

The background of the entire image is a dark, textured surface with a grid of square indentations. Inside each indentation, there is a glowing, 3D-rendered number in a vibrant pink or magenta color. The numbers are scattered across the grid, with some being partially visible at the edges. The main text, 'WIREWAX', is rendered in a large, bold, white, sans-serif font, slanted slightly to the right. Below it, the words 'INTERACTIVE VIDEO' are written in a smaller, white, sans-serif font, also slanted to the right. A registered trademark symbol (®) is located at the top right of the 'WIREWAX' text.

WIREWAX[®]

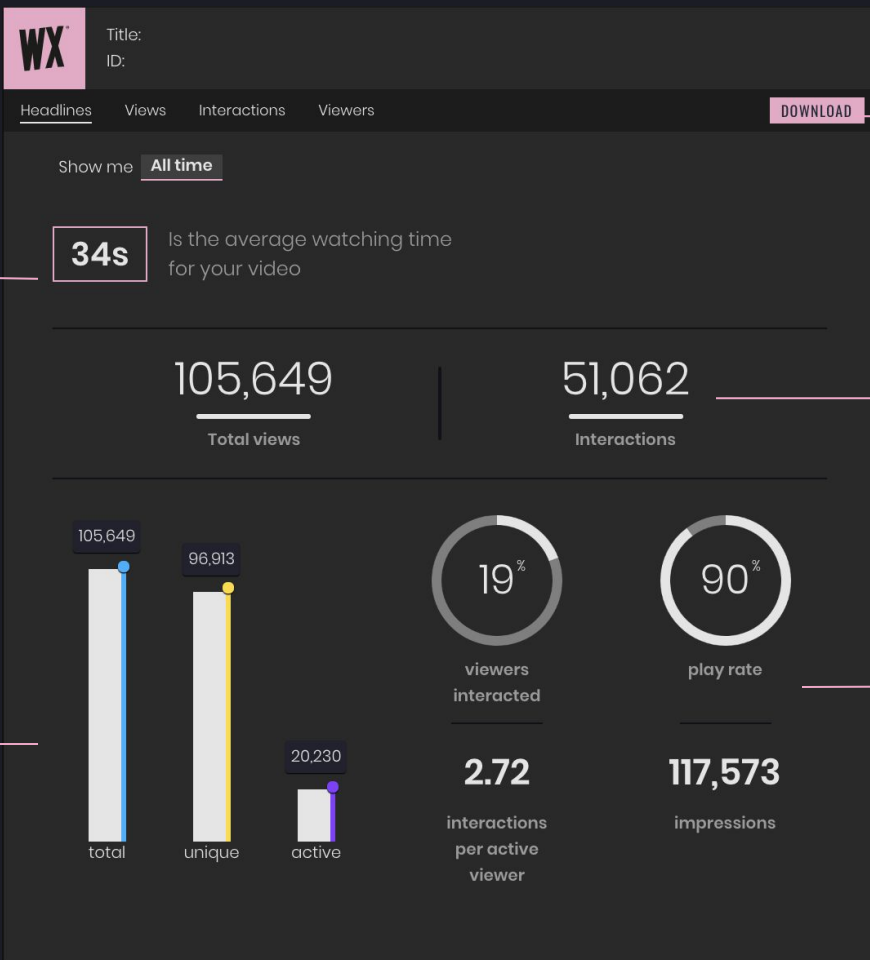
INTERACTIVE VIDEO

Metrics Dashboard 2020

Metrics Dashboard 2020

It's a numbers game

Get to know your audience and optimize video content ongoing by analyzing performance, identifying trends and pinpointing viewer interests in real time.



The headlines

Get a quick look at the big picture

How long?

Average time your audience are spending inside your video

Download

Get the raw numbers exported in a more granular report. See a breakdown of all hotspots, click-throughs and more

Are they interacting?

Find out if your viewers are clicking your hotspots

Viewer breakdown

This shows the total number of views; How many of them are unique and how many of your audience have interacted at least once (active views)

Are they interested?

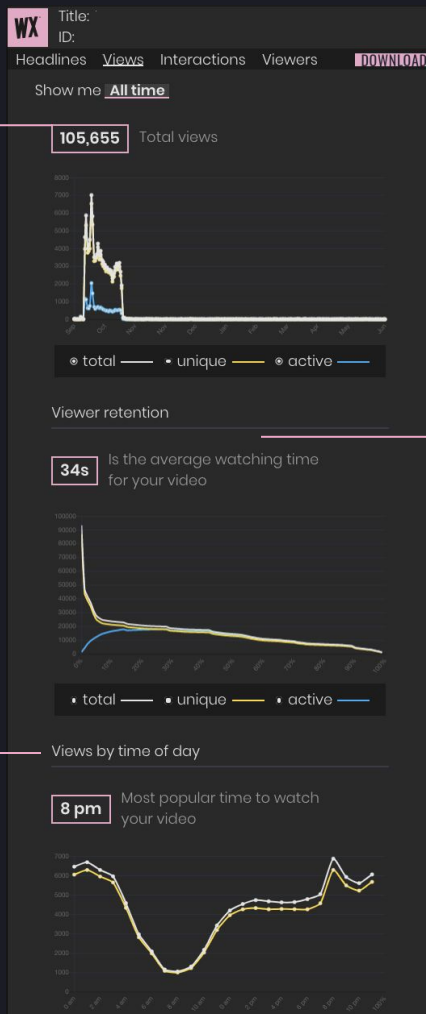
The ratio of impressions to views will tell you the rate of out of all visitors to your site, how many people clicked to watch your video

When are they watching?

Track the date your viewers are watching & interacting with your video. Compare the number of people watching with the number of people interacting throughout your video

What time are they watching?

Track the time of day your viewers are watching your video to perfectly time marketing initiatives and optimize future campaign launches



How long are they staying?

This retention graph gives you an overview of how many people are completing your video. Download the full metrics report for more granular completion by quartile

Headlines

Views

Interactions

Viewers

DOWNLOAD

Show me **All time****Are they interacting?**

Find out if viewers are clicking and touching your tags and at what rate they're interacting. The interaction rate is the number interactions divided by number of views

10.77

Tag interactions per active viewer

**The big %**

What % of your audience is interacting

You can also see this broken out per hotspot in the downloadable report

of your viewers interacted with a hotspot

Are they interested in your overlay?

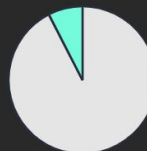
See the average time viewers are spending within your overlay content

11

Interactions per active viewer

1

Overlay time per active viewer



Clicks

Touches

Are they clicking or touching?

See exactly how viewers are engaging - whether clicks on desktop or touches on mobile

Know your viewers

Get a breakdown of your viewers by browser, device, and domain where the video is embedded

Headlines

Views

Interactions

Viewers

DOWNLOAD

Show me **All time**

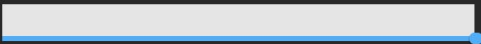
Your viewers

devices



Are viewing on mobile

iPhone



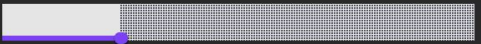
61,288

Android



20,885

Desktop



15,344

iPad



7,729

Where is it being watched?

Enhance your distribution strategy by finding out which sites, devices, domains and placements are performing best for you

support@wirewax.com

15 Rathbone Pl, Fitzrovia,
London W1T 1HU

+44 (0) 20 7580 6699

30 W 23rd Street, 11th Floor
New York, New York, 10011 USA

+1 (646) 455 0123

