Analytics

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Your analytics page is the hub where you can view all of the key metrics relating to your success with OnceHub. You can use it to view how many meetings have been created through your Booking pages, chatbots, and forms, how long it takes for you to engage with your leads, and much more.

Read on to learn about understanding and using the metrics displayed on the page.

Reviewing your analytics

OnceHub analytics are designed to help you accelerate your lead capture, qualification, and engagement.

Figure 1:Analytics

You don't need to do anything special to get started with your analytics. Just use   booking pages, chatbots or forms to capture, qualify, and engage with leads, and the data will refresh every few minutes.

Lead engagement rate

Your lead engagement rate shows the number of leads engaged as a percentage of leads captured. (Lead engagements include live chat conversations, instant meetings, and scheduled meetings.)
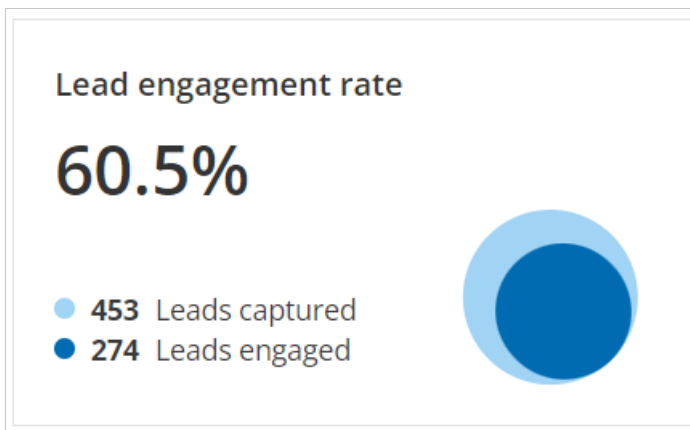

Figure 1: Lead engagement rate

For example:

- Your booking pages, chatbots, or forms captured 453 leads.
- You had 274 lead engagements using live chat conversations, instant meetings, or scheduled meetings.
- Your lead conversion rate was 274 ÷ 453 = 60.5%.

Learn more about accelerating your lead conversion rate.

Time to engagement

Your time to engagement metrics show the average time from initial lead capture to initial lead engagement.
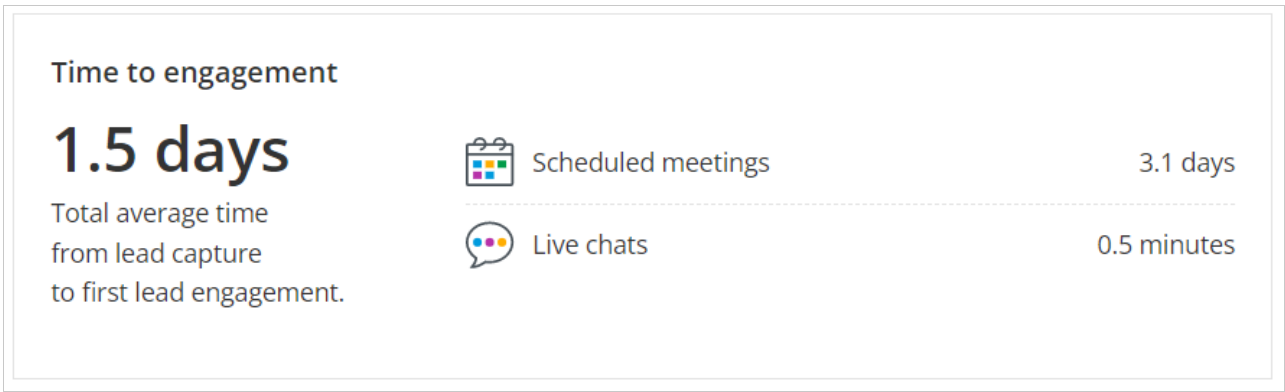

Figure 2: Time to engagement

For example, live chat conversations can happen within a few minutes of capturing a new lead, while scheduled meetings can take several days.

