StealthSeminar

HOW TO CONVERT MORE WEBINAR LEADS AND SALES WITH THE POWER OF THE
STEALTHSEMINAR STATISTICS DOMINATION DASHBOARD™

Most webinar digital marketers are flying blind when it comes to statistics. That is a very dangerous place to be because without proper statistics, you don't know:

- What is the conversion rate on your registration page?
- What is the show up rate on your webinar?
- What is the webinar retention rate?
- What is the purchase rate?
- What is the value per registration page visit?
- What is the value per registration page conversion?
- Which registration page converts higher?
- Which webinar converts higher?
- How does interaction on my webinar impact my retention and conversions?

Without this data you cannot answer the tough questions such as:

- Which webinar will be most profitable?
- Which registration page will be most profitable?
- How much can I spend on advertising?
- What should be the price of my offer on my webinar?

To answer these questions and many, many more you will want to use the StealthSeminar Statistics Domination Dashboard™. By doing so you will maximize your success for a more rewarding future.
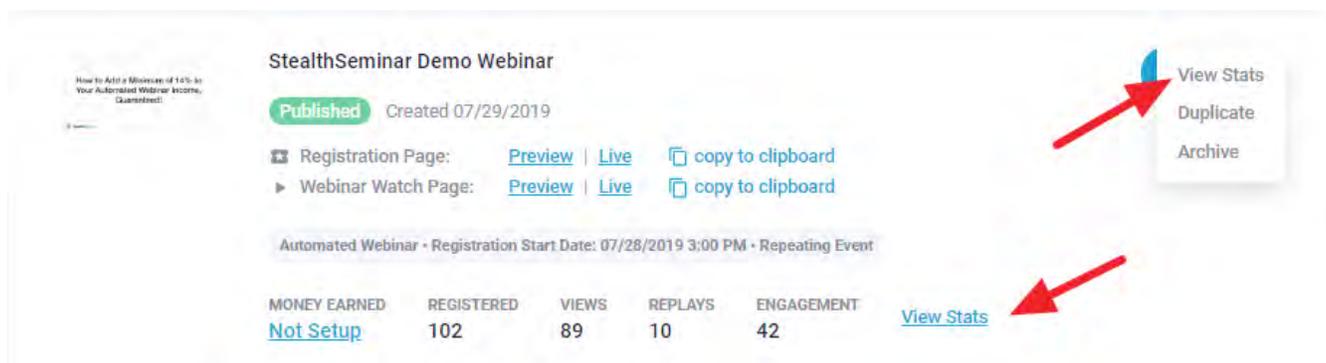
Let's get started!
Geoff Ronning

How do you get to the StealthSeminar Statistics Domination Dashboard?

You can get there in multiple ways. Use whichever way is easiest:

1. Go to my webinars.
2. Scroll to the webinar you want to review stats for and then go to stats in either of these two ways by clicking on "View Stats":

Then you can choose to either look at the entire date range your webinar has ran or you can look at a specific Date Range.
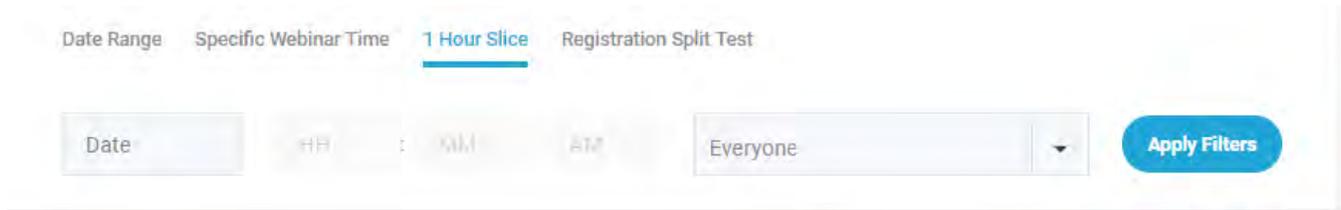
Date Range:

This is where you can set a start date and end date for your stats and then hit Apply Filters. You can click on the Everyone dropdown and select contact emails. Click on Apply Filters to see stats for that particular contact:
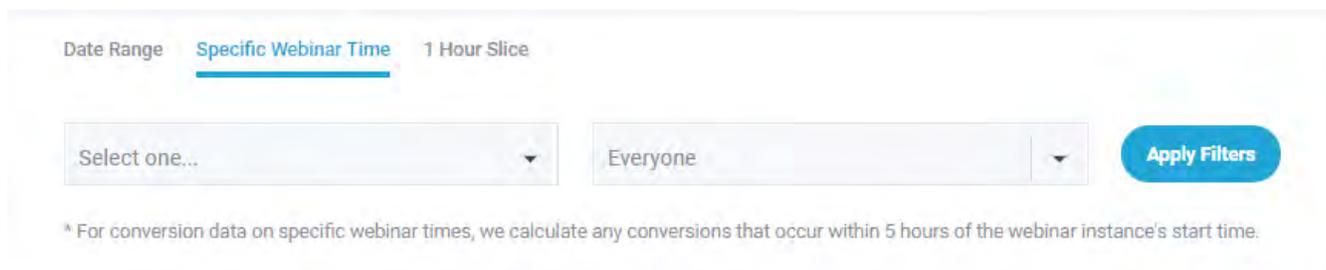
Specific Webinar Time:

In addition to the date range you can drill down further by looking at specific webinar time. This is where you can select a webinar time and apply filters.
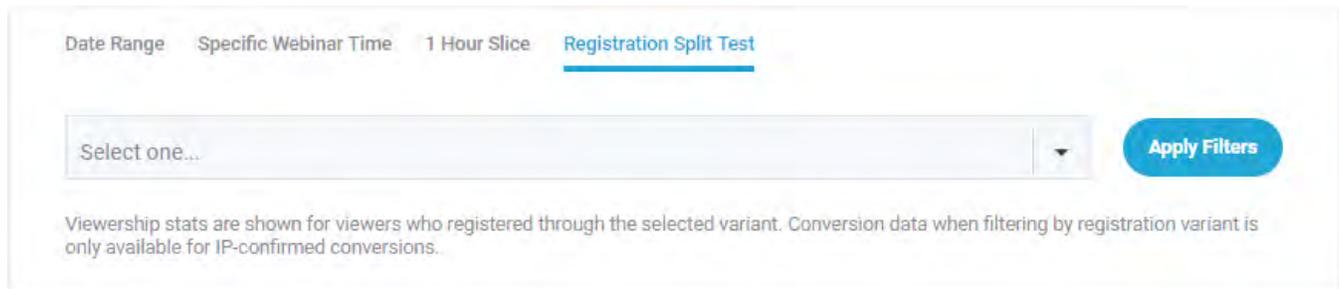
Date Range	Specific Webinar Time	1 Hour Slice	Registration Split Test

Date	HH : MM AM	Everyone ▾	Apply Filters

1 Hour Slice: Allows you to select a date and any time to see stats for that particular time.

Split Testing Stats

Are you running split tests on your webinar? If you are just getting started with webinars, this is an advanced feature. Get your first webinar up and running. Then if you want to split test, this is how you review the impact of your split tests.

Registration Split Test: If you are running a split test for registration page, you can switch between the templates and see how well they are performing.

Maximizing Your Domination Dashboard

To maximize your success, you want to track your dollars. By doing so, the Dashboard will automatically insert the dollars to generate all your most important stats. Here is how.

Do not skip this step! If you need help from StealthSupport we are standing by to assist.

Now let's look further at the data you have available on the dashboard. Let's start from the top row and read from the left to right of this data:

12092	62%	$264,901.00	12092	0
Total Views (Event + Replay)	Show-up Rate	Total Dollars Generated	Event Attendees	Replay Attendees
100%	4%	$21.91	24%	0%
Registration Opt-in	Conversion Rate	Dollars Per Attendee	Event Completion Rate	Replay Completion Rate

Total Views (Event + Replay): If you are using our built-in replay then it will include total views of the automated/live streaming + the replays.

Show-up rate: It's the percentage of attendees vs registrants.

Total Dollars Generated: if you used our sales pixel on your thank you for the purchasing page, then this would be the amount of money that has been generated from this webinar

Event Attendees: Number of unique attendees who attended your live/ automated webinar. This does not include replays.

Replay Attendees: Number of unique attendees who attended your replays. This does not include Event Attendees.

Registration Opt-in: The percentage of registrants vs. visitors to your registration page. If you are using custom template on your own site, make sure to install this pixel

Conversion rate: Percentage derived from Number of sales generated vs number of attendees

Dollars Per Attendee: Number of attendee divided by Total Dollars generated

Event Completion Rate: Percentage of people who reached end of webinar vs. total attendees

Replay Completion Rate: Percentage of people who reached the end of replay vs total replay viewers.

Attendee Stick Rate

Below the above stats you can scroll down and see your attendee stick rate.

