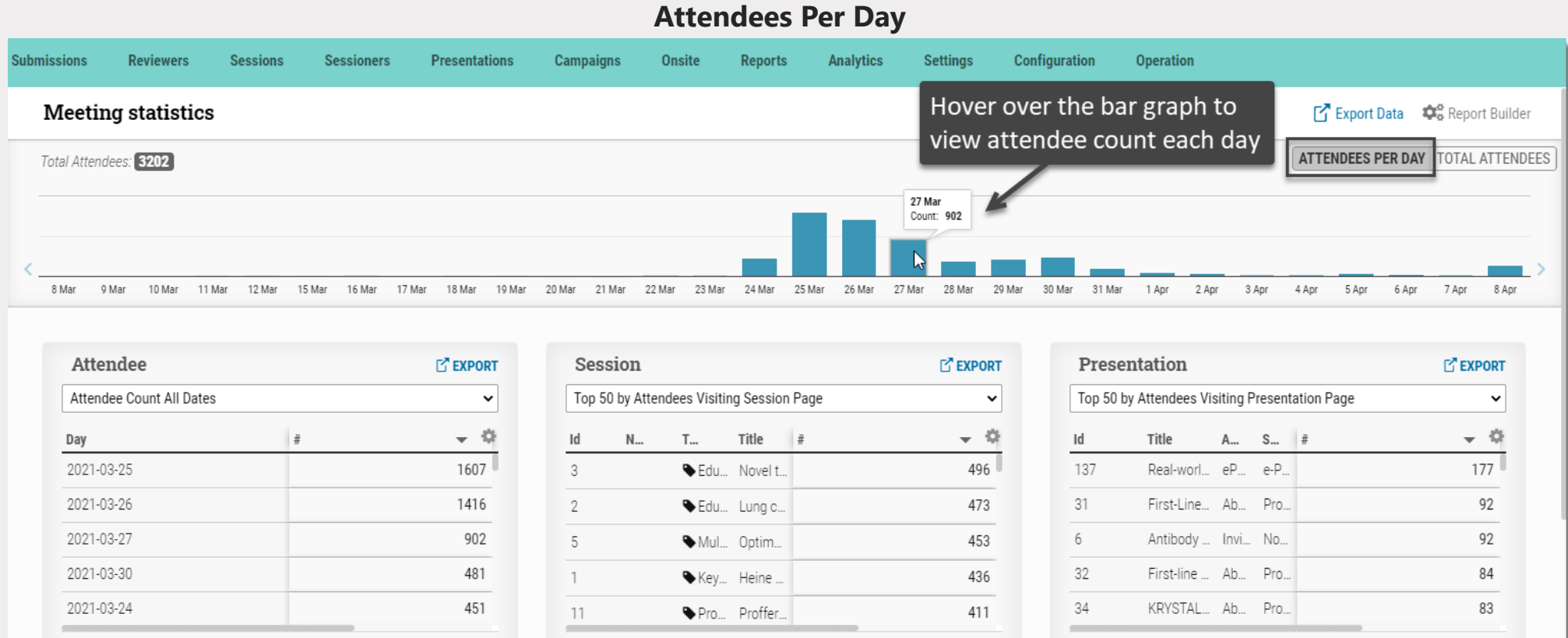
Notes

CANCEL SAVE



Attendees Per Day

For meeting organizers, daily attendance is a top-of-mind concern. This chart, located at the top of the Analytics dashboard will provide that information at a glance with a bar graph showing attendance by day.

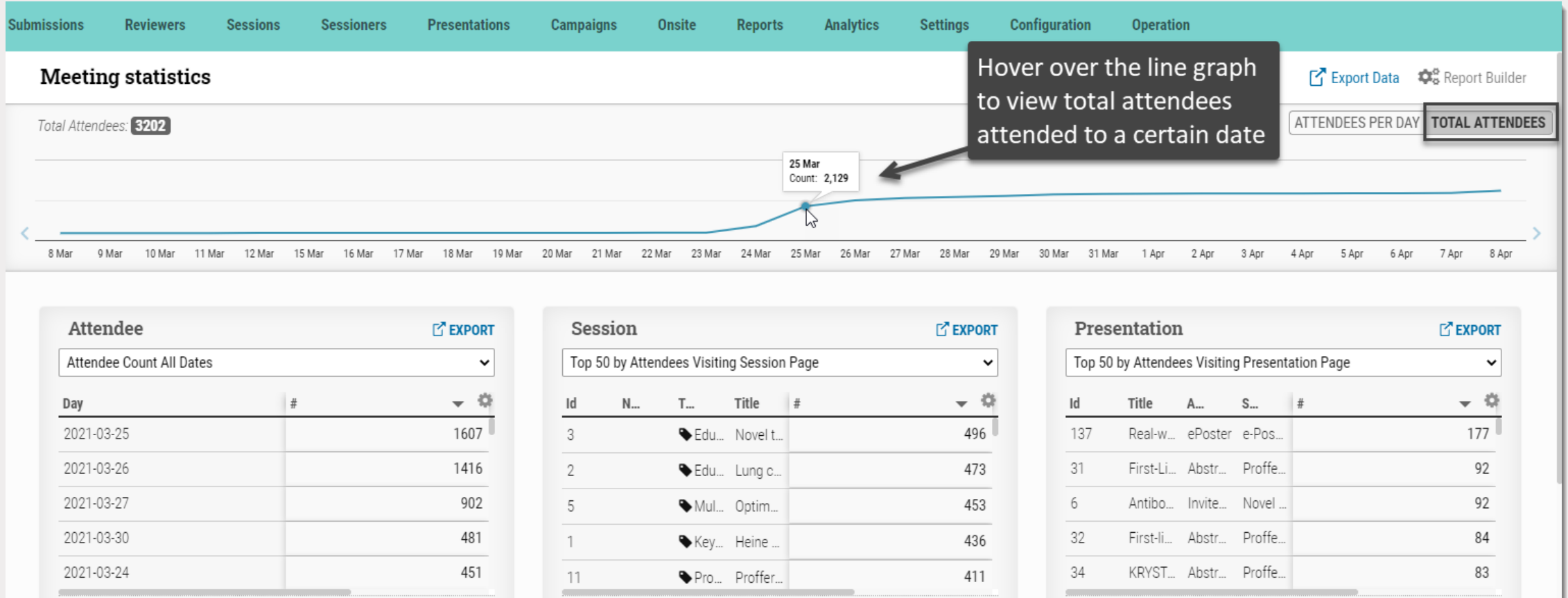


Key Term	Definition
Attendees Per Day	The attendee count is broken down into individual days



