Owl Analytics feature overview

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We find a lot of third-party analytics tools awkward and clunky to use, but we also see tremendous value in having detailed analytics in knowledge bases. Good analytics can help identify what your readers are searching for, what they find when they search, how they get to your knowledge base, where they're visiting from, their navigation paths while they're in a knowledge base, and where they leave.

This is what Owl Analytics provides.

With a few quick selections, you can turn on a powerful analytics suite and view that data directly within KnowledgeOwl. No more trying to learn how to use Google Analytics or another tool, no more managing logins and access to that tool, and no complicated configurations.

Owl Analytics shares the most commonly requested knowledge base analytics in straightforward reports, with drilldowns that offer detailed insights.

Tracked information

Owl Analytics tracks basic web analytics like visitors, new vs. returning, location (country, city), device type, browser, operating system, screen resolution, language, pageviews, time on page, entry pages, exit pages, bounce rate, navigation flow, site search terms, referring websites, search engines, social media, direct traffic, file downloads, outbound link clicks, and so on.

Data access

> Owl Analytics data is available to authors with a default Editor or Writer role. Authors with custom roles must have the **Reporting > Analytics** custom author role permission to **View analytics reports** to view this data.

KnowledgeOwl staff can access this data, too.

None of your data goes through a third-party. All knowledge base analytics data is hosted and stored within KnowledgeOwl's infrastructure.

End-user privacy

Owl Analytics masks visitors' IPs by 2 bytes, so you'll see something like: 192.168.0.0. Our Owl Analytics setup has explicit controls so you can decide whether tracking cookies, visitor profiles, readers, and visits logs are tracked, so you can choose privacy settings that align with your organization's policies.

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Powered by KnowledgeOwl knowledge base software.

If you know someone visited your knowledge base but their visit isn't showing up in your reports, refer to Troubleshoot missing visits in Owl Analytics.



What about consent?
Owl Analytics doesn't currently have an explicit cookie or tracking consent banner or pop-up. Contact us if an explicit opt-out for your end-users is important to you!

Get started with Owl Analytics

If you're ready to get started with Owl Analytics, consider these next steps:

- Learn how to Set up Owl Analytics.
- Dig into how to Use Owl Analytics reports.
- Explore the Owl Analytics Export API.

Owlcademy learning resources

Check out the recording of our September 2026 Owlcademy Wisdom Wednesday session: Owl Analytics: Learn about your readers and report success to your managers.

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