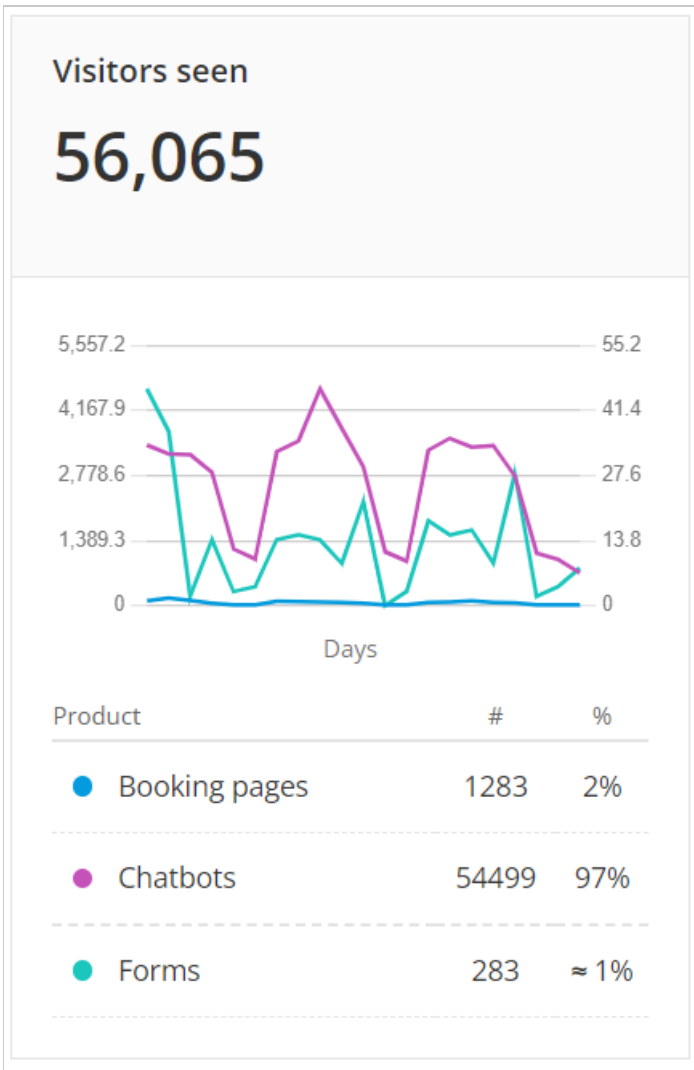Learn more about accelerating your time to lead engagement.

Visitors seen

Figure 3: Visitors seen

Your visitors seen metric shows how many visitors were seen by your booking pages, chatbots, or forms.

- A visitor may have been seen by your booking pages, chatbots, or forms, but that doesn't mean they interacted with them.

New leads captured

Your new leads captured show how many new leads were captured by your booking pages, chatbots, or forms.
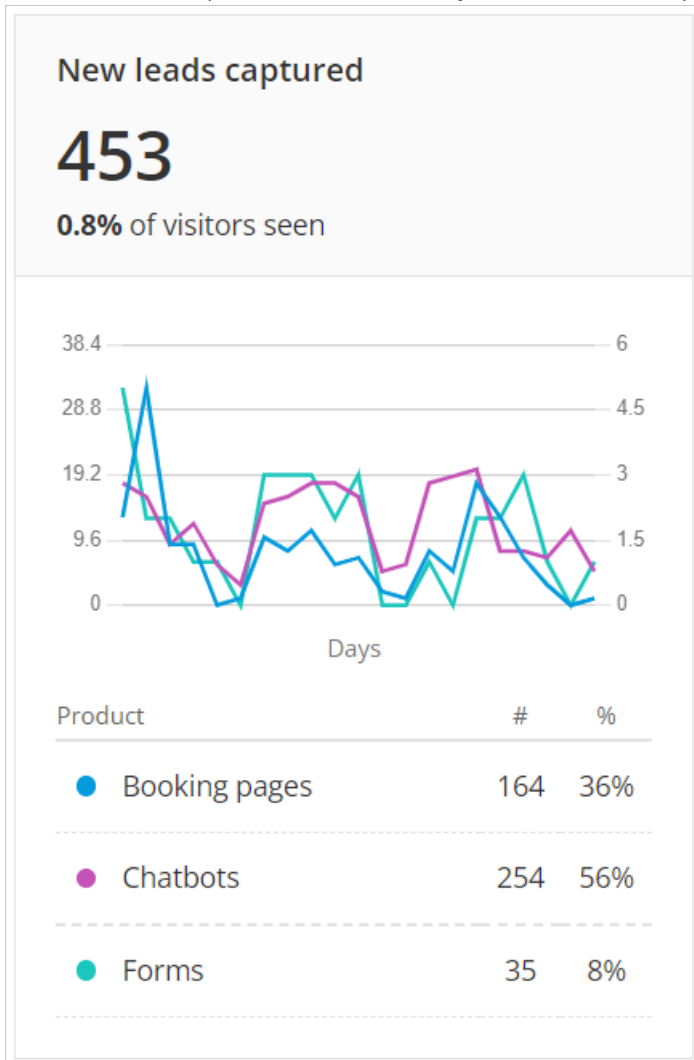

Figure 4: New leads captured

- A high lead capture rate indicates that you have good quality visitors coming to your website and that your booking pages, chatbots, or forms are well optimized.
- A low lead capture rate indicates that you have poor quality visitors coming to your website or that you need to optimize your booking pages, chatbots, or forms.