Total Attendees

In the top right corner, next to Attendees Per Day, is **Total Attendees**



Key Term	Definition
Total Attendees	A line graph that will consistently go up as more attendees attend to a certain date



CTI Attendee Statistics Dashboard

Attendee EXPORT

Attendee Count All Dates

Day	Rank	#
2021-02-08	1	1931
2021-02-09	2	1834
2021-02-10	3	1707
2021-02-11	4	1569
2021-02-12	5	1460
2021-02-07	6	757
2021-02-15	7	241
2021-02-16	8	216
2021-02-19	9	184

Attendee Count All Dates by Registration Code

- A, INT
- A, US
- CTI, ET, INT, WORLD
- CTI, ET, US, WORLD, EXHIBITOR
- ET, US, INT
- EXHIBITOR
- INT, A
- INT, A, ET
- INT, B
- INT, B, ET

1/6

UNIQUE ATTENDEES ALL DATES
 ATTENDEE COUNT ALL DATES SEGMENTED BY REG CODE
 ATTENDEE COUNT ALL DATES SEGMENTED BY REGION
 ATTENDEE COUNT ALL DATES SEGMENTED BY MBR TYPE

Attendee Count All Dates
 Attendee Session Count All Dates
 Attendee Presentation Count All Dates
 Attendee Count Meeting Dates
 Attendee Session Count Meeting Dates
 Attendee Presentation Count Meeting Dates
 Attendee Count Post Meeting Dates
 Attendee Session Count Post Meeting Dates
 Attendee Presentation Count Post Meeting Dates

Visible columns

DAY

RANK

#

Attendee Count All Dates by Registration Code
 Attendee Count All Dates by Region
 Attendee Count All Dates by Member Type

Shows Unique Attendee Count as follows:

- Attendee Count All Dates
- Attendee Session Count All Dates
- Attendee Presentation Count All Dates
- Attendee Count Meeting Dates
- Attendee Session Count Meeting Dates
- Attendee Presentation Count Meeting Dates
- Attendee Count Post-Meeting Dates
- Attendee Session Count Post-Meeting Dates
- Attendee Pres. Count Post-Meeting Dates

The Attendee data can be seen in a graphical representation and filtered by:

- Region (map)
- Registration Code (pie chart)
- Member Type (bar chart)

For further analysis, click Export to download data for:

- Attendee Count All Dates Segmented by Region
- Attendee Count All Dates Segmented by Mbr. Type

Click Gear icon to choose columns displayed

Key Term	Definition
Attendee Count:	Number of individuals who visited based on registration or SSO data.



CTI Session Statistics Dashboard

Session [EXPORT](#)

Top 50 by Attendees Visiting Session Page

Rank	▲ Id	Title	#
1	3	Basic Science	874
2	6	Translational Research	839
3	40	Lysosomal Diseases: Bench t...	798
4	5	Basic Science	765
4	4	Basic Science	765
6	38	Rare Disease Registries: Pion...	753
7	8	Translational Research	701
8	7	Translational Research	694
9	10	Clinical Trials	668

Attendees by Registration Code

- A, INT, ET
- A, US
- CTI, ET, INT, WORLD
- CTI, ET, US, WORLD, EXHIBITOR
- ET, US, INT
- EXHIBITOR
- INT, A
- INT, A, ET
- INT, B
- INT, B, ET

▲ 1/6 ▼

- Top 50 by Attendees Visiting Session Page
- Top 50 by Attendees Watching
- Top 50 by Hours Watched
- Top 50 by Session Page Visits

Visible columns

- RANK
- ID
- TITLE
- ACTIVITY
- SESSION
- #

- Attendees by Registration Code
- Attendees by Region

Shows "Top 50" Sessions by:

- Those who have visited the Session page
- Those who have watched the Session video
- Total amount of the video watched
- Session page visits

The Sessions data can be seen in a graphical representation and filtered by:

- Region (map)
- Registration Code (pie chart)

For further analysis, click Export to download data for Top 250 Sessions by Unique Visits

Click Gear icon to choose columns displayed

Key Terms	Definition
Attendees Visiting Session Page:	Number of individual visitors to page. [Not known if they stayed to watch session.]
Attendees Watching:	Number of individuals who started to watch.
Hours Watched:	Total time attendees watched.
Session Page Visits:	Number of page visits [Include those who returned twice. Not known if they stayed to watch.]



