Analytics in 25Live Publisher

⊕ Click here to view related articles.

25Live Publisher also contains its own analytics package for you to review the flow of traffic to your campus calendars. While you currently may not integrate your Publisher spuds with Google Analytics, the onboard analytics will provide a wealth of downloadable information about all of the following:

- Spud views in the previous 29 days,
- Calendar views in the previous 29 days,
- Promo spud views in the previous 29 days,
- Event detail views in the previous 29 days,
- Top most-viewed future events, and
- Number of future events by month.

To access the **Publisher Dashboard:**

1. Locate your username in the upper right-hand corner of the Publisher window
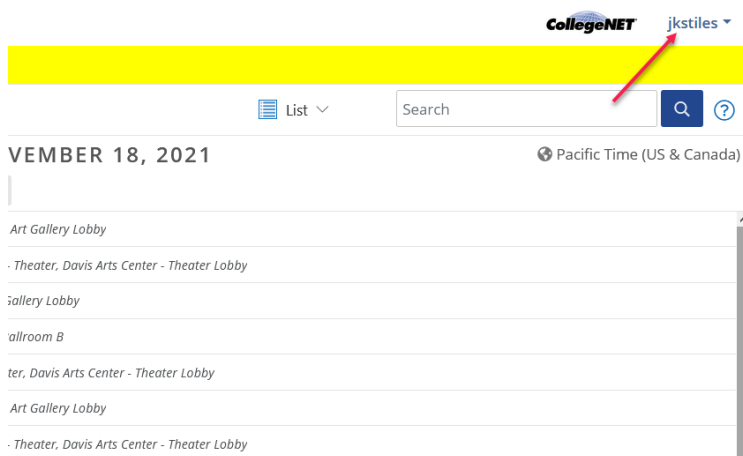
2. Click your username, to open the drop-down menu containing links to **Account Settings, Address Book, Publisher Dashboard, Help,** and **Sign Out.**

3. Click the **Publisher Dashboard** link to open the Publisher Dashboard.
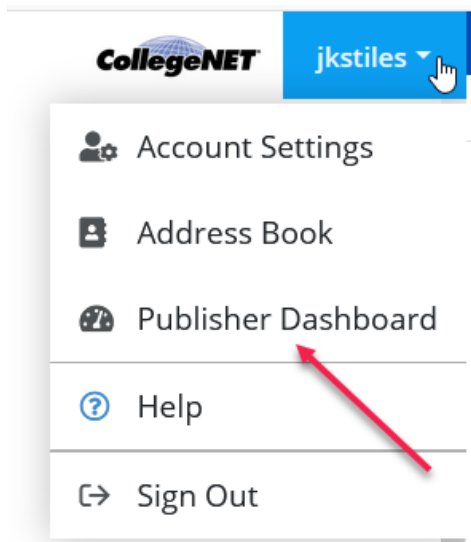
4. The Publisher Dashboard screen will open listing all of your available published calendars for review.

Events   Images

Publisher Dashboard

Published Calendars	
Winter Publisher Events Calendar	Viewed 53 times in the last 29 days
Winter eLearning Mixed-in Calendar	Viewed 10 times in the last 29 days
Winter eLearning Top-Level Calendar	Viewed 7 times in the last 29 days
Exhibits and Performance Events Calendar	Viewed 2 times in the last 29 days
WPI Sample Events Calendar	Viewed 2 times in the last 29 days
jkstiles's calendar	Viewed 1 time in the last 29 days
2015 Special Events Calendar	Not viewed in the last 29 days
Academic Calendar	Not viewed in the last 29 days
Arts, Music and Theatre Course Sections	Not viewed in the last 29 days
Camps, Clinics, and Fairs	Not viewed in the last 29 days
Camps, Clinics, and Fairs Event Calendar	Not viewed in the last 29 days
Cancelled Events	Not viewed in the last 29 days
Cancelled Events 2	Not viewed in the last 29 days
CCU Events Calendar	Not viewed in the last 29 days
Chabot-Las Positas Mixed-in Calendar	Not viewed in the last 29 days
College of Charleston Mixed-in Calendar	Not viewed in the last 29 days
Cuesta College Exhibits and Performances Events Calendar	Not viewed in the last 29 days
English Course Schedule	Not viewed in the last 29 days
Events Calendar - University of Maine	Not viewed in the last 29 days
Film Series	Not viewed in the last 29 days
Fine and Performing Arts Events Calendar	Not viewed in the last 29 days
Fine Arts Events Calendar	Not viewed in the last 29 days