Learn more about accelerating your lead capture rate.
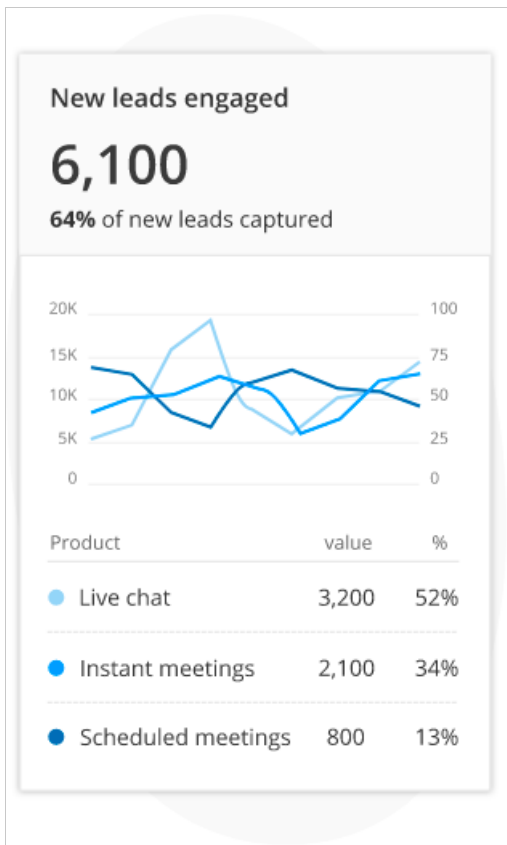
New leads engaged

Figure 5: New leads engaged

Your new leads engaged shows the number of leads engaged and the number of live chat conversations, instant meetings, or scheduled meetings.

- A high lead engagement rate can indicate that you and your team have good availability for engaging with qualified leads.
- A low lead engagement rate can indicate that you and your team have poor time availability for engaging with qualified leads.

Learn more about accelerating your lead engagement rate.
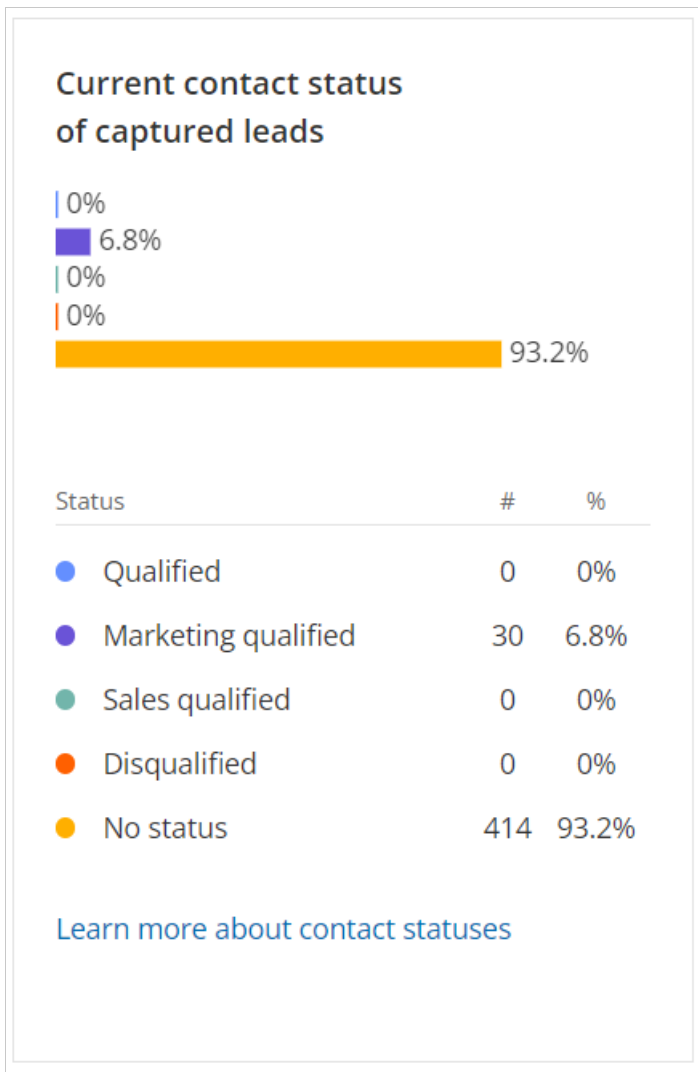
Contact status

Figure 6: Current contact status

The current contact status of captured leads show the qualification status of leads who were captured during the selected date range.

- A high lead qualification rate indicates that you have good quality visitors coming to your website and that your qualification questions are well-optimized.
- A low lead qualification rate indicates that you have poor quality visitors coming to your website or that you need to optimize your qualification questions.