CTI Presentation Statistics Dashboard

Presentation [EXPORT](#)

Top 50 by Attendees Visiting Presentation Page

Rank	▲ Id	Title	#	⚙
1	1056	Impact of SARS-CoV-2 pande...	351	
2	911	The importance of mass spec...	314	
3	910	Proposed stages of cardiomy...	301	
4	1019	MPS-specific physical sympt...	272	
5	962	Miglustat does not enhance a...	239	
5	1059	Fabry Outcome Survey (FOS):...	239	
7	909	Metabolizing profile of the cy...	206	
8	1479	IdeS: An enabling technology ...	200	
9	1028	A phase I/II multicenter gene ...	199	

Attendees by Registration Code

- A, INT
- A, US
- CTI, ET, INT, WORLD
- CTI,ET,US,WORLD,EXHIBITOR
- EXHIBITOR
- INT, A
- INT, A, ET
- INT, B
- INT, B, ET
- INT, EX

▲ 1/5 ▼

Top 50 by Attendees Visiting Session Page
 Top 50 by Attendees Watching
 Top 50 by Hours Watched
 Top 50 by Session Page Visits

Visible columns

- RANK
- ID
- NUMBER
- TYPE
- TITLE
- #

Attendees by Registration Code
 Attendees by Region

Shows "Top 50" Presentations by:

- Those who have visited the Presentation page
- Those who have watched the Presentation video
- Total amount of the video watched
- Presentation page visits

The Presentations data can be seen in a graphical representation and filtered by:

- Region (map)
- Registration Code (pie chart)

For further analysis, click Export to download data for Top 250 Presentations by Unique Visits

Click Gear icon to choose columns displayed

Key Terms	Definition
Attendees Visiting Presentation Page:	Number of individuals visitors to page. [Not known if they stayed to watch session.]
Attendees Watching:	Number of individuals who started to watch.
Hours Watched:	Total time attendees watched.
Presentation Page Visits:	Number of page visits [Include those who returned twice. Not known if they stayed to watch.]



CTI Booth Statistics Dashboard – Attendees

Booth
[EXPORT](#)

Top 50 by Attendees Visiting Booth Page

R...	Id	Name	SubEvents	#
1	8	Sanofi Genzyme Commercial	[Exhibitor]	669
2	4	Takeda Pharmaceutical	[Exhibitor]	536
3	10	Sanofi Genzyme Medical	[Exhibitor]	512
4	43	Amicus Therapeutics	[Exhibitor]	484
5	7	BioMarin Pharmaceutical	[Exhibitor]	463
6	12	Chiesi	[Exhibitor]	347
7	11	Orphazyme	[Exhibitor]	260
8	25	Audentes, an Astellas Company	[Exhibitor]	244
9	39	Amicus Therapeutics	[Exhibitor]	189

Attendees by Registration Code

- CTI, ET, INT, WORLD
- CTI, ET, US, WORLD, EXHIBITOR
- ET, US, INT
- EXHIBITOR
- INT, A
- INT, A, ET
- INT, B
- INT, B, ET
- INT, EX
- INT, PA

Top 50 by Attendees Visiting Booth Page
 Top 50 by Attendee Booth Actions
 Top 50 by Attendee Booth Action Types

Visible columns

- RANK
- ID
- NAME
- SUBEVENTS
- TYPE
- CATEGORIES
- #

Attendees by Registration Code
 Attendees by Region
 Attendees by Member Type
 Attendees by Booth Type
 Attendees by Gallery Type

Shows "Top 50" by:

- Attendees Visiting Booth Page
- Attendee Booth Actions
- Attendee Booth Action Types

The Booth data can be seen in a graphical representation and filtered by:

- Attendees by Registration Code (pie chart)
- Attendees by Region (map)
- Attendees by Member Type (bar chart)
- Attendees by Booth Type
- Attendees by Gallery Type

For further analysis, click Export to download data for Top 250 by Unique Booth Visits

Click Gear icon to choose columns displayed

Key Term	Definition
Attendees Visiting	Number of individuals who visited based on registration or SSO data.
Booth Actions / Action Types	Actions are clicks on links or buttons. Types include Submit Inquiry, Chat, Resource links
Booth Type	Benefit level, typically labeled as Platinum, Gold, Silver, Bronze, etc.
Gallery Type	Such as Profit and non-Profit, or Association Booth and non-Association



CTI Booth Statistics Dashboard – Actions

Shows “Top 50” by:

- Attendees Visiting Booth Page
- Attendee Booth Actions
- Attendee Booth Action Types

For Booth Actions data can be seen in a graphical representation and filtered by:

- Attendees by Registration Code (pie chart)
- Attendees by Region (map)
- Attendees by Member Type (bar chart)
- Attendees by Booth Type
- Attendees by Gallery Type

For further analysis, click Export to download data for Top 250 by Unique Booth Visits

Click Gear icon to choose columns displayed

Key Term	Definition
Attendees Visiting	Number of individuals who visited based on registration or SSO data.
Booth Actions / Action Types	Actions are clicks on links or buttons. Types include Submit Inquiry, Chat, Resource links
Booth Type	Benefit level, typically labeled as Platinum, Gold, Silver, Bronze, etc.
Gallery Type	Such as Profit and non-Profit, or Association Booth and non-Association

Booth EXPORT

Top 50 by Attendee Booth Actions

R...	Id	Name	SubEvents	#
1	8	Sanofi Genzyme Commercial	[Exhibitor]	504
2	4	Takeda Pharmaceutical	[Exhibitor]	402
3	10	Sanofi Genzyme Medical	[Exhibitor]	356
4	43	Amicus Therapeutics	[Exhibitor]	343
5	7	BioMarin Pharmaceutical	[Exhibitor]	263
6	12	Chiesi	[Exhibitor]	234
7	11	Orphazyme	[Exhibitor]	208
8	25	Audentes, an Astellas Company	[Exhibitor]	175
9	39	Amicus Therapeutics	[Exhibitor]	129

Booth Actions by Registration Code

- CTI, ET, INT, WORLD
- CTI,ET,US,WORLD,EXHIBITOR
- ET, US, INT
- EXHIBITOR
- INT, A
- INT, A, ET
- INT, B
- INT, B, ET
- INT, EX
- INT, EX, ET

Top 50 by Attendees Visiting Booth Page
 Top 50 by Attendee Booth Actions
 Top 50 by Attendee Booth Action Types

Visible columns

- RANK
- ID
- NAME
- SUBEVENTS
- TYPE
- CATEGORIES
- #

Total Booth Actions by Registration Code
 Total Booth Actions by Region
 Total Booth Actions by Member Type
 Total Booth Actions by Booth Type
 Total Booth Actions by Gallery Type
 Total Booth Actions by Booth Action Type



