View visitor profile

Last modified on 08/12/2026 10:57 am EDT

The **Visitor profile** provides detailed information about visitors to your knowledge base.

It's a drilldown report available from the **View visitor profile** link in the Logs report and the Segmented visits log.

I don't see this link
Visitor profiles are only available if you don't **Turn off visits log & visitor profiles** or **Turn off visitor profiles** in **KB settings > Owl Analytics**.

How to view the profile

To open a visitor profile:

1. Go to **Reporting > Owl Analytics**.
2. Select the Logs report from the **Choose your report > Type** dropdown, or select most of the other reports and open the Segmented visits log.
3. Select the time **Period** you want the report to display.
4. Locate the visit of the visitor whose profile you'd like to view.
5. Select the **View visitor profile** link in the upper right of that visit's card. The visitor profile opens in a modal over the main report.

Anatomy of the profile

The visitor profile opens in a modal over the main report. It includes six sections:



Let's review each section in more detail below.

1: Visitor details

The visitor details section includes some general information about this visitor, their location, and their devices.

If **Reader tracking** is turned on in **KB settings > Owl Analytics**, the reader's email address displays at the top of this

Copyright © 2015 – 2025 Silly Moose, LLC. All rights reserved.
Powered by KnowledgeOwl knowledge base software.

section, as in our screenshot above.

Hovering over most of the details in this section will display additional information about the visitor.

The section also includes:

- The unique visitor ID we've generated for this visitor, for example: `1aaa11111a1a1a1a`. If you select this link, the entire visitor profile opens in a new browser tab, which can help if you're working on a small laptop screen.
- The visitor's location. If you hover over that location, a tooltip shares more information about the visitor, including their:
  - Country
  - Region
  - City
  - IP address, final two bytes masked, so you'll always so .0.0 as the ending IP address
  - Web-browser language
- Their device's operating system
- The browser they mostly use. If you hover over the browser, a tooltip shares more information about the visitor, including their browser engine and plugins.
- Their device's screen resolution. If you hover over the resolution, a tooltip shares your visitor's device's type, brand, and model.

2: Summary

The visitor summary provides a text summary of your visitors' most recent visits (up to 100), including:

- Total time spent on your knowledge base
- Total number of actions performed, with statistics on pageviews, downloads, outlinks, and searches
- The text of any search keywords they've looked for
- The average page load time for this visitor

3: First visit & last visit

The date and referrer for their first visit as well as their most recent (last) visit.

4: Devices

A summary of information about the devices they've used to view your knowledge base.

5: Location

The country they most often visit from.

Select **show map** to view the different locations they've accessed your knowledge base from on a map.

5: Visit log

Copyright © 2015 – 2025 Silly Moose, LLC. All rights reserved.
Powered by KnowledgeOwl knowledge base software.

The right half of the visitor profile displays a full list of their visits (collapsed in our screenshot). This displays the same detailed information as the Logs report.

Copyright © 2015 – 2025 Silly Moose, LLC. All rights reserved.
Powered by KnowledgeOwl knowledge base software.