Viewer Progress: shows you a graph of what percentage of users who logged in and were viewing the webinar at each progress marker. We call these minute markers. You can take your mouse on the progress marker and see the minute marker. See this article to learn more.
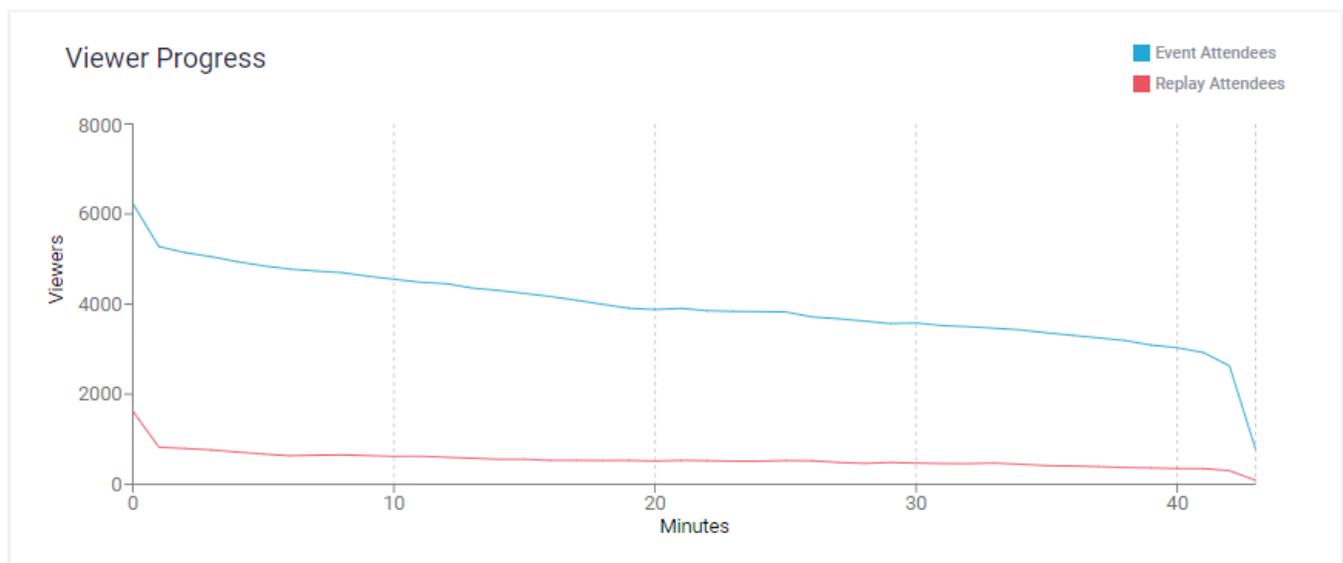
Below this graph is…

Attendee Viewership

Event: This section is for automated/Live webinar. This does not include replays.

Dollars Per Registrant: Dollars generated by sales divided by number of registrants.

Dollars Per Registration Page Visit: Dollars generated by sales divided by number of visitors to your registration page. If you are using custom template on your own site, make sure to install this pixel.

Registration Visits: Number of unique visits to your registration page.

Registered for this webinar: Number of unique email addresses registered for your webinar.

Attendees: Number of unique email addresses that attended your webinar.

Viewed Countdown: Number of people who went to the countdown page after registering for the webinar. Normally these are the people who went to the webinar page from a welcome email or reminders.

Watched Webinar from Start/Live Stream: Number of people who started watching the webinar from beginning.

Watched Webinar from Prime Insertion Point: People who joined late. Check out this article to learn more about prime insertion point.

Total Times Viewed: Watched the webinar from start/Live Stream + Watched Webinar from Prime insertion point.

Reached End of Event: Attendees who reached the end of webinar, but this doesn't necessarily mean they stayed the whole time.

Visited after Over: People who tried to attend the webinar after it was over.

Viewership within 0 - 10 mins: Highest number of attendees from 0-10 minutes. It will have auto increment, e.g if your webinar is of 30 minutes, you will see more viewership blocks like 10-20, 20-30 etc.

Replay:

Attendees: Number of unique attendees who watched the replay, but doesn't include automated/live attendees.

Reached End of Replay: Number of unique attendees who reached end of the replay, but doesn't necessarily means that they stayed the whole time.

Viewership within 0 - 10 mins: Highest number of attendees from 0-10 minutes. It will have auto increment, e.g if your webinar is of 30 minutes, you will see more viewership blocks like 10-20, 20-30 etc.