CTI Sponsor Banner Statistics Dashboard

Sponsorships

EXPORT

Top 50 by Total Impressions

Ba...	Sponso...	Opportunity	Banner Name	#...
2	Janssen E...	ePosters Search Top		1518
1	ESMO	Workshops Search T...	ESMO Workshops	1179
5	Daiichi San...	Congress Bag	Daichii CongressBag	339
6	ESMO	News Page	ESMO News ad	188
4	Daiichi San...	Congress Bag	Daichii Congress Bag	1

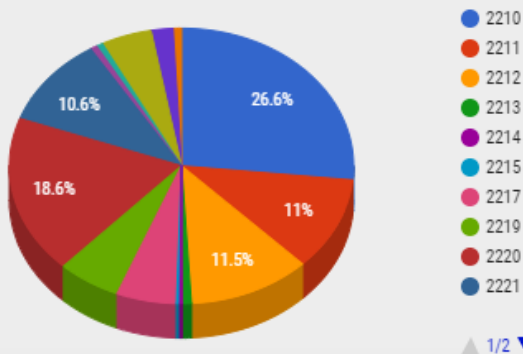
Top 50 by Total Impressions
 Top 50 by Unique Impressions
 Top 50 by Unique Clicks
 Top 50 by Total Clicks

Visible columns

- RANK
- BANNER ID
- SPONSOR/BOOTH NAME
- OPPORTUNITY
- BANNER NAME
- #

Impressions by Registration Code

Impressions by Registration Code
 Impressions by Region
 Impressions by Member Type
 Impressions by Sponsorship Opportunity



Shows "Top 50" by:

- Total Impressions
- Unique Impressions
- Unique Clicks
- Total Clicks

For Booth Actions data can be seen in a graphical representation and filtered by:

- Impressions by Registration Code (pie chart)
- Impressions by Region (map)
- Impressions by Member Type (bar chart)
- Impressions by Sponsorship Opportunity

For further analysis, click Export to download data for Top 250 by Unique Booth Visits

Click Gear icon to choose columns displayed

Key Term	Definition
Impressions	Number of attendees who could have viewed during the Sponsor Banner display.
Opportunity	Location where Sponsor Banner is displayed.



CTI CME Statistics Dashboard – Certificates

CME EXPORT

Certificate Count By Day

Day	R...	#
2020-10-08	1	414
2021-02-01	2	412
2020-10-07	3	324
2021-01-31	4	246
2021-02-02	5	189
2020-10-09	6	162
2021-01-26	7	139
2021-01-27	8	110
2020-12-31	9	109

Certificates by Registration Code

EXPORT CERTIFICATES PER DAY

CME EXPORT

Certificate Count By Day

Certificate Count By Day

Visible columns

DAY

RANK

#

Certificates by Registration Code

Certificates by Registration Code

Certificates by Region

Certificates by Member Type

Shows number of all the certificates received on a specific day

- (e.g., 2020-10-08 Ranks #1 and 414 attendees received a certificate)

Certificates can be filtered by:

- Registration Code (pie chart)
- Region
- Member Type

For further analysis, click Export to download data for Certificates Per Day

Key Terms	Definition
Certificate Count By Day	Number of attendees who received a certificate that day
Certificate by Registration Code	Number of Registrations by Code #
Certificates by Region	Number of Registrations by Region in the world (hover to see numbers)

Quick Export Dashboard Data (Limited to top #)

WORLD: WORLDSymposium 2021
 VIRTUAL February 8-12, 2021

OASIS | Home | People | Submissions | Reviewers | Sessions | Sessioners | Presentations | Ca

Export Data by clicking on **"Export"** For further analysis, data can be exported in a .csv format by day of collection.

Meeting statistics

Attendee 1 [EXPORT](#)

UNIQUE ATTENDEES ALL DATES
 ATTENDEE COUNT ALL DATES SEGMENTED BY REG CODE
 ATTENDEE COUNT ALL DATES SEGMENTED BY REGION
 ATTENDEE COUNT ALL DATES SEGMENTED BY MBR TYPE

Session 1 [EXPORT](#)

Top 50 by Attendee **TOP 250 SESSION UNIQUEVISITS**

For Sessions, this Export option only pulls the Top 250

Id	Num...	Type	Title	#
40	SAT05	Satellit...	Lysosoma...	788
38	SAT03	Satellit...	Rare Dise...	750

Presentation 1 [EXPORT](#)

Top 50 by **TOP 250 PRESENTATION UNIQUEVISITS**

Id	Title	Activity	Session	#
1056	Impact of ...	Abstract	Wednesd...	347
911	The impor...	Abstract	Monday P...	311
910	Proposed ...	Abstract	Monday P...	294
1019	MPS-spec...	Abstract	Tuesday ...	267

Export Analytics Data

Please remember that General Data Protection Regulations prohibit the unencrypted transmission and storage of Personally Identifiable Information (PII) including email address. [GDPR website](#). Treat this file with care!

CONTACT US

Export All Meeting Data

Export Full Data
Data with names can be exported in a .csv format by day of collection.

Step 1: Click "Export Data" in the upper right-hand corner

Step 2: Click "Okay"

Step 3: Choose Page Views, Video Views, Booth Usage, CME Certificates, CME Session Claims, Sponsorship Clicks

Step 4: Choose day for export and Download

Meeting statistics

Attendee

Attendee Count All Dates

Day	Rank	#
		1
		1

Export Analytics Data

Please remember that General Data Protection Regulations prohibit the unencrypted transmission and storage of Personally Identifiable Information (PII) including email address. [GDPR website](#). Treat this file with care!

Select view

Type of View

Page views Video views CME Certificates CME Session Claims Booth Usage Sponsorships Clicks

Select a date

Date

filter column...