5. Locate the calendar you want to review and click its link to open the Publisher Dashboard for that calendar.

Publisher Dashboard

← Return to Publisher Dashboard

Winter Publisher Events Calendar			View Events	Other Actions... ⌄

Web name:	keith-winter-publisher-events-calendar		**Spud views in the previous 29 days**	
Hosted page:	https://25livepub.collegenet.com/calendars/keith-winter-publisher-even...		View Event Detail Popup	18
Index page:	https://25livepub.collegenet.com/events-calendar/nc/waynesville/exhibi...		View Date Finder	16
Description:	This calendar was built as part of the Winter 2021 CollegeNET eLearning classes.		View Classic Table	16
			View Event Slider	15
Keywords:	exhibit, theatre, theater, play, drama		View Tile	11
Mixes in:			View Day Summary	8
Email:	Next automatic email is scheduled to be sent Sunday, February 7, 2021 at 3:00 AM to 0 recipients		View List	8
			View Detail Preview	6
			View Classic Month	6
			View Mobile Table	4
			View Date Icon Image	2
			View Date Icon	2
			Atom Feed Served	2
			View Event Actions My Events	2
			View Event Actions My Events Detail	1
			JSON Feed Served	1
			View Event Detail	1
			View Classic Day	1
			View Classic Multi-Week	1
			RSS Feed Served	1
			CSV Feed Served	1
			View Photo Upcoming	1
			View Event Detail - Enhanced	1

Download data for Nov Dec Jan

53 calendar views in the previous 29 days

Weeks	53
	41

6. The first region contains the details about the calendar meta-data including its location, keywords, and any automated emails that are scheduled. It also contains the **spud views** for the previous 29 days for all of the spuds in your published calendar as well as the option to download Microsoft Excel files for the past three months.

Publisher Dashboard

← Return to Publisher Dashboard

Winter Publisher Events Calendar	View Events	Other Actions... ∨

		Spud views in the previous 29 days	
Web name:	keith-winter-publisher-events-calendar	View Event Detail Popup	18
Hosted page:	https://25livepub.collegenet.com/calendars/keith-winter-publisher-even...	View Date Finder	16
Index page:	https://25livepub.collegenet.com/events-calendar/nc/waynesville/exhibi...	View Classic Table	16
Description:	This calendar was built as part of the Winter 2021 CollegeNET eLearning classes.	View Event Slider	15
		View Tile	11
Keywords:	exhibit, theatre, theater, play, drama	View Day Summary	8
Mixes in:		View List	8
Email:	Next automatic email is scheduled to be sent Sunday, February 7, 2021 at 3:00 AM to 0 recipients	View Detail Preview	6
		View Classic Month	6
		View Mobile Table	4
		View Date Icon Image	2
		View Date Icon	2
		Atom Feed Served	2
		View Event Actions My Events	2
		View Event Actions My Events Detail	1
		JSON Feed Served	1
		View Event Detail	1
		View Classic Day	1
		View Classic Multi-Week	1
		RSS Feed Served	1
		CSV Feed Served	1
		View Photo Upcoming	1
		View Event Detail - Enhanced	1