Filtering

OnceHub analytics are designed to help you accelerate your lead capture, qualification, and engagement. Adding filters will help you to focus on the performance of your forms, bots, campaigns, or teams.
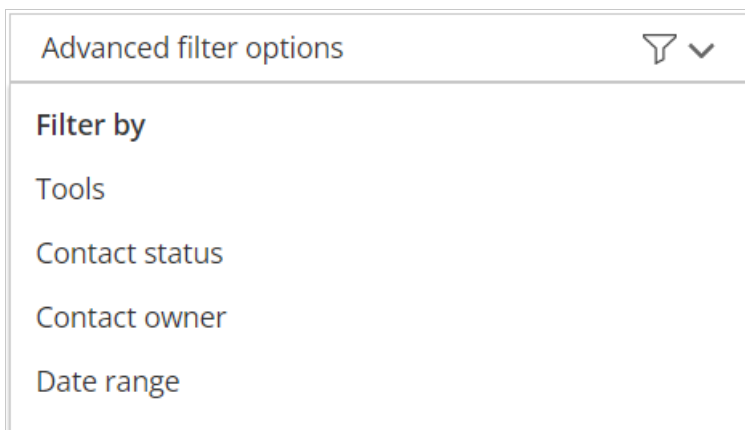
Figure 7: Advanced filter options
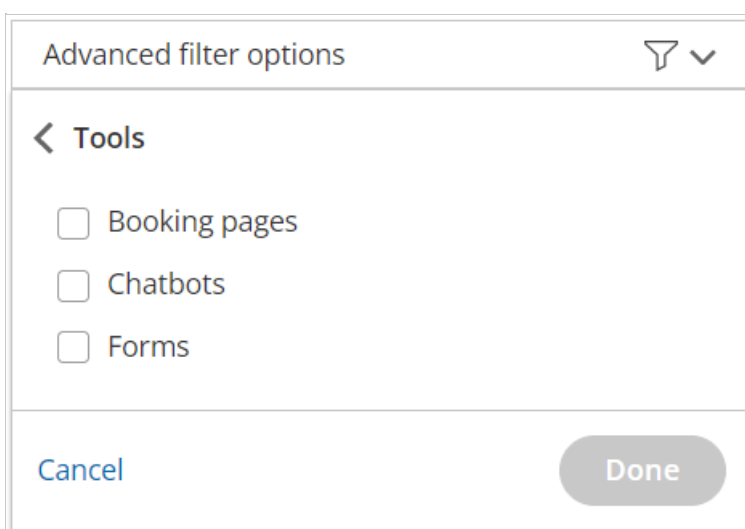
Filtering by tools

Figure 8: Filter by tools

The default view will show data for all OnceHub tools: booking pages, chatbots, and forms. Adding a tool filter allows you to focus on the performance of just one tool.

Filtering by contact status

All contacts in OnceHub are assigned one of the following qualification statuses:

- Qualified
- Marketing qualified
- Sales qualified
- Disqualified
- No status (default)

Adding a contact status filter allows you to focus on leads with a specific qualification status. For example, you might want to analyze marketing qualified leads and sales qualified leads separately.
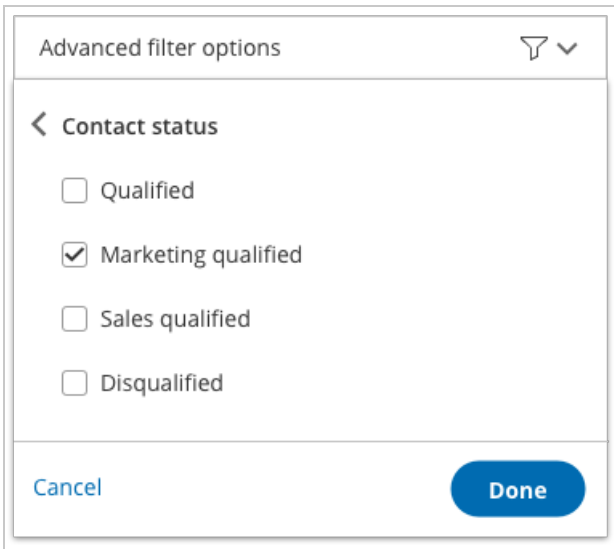
Figure 9: Filter by contact status

Bots and forms can automatically update the qualification status for contacts. You can also manually update the qualification status for a lead.
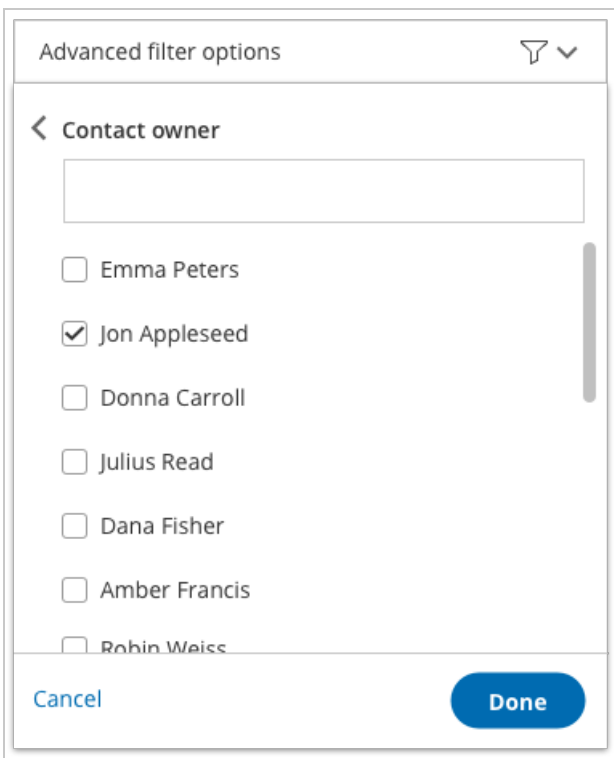
Filtering by contact owner