- all-days.csv
- 2021-02-17.csv
- 2021-02-16.csv
- 2021-02-15.csv
- 2021-02-14.csv
- 2021-02-13.csv
- 2021-02-12.csv
- 2021-02-11.csv
- 2021-02-10.csv



How many posters were viewed? How many views each?

1. Choose "Export Data" in the upper right-hand corner
2. Select "Page views" and "All days" (or any specific day)
3. Create a Pivot Table in Excel and choose the fields "PKey" (number of clicks), "SessionType" and "SessionTitle"

of Clicks (or Page Views) per Session Type & Session Title

Row Labels	Count of PKey
Basic-Translational-Clinical Roundtables	38
Dual Perspectives	105
Lecture	22040
Meet-the-Clinician-Expert Session	78
Meet-the-Expert Session	301
Minisymposium	6208
Nanosymposium	10512
Networking/ Public Outreach/ and Advocacy	138
Neuroscience Meet-Ups	38
Poster	42456
Abeta as a Therapeutic Target	21
Action and Sensation During Reaching Movements	76
Addictive Drugs Affecting Development	71
Addictive Drugs and Psychedelics: Social Interactions and Sex Difference	63
Addictive Drugs: General Neural Mechanisms	55
Addictive Drugs: Pharmacology and Neural Mechanisms	21
Addictive Substances and Memory Mechanisms	54
Adenosine, Opioid, and Endocannabinoid Receptors	24

of clicks per Session Type

Select "Session Type", "PKey" and "Session Title"

of clicks per Session Title

PivotTable Fields

Choose fields to add to report:

Search

Year
 Month
 Day
 Hour
 Minute
 SessionId
 SessionTitle
 SessionType

Drag fields between areas below:

Filters Columns

(Grand Total of views is at the bottom)



How can you differentiate on-demand, live-streaming, PDF?

1. Choose "Export Data" in the upper right-hand corner
2. Select "Video views" and "All days" (or any specific day)
3. Create a Pivot Table in Excel and choose the fields "PKey" (number of clicks), and "ViewType"

of Clicks per View Type

Select "Export Data-> Video view"

Number of clicks for that page, or in this case, ViewType

D = On-demand
P = PDF
L = Live-streaming
U = Undefined

Select ViewType

Row Labels	Count of PKey
D	514
P	3314
U	7432
Grand Total	11260

PivotTable Fields

- BadgeNumber
- SessionId
- SessionTitle
- SessionType
- SessionNumber
- PresentationId
- PresentationTitle
- ViewType

Undefined – cannot be determined. It could be because it is a document other than a video (e.g., until recently, PDFs would fall in that category), or because it is an external video player which is not reporting the type of video-viewing back to the CTI systems

Sponsor Banner Unique Views



1. Choose a 'Card', such as Sponsorships (i.e., sponsor banner clicks)
2. Filter the drop-down (e.g., Top 50 by Unique Clicks)
3. Click **Export**

Sort **Value** (i.e., number of clicks) or **Rank** largest to smallest to compare sponsor banner unique clicks (i.e., different person clicks)

Sponsorships

[EXPORT](#)

Top 50 by Unique Clicks

Bann...	Sp...	Op...	Ba...	#
57	ES...	Congre...	Organi...	125
37	MS	Satellit...	Gold	72
31	Am	Satellit...	Platinu...	61
20	Am	Strea...	Strea...	59
38	Tak	Satellit...	Bronze	55

Unique Clicks by Registration Code

BoothName	BoothType	Id	Name	SponsorshipTypeName	BoothKey	Value	Rank
Cogent	Organiser	57	Organiser	Congress Bag Inserts	419ae2d2-323d-490...	125	1
MS	Gold	37	Gold	Satellite Inserts	0962e54f-7041-420e...	72	2
Am	Platinum	31	Platinum	Satellite Inserts	e1796f78-f5ab-421c...	61	3
Am	Platinum	20	Streaming right	Streaming right	e1796f78-f5ab-421c...	59	4
Tak	Bronze	38	Bronze	Satellite Inserts	32c4f15e-cb02-4d8e...	55	5
Bri	Gold	30	Gold	Satellite Inserts	9d96a444-f29e-477e...	54	6
Ast	Platinum	35	Platinum	Satellite Inserts	d231e65f-6e57-4fea...	47	7
MS	Gold	13	Programme Flat 2 right	Programme Flat 2 right	0962e54f-7041-420e...	46	8
No	Bronze	36	Bronze	Satellite Inserts	924f1cd2-3c36-48fc...	44	9
Ast	Platinum	18	Streaming left	Streaming left	d231e65f-6e57-4fea...	41	10
Ast	Platinum	33	Platinum	Satellite Inserts	d231e65f-6e57-4fea...	38	11
Jan	Platinum	34	Platinum	Satellite Inserts	e9873500-654c-4c90...	37	12
Jan	Platinum	19	Streaming left	Streaming left	e9873500-654c-4c90...	36	13
No	Bronze	40	Bronze	Congress Bag Inserts	924f1cd2-3c36-48fc...	34	14
Ast	Platinum	62	Platinum	Congress Bag Inserts	d231e65f-6e57-4fea...	32	15
MS	Gold	46	Gold	Congress Bag Inserts	0962e54f-7041-420e...	29	16
Jan	Platinum	56	Platinum	Congress Bag Inserts	e9873500-654c-4c90...	29	16
IAS	Organiser	25	Streaming right	Streaming right	a67d1135-6d7b-43ff...	28	18
IAS	Organiser	54	Organiser	Congress Bag Inserts	a67d1135-6d7b-43ff...	28	18
ES	Organiser	59	Organiser	Congress Bag Inserts	419ae2d2-323d-490...	27	20
Ast	Platinum	16	Programme Flat 1 left	Programme Flat 1 left	d231e65f-6e57-4fea...	26	21
Mc	Sponsor	58	Sponsor	Congress Bag Inserts	56797f20-7a3b-43dc...	25	22
MS	Gold	5	Presenters Top	Presenters Top	0962e54f-7041-420e...	24	23
ES	Organiser	44	Organiser	Congress Bag Inserts	419ae2d2-323d-490...	24	23
ES	Organiser	7	Programme Top	Programme Top	419ae2d2-323d-490...	24	23
Bri	Gold	39	Gold	Congress Bag Inserts	9d96a444-f29e-477e...	23	26
Tak	Bronze	60	Bronze	Congress Bag Inserts	32c4f15e-cb02-4d8e...	23	26
IAS	Organiser	29	Organiser	My Playlist Top	a67d1135-6d7b-43ff...	23	26
Am	Platinum	32	Platinum	Congress Bag Inserts	e1796f78-f5ab-421c...	23	26
Ast	Platinum	61	Platinum	Congress Bag Inserts	d231e65f-6e57-4fea...	21	30

