

Vidego ANALYTICS™

VidegoPro Analytics is a powerful reporting and analytics dashboard that allows companies to monitor various video statistics and analytical data. The reports generated using the reporting and analytics dashboard enable any company to dynamically respond to the needs of their audience to achieve maximum response.

Would you like to know if you have customers in Europe? VidegoPro Analytics will give you insight into the worldwide consumption of your video. Down the street or across the world, wherever viewers are watching your content, our reporting tool is able to isolate their location and provide other relevant usage data.

There are over 35 metrics reported and displayed in a graphic format that show trends and patterns of the video, a combination of videos, or the entire video library. In fact, a report is generated for every event that happens after the play button is clicked. VidegoPro Analytics offers companies critical insight into the habits and responses of their viewers and videos.

The overall advantage of VidegoPro Analytics is the ability to adjust your video content and offerings in order to respond to your viewer needs and viewing trends. An added feature is that these reports can be delivered via e-mail on a recurring basis to a number of individuals, thus increasing productivity and effective use of time.



Benefits to Your Business

See and Control Your Information Flow

VidegoPro provides reporting and analytics of the consumption and behaviors surrounding your online video.

Isolate Compelling Video Content

The powerful reporting features of VidegoPro allow you to determine which videos are popular among your viewing audience and focus on producing similar compelling video content.

Customer Feedback Mechanism

VidegoPro Analytics provides insight on the response and behavior associated with content and feedback about what your audience wants to see. Our solution will help your company evaluate the effectiveness of your video content and provide critical insight into your audience.

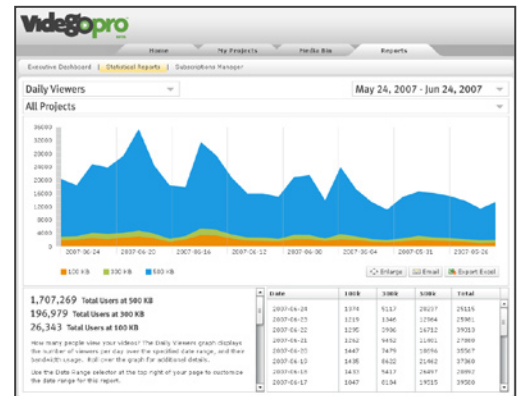
Increases Productivity

VidegoPro has flexible reporting which allows users to print, export, or have analytics emailed to you. You can easily setup a recurring delivery of analytical reporting, thus removing the burden of site maintenance and reporting.



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One major function of the web video life cycle involves reporting on the video content served to viewers. Based on these analytics, companies can cater their programming strategies to coincide with the viewing trends and usage of their audience. VidegoPro Analytics will help your company evaluate the effectiveness of your video content, and ensure that the needs of your target audience are met with maximum results and return on investment.



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