Figure 10: Filter by contact owner

Adding a contact owner filter allows you to track the progress of leads based on the contact owner. For example, you might want to track lead conversion or lead engagement performance for individuals or teams.
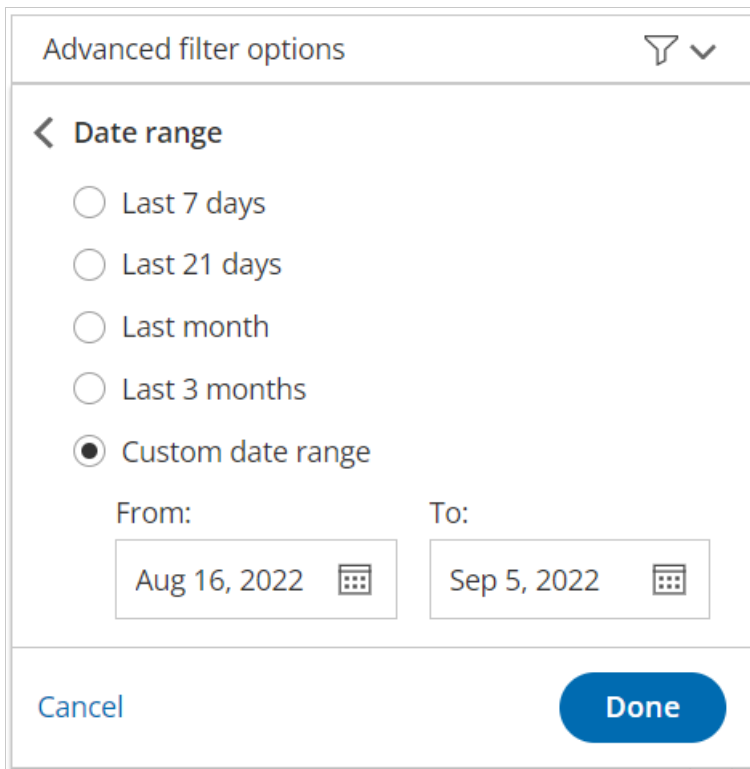
Filtering by date

Figure 11: Filter by date

The default view will show data for the last 3 weeks. However, it's easy to add a date filter if you want to see data for a longer or shorter period of time.

Best practices

To make sure that you're getting valuable insights, here are some best practices to consider.

Schedule a regular time to review your analytics

If you really want to get the most from your analytics, you need to schedule a regular time each week to review it for 30 minutes or more.

Checking analytics quickly every day is a great idea but sometimes you need to take a wider view to see how metrics are trending from week to week, or even month to month.

Schedule a weekly recurring meeting in your calendar and invite some colleagues to join you. It's a great way to brainstorm ideas for improving your lead metrics.

Use filters to understand your analytics better

Adding filters is quick, easy, and very revealing. You can soon find out what's working well and what could be improved. You can use filters to measure the performance of individual chatbots, forms, and teams.
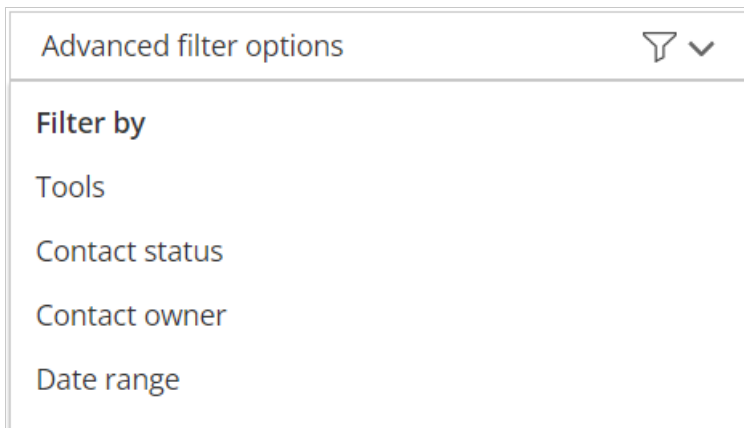
Figure 12: Filter your analytics

Use our guides to understand the metrics better

It's easy to get a little bit overwhelmed with a page full of metrics, so we've created guides to help you really understand each one:

- Accelerate your lead conversion rate
- Accelerate your time to lead engagement
- Accelerate your lead capture rate
- Accelerate your lead qualification rate
- Accelerate your lead engagement rate

Each guide also includes ideas for optimizing your booking forms, chatbots, and forms.

Experiment with different forms or bots for your visitors

Focus on one (or maybe two) metrics that you want to improve. If you try to improve everything at once, it's difficult sometimes to see what's actually working or not.

Review the pages on your website that are relevant for your chosen metrics. Can the messaging or content on the page be improved? Can a form or bot be added with qualification questions and engagement options?

