Owl Analytics: Learn about your readers and report success to your managers

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Owl Analytics is KnowledgeOwl's user-friendly, built-in alternative to Google Analytics. The feature is included in all KnowledgeOwl plans. We built it to answer the questions that matter, like:

- Who's visiting my knowledge base?
- What are they doing while they're there?
- Where would my time be best spent updating existing content?
- What are my readers searching for?
- Is anyone actually using the resource I put so much time and energy into?
- Is my knowledge base worth the cost?

Numbers alone can't make your decisions for you. But they can give you a lot more to work with, and this session is about closing that gap between data and action.

What we covered

- The strengths and limitations of Owl Analytics reports. In essence, what the numbers can (and can't) tell you.
- Creative, real-world ways other customers have used Owl Analytics to solve specific problems.
- Different export options for getting your data into presentations or other platforms.

Who should watch

- You're new to Owl Analytics.
- You're struggling to translate numbers into action.
- You want the inside scoop on how other customers use the feature.
- You feel like you "should" be doing more with your analytics, but aren't sure what that means.