Currently, a booth is needed to create a sponsor banner. The booth doesn't need to exist on the attendee website or have any content inside

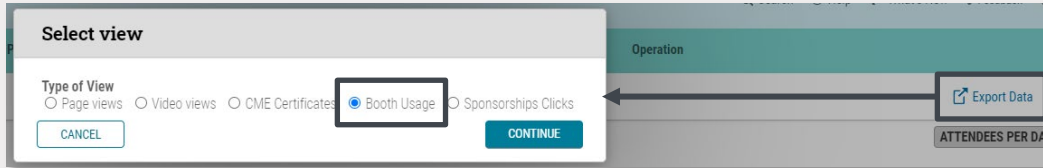
Sponsor Banner names and types



Use Case – Exhibitor Booth Comparisons

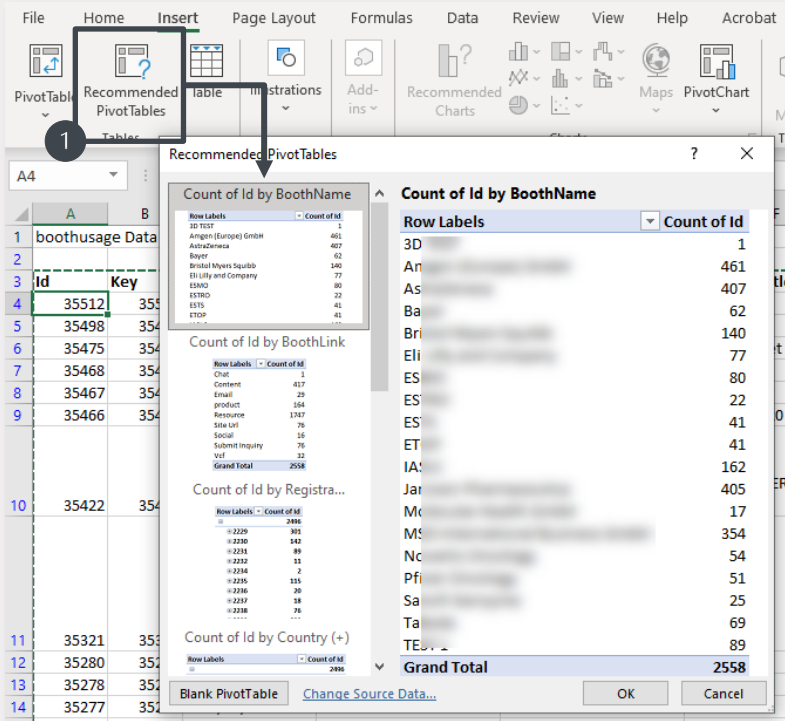
Download a CSV file and use a pivot table in Microsoft Excel to compare booth statistics. There are many ways to do this, below is one way:

Analytics Dashboard > Export Data > Booth Usage

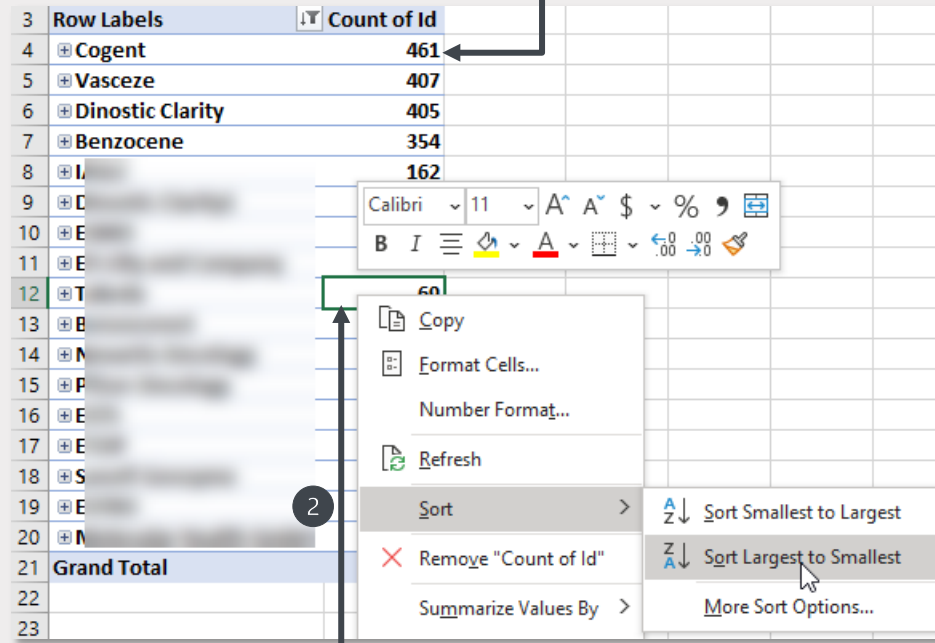


Details on attendee clicks

In Microsoft Excel, go to **Insert > Recommended PivotTables**



Cogent was the most popular booth with the most clicks



Row Labels	Count of Id
Cogent	461
Vasceze	407
Dinostic Clarity	405
Benzocene	354
...	...
Grand Total	2558