If you're looking for ideas and inspiration for Chatbots, try this guide:

- Use Chatbots to capture, qualify, and engage with leads

Frequently asked questions

How do my analytics calculate time to engagement?

Your analytics calculate time to engagement as follows:

Live chat: The time from initial lead capture to the start of a live chat conversation.

Scheduled meeting: The time from initial lead capture to the start time for a scheduled meeting.

Note that the time to engagement for a scheduled meeting is based on when the meeting is due to happen, rather than when it was confirmed. It does not include scheduled meetings that have been canceled or marked as no-
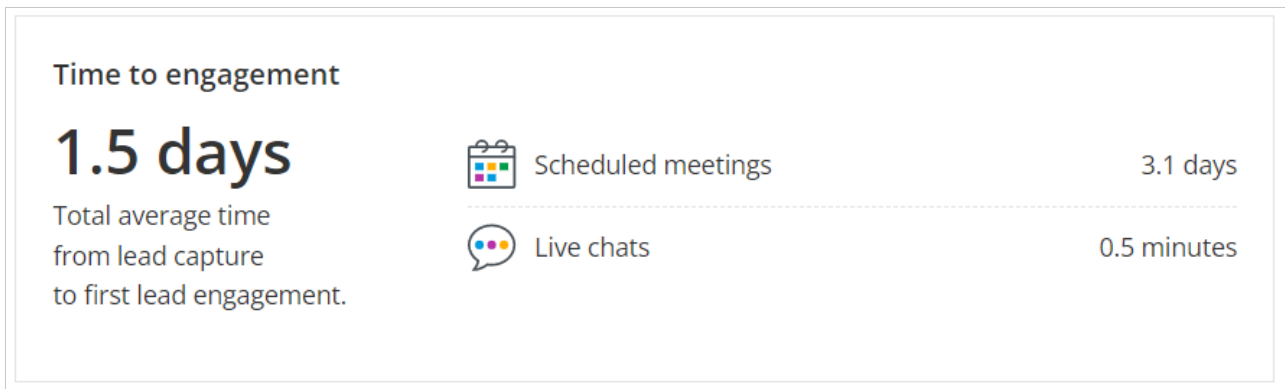
shows.

Figure 13: Time to engagement

How do my analytics calculate visitors seen?

Your analytics calculate visitors seen as follows:

Booking pages: The total number of visitors to pages that included a standalone, pop-up, or embedded booking page.

Chatbots: The total number of visitors to pages that included a standalone, pop-up, or targeted bot.

Forms: The total number of visitors to pages that included a standalone, pop-up, or embedded form.

Note that a visitor may have been seen by your booking pages, chatbots, or forms but that doesn't mean they interacted with them.
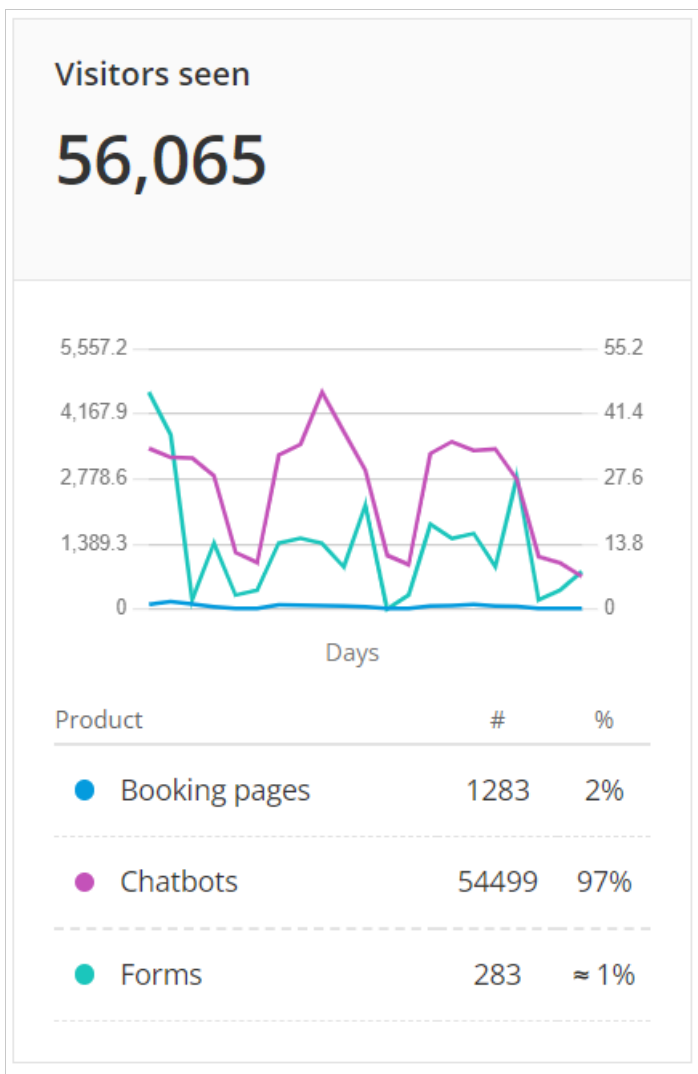
Figure 14: Visitors seen

How do my analytics calculate new leads captured?

