

Analyzing and Measuring Webinar Impact With Splunk

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“The greatest challenge to any thinker
is **stating the problem** in a way that
will allow a solution.”

Bertrand Russell

Agenda

- ▶ Webinars
- ▶ KPIs
- ▶ Existing measurement tools
- ▶ Data challenges
- ▶ Splunking Webinar Data
 - Splunk as a Data Analytics tool
- ▶ Next steps

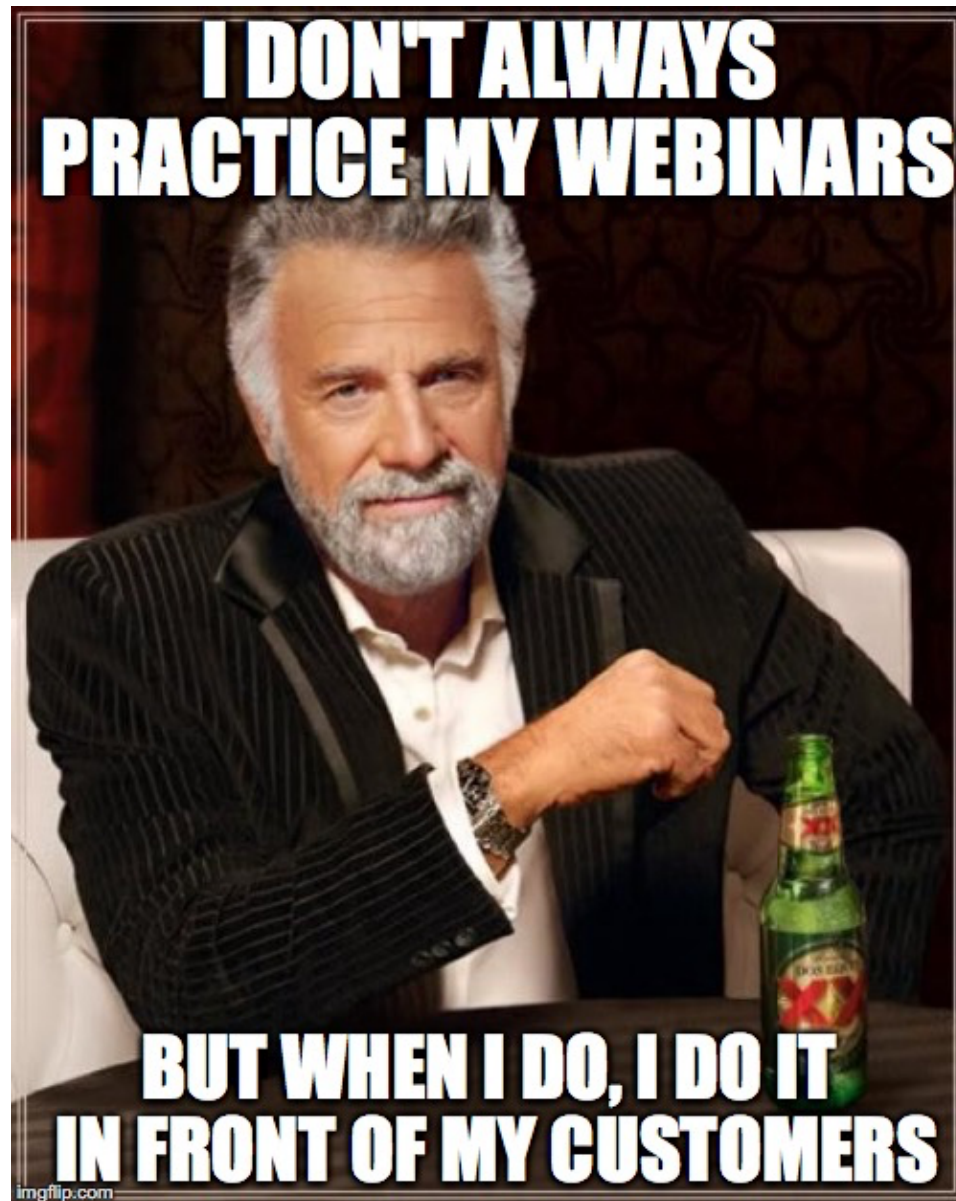
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Webinars

Spreading the love of Splunk

- ▶ Maximize the impact of our demo efforts
- ▶ Reach new audiences
- ▶ Ensure everyone has a solid foundation knowledge of Splunk
- ▶ Create a community





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Identifying the keys of success

► Qualified leads

- Industry average = 20%-40% of attendees (Source: [ReadyTalk](#))

► Webinars enjoyable

- Industry average = 48% (Source: [Redback Conferencing](#))

► Promotion prior to webinar

- Industry best practice = 3 weeks
(Source: [ReadyTalk](#))

► Webinar Registration

- Registration patterns

Webex Measurement Tools

Attendance Report

Attendance Report

[My Reports](#)->[Search Criteria](#)->[Search Results](#)->[Detailed Results](#)

The following is a portion of the attendance report. To obtain all the details, click [Export](#).

[Export](#)

*Attention to Duration ratio: Attentiveness based on total duration of the event.

**Attention to Attendance ratio: Attentiveness based on how long participant was in the event.

All times in: [San Francisco Time](#)

Attendee Count 1			
Event ID:	2875678523	Event key:	598983883
Program name:		Event name:	Iniciando el Viaje con Splunk
Event Start date:	June 29, 2017 San Francisco Time	Event Start time:	8:00 am San Francisco Time
Event End time:	9:00 am San Francisco Time	Event/Recording Duration:	60.0 mins
User Type:	Panelist	First name:	Gerardo
Last name:	Maya	Email:	gmaya@splunk.com
Invited:	Yes	Registered:	Yes
Attended:	Yes	Join Time:	7:49 am San Francisco Time
Leave Time:	9:03 am San Francisco Time	Attendance Duration:	73.0 mins
Attention to Duration ratio:*	79%	Attention to Attendance ratio:**	100%
Lead source ID:		Registration Date/Time:	June 29, 2017 7:49 am San Francisco Time
Registration ID:	159544	Registration Score:	0.0
Okay to send email:	No	IP:	192.168.1.66
Client Agent:	MAC,Firefox	Title:	SE
Number of Employees:		Company:	Splunk
Phone:	52-552210976667	Address 1:	
Address 2:		City:	CDMX
State/Province:		ZIP/Postal code:	
Country/Region:	Mexico		
Attendee Count 2			
Event ID:	2875678523	Event key:	598983883
Program name:		Event name:	Iniciando el Viaje con Splunk
Event Start date:	June 29, 2017 San Francisco Time	Event Start time:	8:00 am San Francisco Time
Event End time:	9:00 am San Francisco Time	Event/Recording Duration:	60.0 mins
User Type:	Panelist	First name:	Servando
Last name:	Palomeque	Email:	spalomeque@splunk.com
Invited:	Yes	Registered:	No
Attended:	Yes	Join Time:	7:34 am San Francisco Time
Leave Time:	9:03 am San Francisco Time	Attendance Duration:	88.0 mins
Attention to Duration ratio:*	95%	Attention to Attendance ratio:**	100%

Demo

I'll believe it when I see it

Next Steps

Data-driven strategy,
oh yeah!

1. Integration of KPIs external to Webex data
2. Integration with Salesforce
3. Continue to improve usage of polls
4. Gather feedback from attendees

Thank You

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