Attendee Viewership

Event

Dollars Per Registrant	$13.51
Dollars Per Registration Page Visit	$192.24
Registration Visits	1378
Registered for this webinar	19606
Attendees	12092
Viewed Countdown	9443
Watched Webinar from Start/Live Stream	6572
Total Times Viewed	12092
Reached End of Event	2925
Visited after Over	2973
Viewership within 0 - 10 mins	10684
Viewership within 10 - 20 mins	10141
Viewership within 20 - 30 mins	9678
Viewership within 30 - 40 mins	9374
Viewership within 40 - 50 mins	9059
Viewership within 50 - 60 mins	8760
Viewership within 60 - 70 mins	8310
Viewership within 70 - 80 mins	6993
Viewership within 80 - 90 mins	5206
Viewership within 90 - 100 mins	4209
Viewership within 100 - 110 mins	3233
Viewership within 110 - 120 mins	2352
Total Conversions	533

Replay

Attendees	0
Total Times Viewed	0
Reached End of Replay	0
Viewership within 0 - 10 mins	0
Viewership within 10 - 20 mins	0
Viewership within 20 - 30 mins	0
Viewership within 30 - 40 mins	0
Viewership within 40 - 50 mins	0
Viewership within 50 - 60 mins	0
Viewership within 60 - 70 mins	0
Viewership within 70 - 80 mins	0
Viewership within 80 - 90 mins	0
Viewership within 90 - 100 mins	0
Viewership within 100 - 110 mins	0
Viewership within 110 - 120 mins	0

Attendee Engagement

Engagement shows the number of impressions and clicks your call-to-action received. Automated/Live & Replay impressions and clicks are tracked separately. A good rule of thumb is the more engaged your attendees are, the more successful your webinars are, so pay attention to this area.

Call To Action: This column shows you the calls to action you have created. If you deleted one it will be there but it will show (deleted) in red.

Impression: This column shows the number of views that the calls to action received, i.e how many attendees saw those calls to action.

Clicks: This column shows the number of times attendees clicked on the button. Please note it must be a hyperlink in order to track clicks.

Engagement

Event			Replay		
Calls to action	**Impressions**	**Clicks**	**Calls to action**	**Impressions**	**Clicks**
Click Here To Book Your Call - onvideo	3170	335	Click Here To Book Your Call - onvideo	546	43
Click Here To Book Your Call - beneath video	3130	357	Click Here To Book Your Call - beneath video	541	61
Click Here To Book Your Call - topsideright *(Deleted)*	25	2	Click Here To Book Your Call - topsideright *(Deleted)*	10	0

Registered Emails:

View People Who…You can click on the drop down to switch between:

Registered, Viewed Event, Viewed Replay, Viewed Countdown, Did Not Attend Event, Sales Pixel Conversion, Viewed Call to Action, Clicked Calls to Action.

For each of these, you can click on Download Attendee Data and it will download a csv file. For each csv file you will have the following information available:

Email, Name, Phone, IP Address, GDPR Status (if you are using any), Webinar Date/Time (in your time zone), Time spent (how much time your attendees actually spent on the webinar, if they were letting it play on one tab while working on another tab, it will not count that).

You can also click on any of the emails and it will show you individual stats

Registered for July 29th, 2019 12:00 PM

Default Stats

✔ Viewed Countdown   ✔ Viewed Event   ✘ Viewed Replay   ✘ Did Not Attend   ✘ Sales Pixel Conversion

Click Here To Book Your Call - onvideo CTA Stats   Click Here To Book Your Call - beneath video CTA Stats

✔ Viewed CTA   ✘ Clicked CTA   ✔ Viewed CTA   ✘ Clicked CTA

Click Here To Book Your Call - topsideright CTA Stats

✘ Viewed CTA   ✘ Clicked CTA

You can click on the pagination's page numbers to go to different pages.

Now it's Your Turn!

It's your turn now to put the power of the StealthSeminar Statistics Domination Dashboard™ to work for you.

There is no automated webinar software that offers the powerful statistics that StealthSeminar offers. Use this dashboard to increase the profitably of your business by answering questions such as the ones we started out asking…

- What is the conversion rate on your registration page?
- What is the show up rate on your webinar?
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- What is the purchase rate?
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- What is the value per registration page conversions?
- Which registration page converts higher?
- Which webinar converts higher?
- How does interaction on my webinar impact my retention and conversions?

So you can answer the tough questions like:

- Which webinar will be most profitable?
- Which registration page will be most profitable?
- How much can I spend on advertising?
- What should be the price of my offer on my webinar?

By doing so you will continually grow your business and create more clients so you will have more impact on the world. Thank you for being a StealthSeminar client. I wish you successful webinars.

In your corner!
Geoff Ronning