Row Labels	Count of Id
+	1
+	1
+	46
+	1
+	24
+	24
+	46
+	8
+	5
+	1
+	1
+	1
+	3
+	1
+	3
+	34
+	3
+	69
+	42
+	48
+	1
+	37
+	55
+	1
+	2
+	17
+	3
+	1
+	1
+	1

1. For booth comparison, choose **Count of Id by BoothName** (i.e., number of attendees who clicked on or within booths)

2. Sort **Count of ID** (i.e., attendee clicks) by right-clicking the count of ID number and Sorting Largest to Smallest

3. Click the "plus" to see more detailed clicks (e.g., names, dates, emails, etc.)

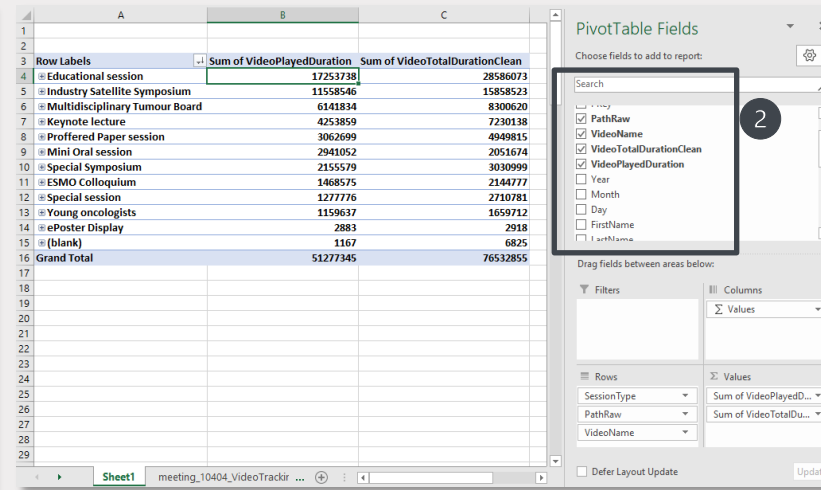
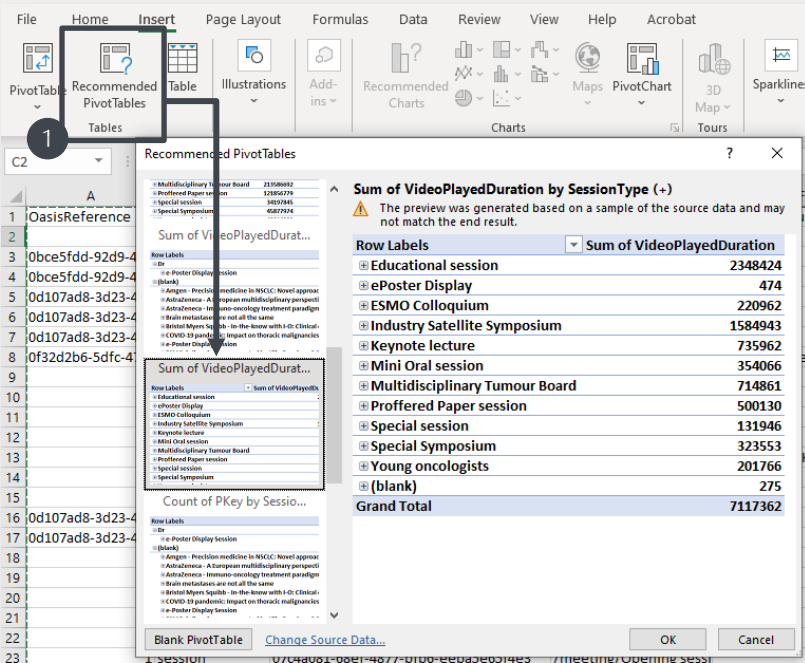
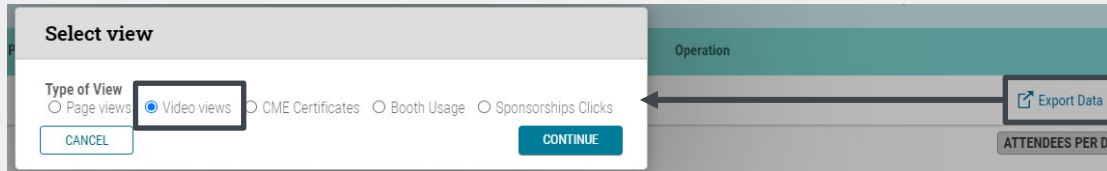


Use Case – Popular Sessions & Presentations (Sec. Watched)

[▶ Watch Video Tutorial](#)

The **Presentation** and **Session cards** on the **Analytics Dashboard** give you a quick glance at the most popular session or presentation

You can also **Export** the stats for **Video Views** and compare **Presentations** and **Sessions** by **Hours Watched vs. Total Duration** that could have been watched in seconds



Row Labels	Sum of VideoPlayedDuration	Sum of VideoTotalDurationClean
Educational session	17253738	28586073
Industry Satellite Symposium	11558546	15858523
Multidisciplinary Tumour Board	6141834	8300620
Keynote lecture	4253859	7230138
Proffered Paper session	3062699	4949815
Mini Oral session	2941052	2051674
Special Symposium	2155579	3030999
ESMO Colloquium	1468575	2144777
Special session	1277776	2710781
Young oncologists	1159637	1659712
ePoster Display	2883	2918
(blank)	1167	6825
Grand Total	51277345	76532855

2. Sort largest to smallest and add PivotTable Fields including **VideoTotalDuration** – the maximum amount of time that the video could have been watched (i.e., the length of the video)

3. Click the "plus" to see more detailed clicks (e.g., names, dates, etc.). Continue to add **PivotTable Fields** as needed

1. Go to **Recommended PivotTables** > **Sum of VideoPlayedDuration**.

Key Terms	Definition
Video Played Duration	The amount of that video that the individual actually watched
Video Total Duration	The maximum amount of time that the video could have been watched



Q. What's the difference between Google Analytics (GA) and CTI Analytics?

A. See [slide #3](#) for a complete answer – but the two most important reasons are:

1. CTI is tracking on an individual basis, so the count of unique attendees is closer to actual. If an attendee blocks cookies or uses a different device, GA will see each return visit as a new unique attendee.
2. CTI tracks how long an attendee is watching a Presentation or Session. GA only tracks pageviews and, if an attendee watches a video for more than 15 minutes, GA will track that as an exit when, in fact, that prolonged view is actually a sign of engagement.