Your analytics calculate new leads captured as follows:

Booking pages: The total number of new leads who scheduled a meeting through a booking page.

Chatbots: The total number of new leads who entered their email or phone number in a bot.

Forms: The total number of new leads who entered their email or phone number in a form.

Note that new leads captured will not include leads who have previously entered their email or phone number in a booking page, chatbot or form.
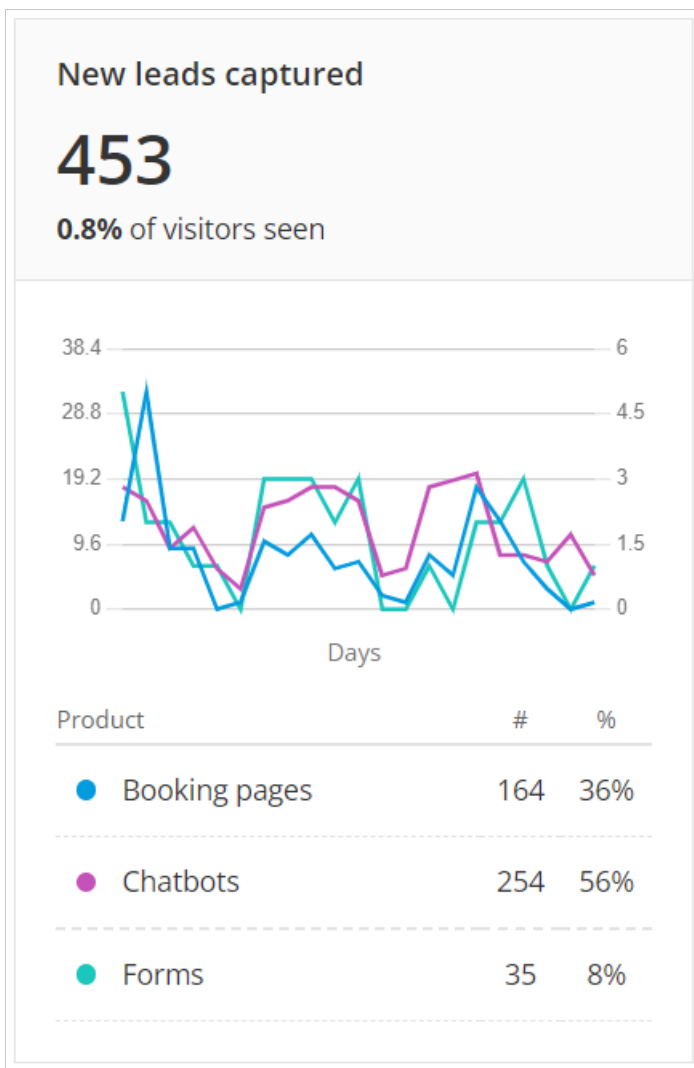
Figure 15: New leads captured

How do I update the qualification status of my contacts?

All contacts in OnceHub are assigned one of the following qualification statuses:

- Qualified
- Marketing qualified
- Sales qualified
- Disqualified
- No status (default)

