



Owl Analytics setup

Last Modified on 12/04/2025 4:42 pm EST

Authors with the default Editor role can change Owl Analytics settings. If you're using a [custom role](#), you'll need to have the KB Settings [custom author role permission](#) to Update analytics settings.

Follow these steps to set up Owl Analytics:

1. Go to **KB settings > Owl Analytics**. The Owl Analytics settings page opens.
2. If you're using KnowledgeOwl with [reader accounts](#) and you want Owl Analytics to tie visitor profiles and visits logs to those reader accounts, turn on the **Track readers > Reader tracking** toggle. This feature is available on [select plans](#).
3. Use the **Privacy and compliance** settings to determine how much information about individuals should be captured in Owl Analytics. Refer to [Owl Analytics privacy & compliance settings](#) for more information on what is tracked and used for each setting.
4. Once you've made all your changes, turn on the **Enable Analytics for <knowledge base>** toggle at the top of the page.
5. Be sure to **Save your changes**. We'll begin tracking data within five minutes.

Once you've enabled Owl Analytics, learn how to [Use Owl Analytics reports](#).

Recommended configurations

As a general rule, the more tracking elements you turn on in **KB settings > Owl Analytics**, the more detailed visit and visitor information becomes, but also the greater the privacy and compliance risk.

Detailed data, no profiles/readers

If detailed data is your highest priority and you don't need detailed profiles of readers or visitors, your analytics should use visitor logs and tracking cookies:

- Don't turn on **Reader tracking**
- Don't turn on **Turn off visits log & visitor profiles**
- Turn on **Turn off visitor profiles**
- Turn on or leave on **Tracking cookies**

Refer to [Owl Analytics privacy & compliance settings](#) for more information on what is tracked and used for each

setting.

Detailed data with profiles/readers

If detailed data is your highest priority and you need to see detailed profiles of readers or visitors, your analytics should use visits logs, visitor profiles, and tracking cookies. If you have logged-in reader accounts, you may want to use reader tracking tracking, as well:

- Turn on **Reader tracking** if you have individual reader accounts and want to tie reader login info to the visitor profiles
- Don't turn on **Turn off visits log & visitor profiles**
- Don't turn on **Turn off visitor profiles**
- Turn or leave on **Tracking cookies**

Refer to [Owl Analytics privacy & compliance settings](#) for more information on what is tracked and used for each setting.

Explicit privacy considerations

If you have explicit privacy considerations around tracking personal data, using cookies, and so on, your analytics should turn off most of the individual-based tracking.

For the strictest implementation:

- Don't turn on **Reader tracking**
- Turn on **Turn off visits log & visitor profiles**
- Turn off **Tracking cookies**

Refer to [Owl Analytics privacy & compliance settings](#) for more information on what is tracked and used for each setting.



Cookie consent banners

We're still sorting out how Owl Analytics will work with cookie consent banners. If this is important for your knowledge base, please [contact us](#) and let us know some more details about how your cookie consent banner is generated [for example, do you use a third-party tool?].