Q. What if I want to see more than the Top 50 sessions for any metric?

A. All the data is available by clicking the Export link in the upper right-hand corner of the page. This is “raw” data and pivot tables will help organize

Q. What are best practices for judging the effectiveness of a topic or Presenter.

A. We believe Hours Watched vs. Total Hours Available to Watch is the gold standard for assessing the effectiveness of a topic or Presenter. Page views are the equivalent of attendees reaching the session door. Hours watched show if they have watched the session and for how long. A Session proves effective if they continue, on average, to watch the rest of the video. To see the video watch for all presentations and sessions, click the Export link in the upper right-hand corner of the screen.

Q. How often are CTI analytics updated during the meeting?

A. Typically every two hours for meeting content. The exhibitor statistics are updated in real time. But it can take up to 48 hours to update.

Q. Could Unique or Total Impressions be different for multiple sponsor banners if they're on the same site page?

A. If the sponsor banners are on the same page, they would *usually* be the same for unique and total impressions. Unique being different individuals and total being any time someone saw the banner including repeats. If the uploader of the sponsor banners uploaded at different times, the unique or total impressions could be different even if they are on the same page

Q. Are Analytics tracked when the site is not yet live?

A. Analytics is not dependent on the site being live. Analytics are tracked when the developer activates the analytics meaning you may be still building the site

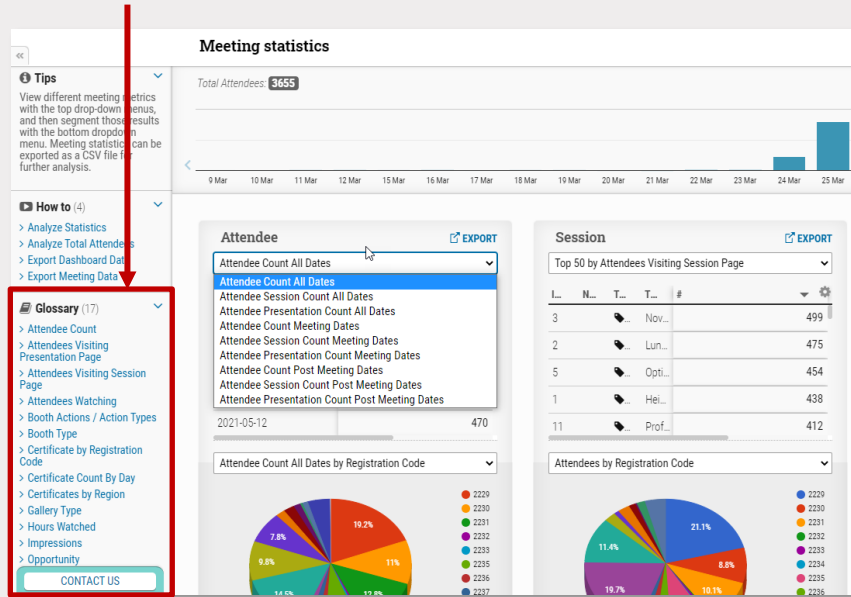
Q. Is Google Analytics an option?

A. We support Google Tag Manager as an analytics option. The client can provide their code and is implemented in cAttendee Settings > Custom Tracking Code




Glossary

Each **'Card'** (e.g., Attendee, Session, Presentation) on the Analytics Dashboard has different drop-down categories with similar key terms. You can find all the definitions in the **Glossary** on the left-hand side of the Analytics Dashboard and below. Use the definitions to analyze certain CTI meeting statistics



The screenshot shows the 'Meeting statistics' dashboard. The left sidebar contains a 'Glossary (17)' menu item, which is highlighted with a red box. A red arrow points from this menu item to the 'Attendee' dropdown menu in the main dashboard area. The dashboard displays various charts and data points, including 'Total Attendees: 3655' and 'Attendee Count All Dates'.

Key Terms	Definitions
Attendee Count	Number of individuals who visited based on registration or SSO data
Count of PKey	Number of clicks on the page
Attendees Visiting Presentation Page	Number of individual visitors to page (not known if they stayed to watch)
Attendees Visiting Session Page	Number of individual visitors to page (not known if they stayed to watch session)
Attendees Watching	Number of individuals who start to watch. Elapsed time monitored by triggers that go off every 120 seconds
Booth Actions/Action Types	Actions are clicks on links or buttons. Types include Submit Inquiry, Chat, Resources links
Booth Type	Benefit level, typically labeled as Platinum, Gold, Silver, Bronze, etc.
Certificate by Registration Code	Number of Registrations by Code #
Certificate Count By Day	Number of attendees who received a certificate that day
Certificates by Region	Number of Registrations by Region in the world (hover to see numbers)
Gallery Type	Such as Profit and non-Profit, or Association Booth and non-Association
Hours Watched	Total time attendees watched. Elapsed time monitored by triggers that go off every 120 seconds
Impressions	Number of attendees who could have viewed during the Sponsor Banner display
Opportunity	Location where Sponsor Banner is displayed
Presentation Page Visits	Number of page visits (include those who returned twice, but not known if they stayed to watch)
Session Page Visits	Number of page visits (include those who returned, but not known if they stayed to watch)
Video Played Duration	The amount of that video that the individual actually watched
Video Total Duration Clean	The maximum amount of time that the video could have been watched