Automatically updating the qualification status for a contact

Chatbots and forms can automatically update the qualification status by using the contact status action. For example, when a visitor has answered the qualification questions, you can decide whether their status should be updated to qualified or disqualified.
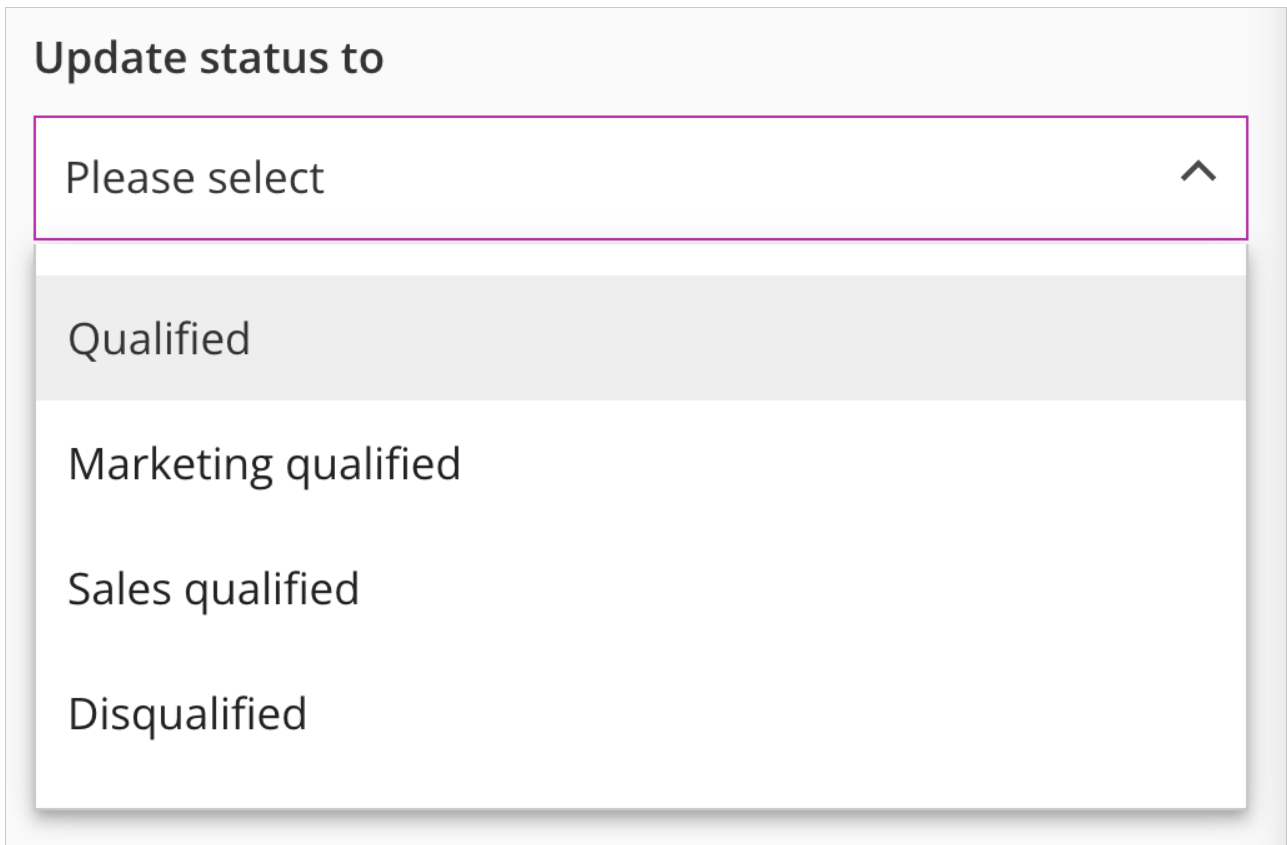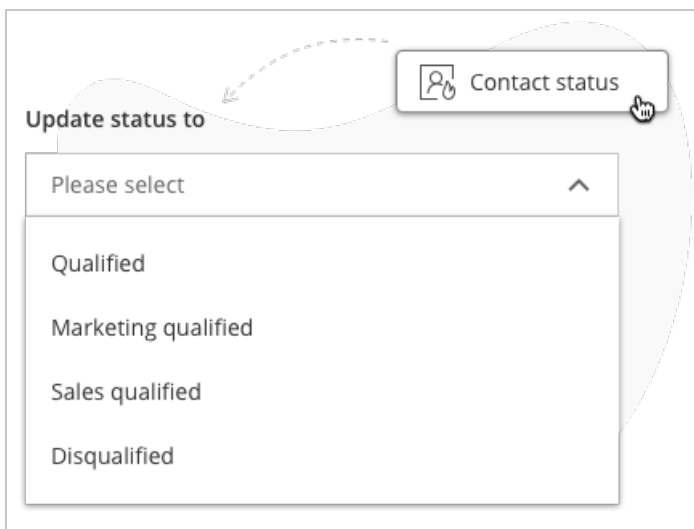
Figure 16: Contact status

Figure 17: Update contact status

Booking pages do not include qualification questions so they cannot update the qualification status for a contact.

Manually updating the qualification status for a contact

You can manually update the qualification status for a contact in your activity screen. For example, you might change the qualification status of a contact after conducting an initial discovery call or live chat conversation.
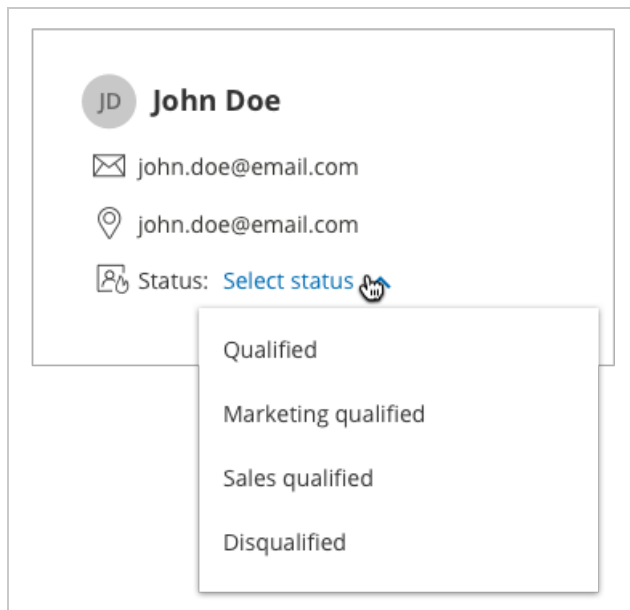
Figure 18: Select contact status