Download data for Nov Dec Jan

7. The second region contains a summary count of the number of calendar views, promo spud views, and detail views. The summary counts show a count per day for the previous 29 days and then a summary count above the entire period with actual visits.
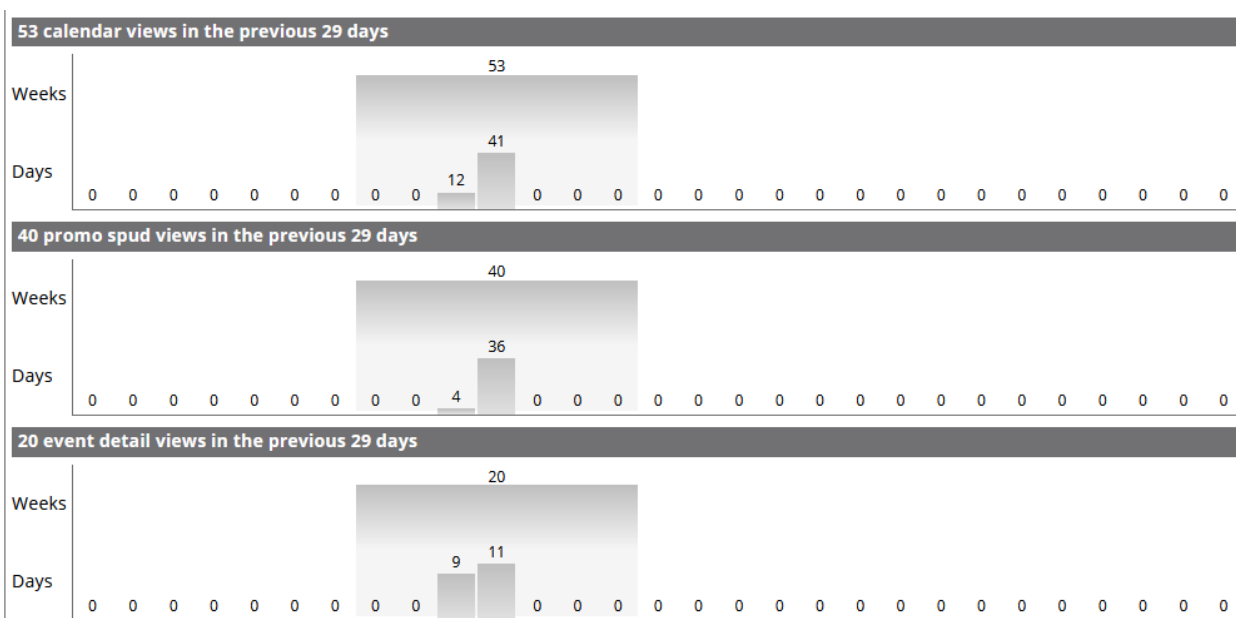
8. The third region contains the **most-viewed future events** along with a count of event actions taken on these events including adds to calendar, forwards to friends, and text or email reminders set. This information is also

downloadable for the past three months in Microsoft Excel format.

Top 2 most-viewed future events						No Event actions in the previous 29 days
Event Title	Starts	Views	Adds	Forwards	Reminders	
Interview Skills	Feb 25, 8:00am	1				
Stones of Heaven	Mar 26, 12:00pm	1				

Download data for events starting in Nov Dec Jan

9. The fourth and final region contains a count of the total number of future events by month on this calendar as well as a break down of how many events are occurring in each month.

212 future events by month
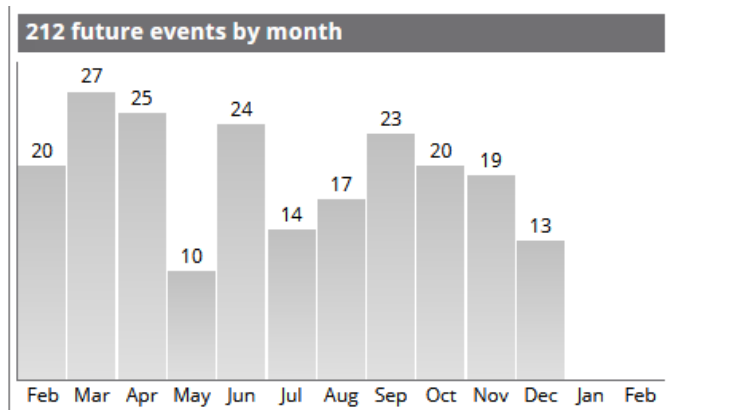
10. Once you have finished reviewing the analytics for this calendar, click the **Done** button to return to the main Publisher window or click the **Return to Publisher Dashboard** to return to the dashboard to review more calendar analytics.
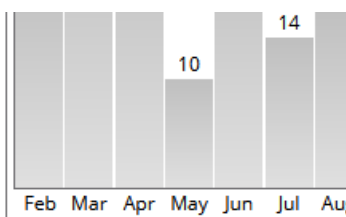
Done

Publisher Dashboard

← Return to Publisher Dashboard

Winter Publisher Events Calendar

Web name:	keith-winter-publisher-events-calendar
Hosted page:	https://25livepub.collegenet.com/calendars/keith-winter-p
Index page:	https://25livepub.collegenet.com/events-calendar/nc/wayr
Description:	This calendar was built as part of the Winter 2021 CollegeN classes.
Keywords:	exhibit, theatre, theater, play, drama

Publisher Analytics gives you an opportunity to see which spuds are working most effectively for your visitors and which spuds go largely unused. This allows you to possibly determine if some views and some spuds are ineffective

and should be altered for different options. A good Publisher user will make use of these analytics to drive better calendar implementations for their campus.