

Data to Transform Your Interactive Video Experiences

Key Features

- Access to vital data, such as **session duration**, quality, and **error rates**.
- Seamless integration of video analytics data into your **own data ecosystem**.
- Data storage tools that meet your business requirements, unrestricted by Vonage data-retention policies.

Key Benefits

- Intelligence to drive **customer engagement**, streamline video operations, and direct resources to maximize ROI.
- Diagnose video data to **identify issues** affecting performance; e.g. see which browsers and devices experience the highest error rates by time and location.
- **Full control of your data.**

Understand your users' video experiences and improve customer engagement with usage, quality, and error data.



The **Insights** and **Advanced Insights** features of the Vonage Video API are gateways to comprehensive usage and quality of service data for product owners and ops managers building interactive video experiences.

Customer Experience Analytics

- Learn vital information about users' habits and preferences.
- Deliver targeted client experiences.
- Pinpoint UX challenges to help direct resources and shape product vision.

Video Operations Management

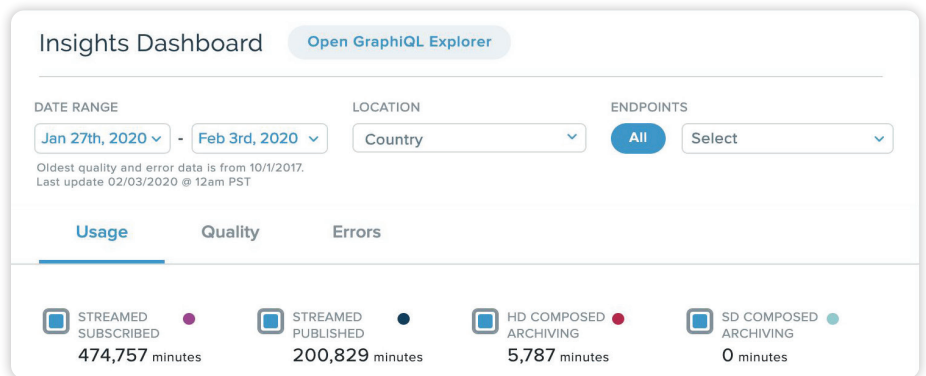
- Design systems to support your business model.
- Monitor effectiveness and keep records of key changes.
- Quickly identify sources of network challenges and quality interruptions.

Marketing Operations

- Gain rich behavioral data to inform your campaigns.
- Customize marketing programs to users' behavior, geography, and platform.
- Map campaign effectiveness to actual usage.

Insights

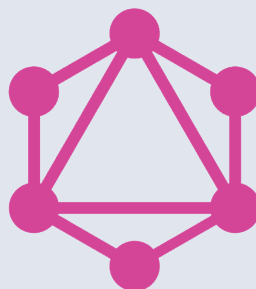
See project-level usage, quality, and error data immediately within our standard Account Portal Insights Dashboard, or access this data through the API.



Advanced Insights

Gain full transparency into the performance of your Vonage Video applications with Advanced Insights. Drill down into:

- **The Session Summary API** - provides session-specific usage information like the number of published and subscribed minutes, total number of connections, when they were created/destroyed, etc.
- **The Stream Statistics API** - provides quality and error data at a per-session, per-stream level.



GraphQL and GraphiQL Explorer

Test drive custom queries before integrating Advanced Insights into your environment with GraphiQL Explorer, an open-source, web-based query interface for APIs.

Data Types and Integrations

| | Insights Project-level data | Advanced Insights Session-and connection-level data (add-on) |
|------------|--|--|
| Usage | Published and subscribed minutes, archive, broadcast and SIP usage | Session published and subscribed minutes, composed and individual archives |
| Quality | Average and distributions for bitrates and latency | Bitrates and latencies of streams |
| Error Data | Failure rates for sessions, published and subscribed | Session connect, publish, and subscribe error |

Each filterable by:

- **Date and time range** of your data on daily, weekly or monthly intervals
- **Location** information by country (regional data available in the US)
- **Endpoint** information, including SDK and browser/device types

Advanced Insights integrates with:

Data Visualization Tools



Databases



Vonage Video API

Vonage APIs are helping organizations create better customer experiences by easily embedding communications into mobile, web, voice, and messaging applications. The Vonage Video API allows developers to quickly deploy live interactive video, leveraging WebRTC standards that are available for all modern web browsers and billions of mobile devices. Built on the world's most flexible cloud communications platform, the service is backed by comprehensive developer tools and rich enterprise-grade services and support.

Availability

Insights is available as a standard part of the Vonage Video API Account Portal, and Advanced Insights is available as a subscription add-on for Video API customers. To learn more, please contact us at vonage.com/contact-us