Downloads report

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The **Downloads** report provides details about which resources your visitors clicked to download. This report can be incredibly useful if you're sharing resources you expect or want readers to download, like white papers, templates, software files, and more. Refer to Download for more information on which downloads are tracked.

You can also use this report to determine if readers are actually downloading any of the built-in PDFs, such as individual article, Standard, or Custom.

It's a top-level report available in the **Choose your report** dropdown.

How to view the report

To open the Downloads report:

1. Go to **Reporting > Owl Analytics**.

2. Select **Downloads** from the **Choose your report > Type** dropdown.

3. Select the time **Period** you want the report to display.

Anatomy of the report

The Downloads report opens in the main report window. It displays three columns:

Sample Downloads report

Let's review each column in more detail below.

1: Download URL

Files from similar URLs will all be grouped together. Use the plus/minus icons to expand or collapse these URLs to view the URLs for individual files that were downloaded.

Here are the most common URLs you'll see:

Cloudfront URL

Files stored in KnowledgeOwl are stored on one of our Cloudfront servers, so a lot of files downloaded from your

knowledge base will show under a Cloudfront URL. This most often includes URL redirect articles and categories when the URL they point to is a file stored in KnowledgeOwl.

You may also see screenshots, gifs, or videos embedded in content that someone's saved locally or opened in a new tab.

Your knowledge base's URL

Downloads of your knowledge base sitemap will be logged under this URL.

If you require login to view files/images, you may see downloads of files/images stored in KnowledgeOwl appear in this section instead of under the Cloudfront URL.

Other URLs

Other Download URLs listed here will depend on where you link to resources from within your knowledge base.

2: Unique downloads

3: Downloads

Downloads displays the total number of times visitors downloaded this resource during the selected time period. Refer to Download for more information on when a download is tracked.

Access drilldown report

The Downloads report includes one drilldown report for individual pages. Access this report by hovering over the download link you're interested in and selecting the in-line icon that appears:

> Select the in-line icon to open the drilldown report

Segmented visits log

Access the Segmented visits log by selecting the person in the box icon.

> **I don't see this report**
> The Segmented visits log is only available if you don't **Turn off visits log & visitor profiles** in **KB settings > Owl Analytics.**

Use the **Segmented visits log** to figure out:

- **What visitors who downloaded this resource did before/after they downloaded:** Review what else they did before and/or after downloading this resource to to identify trends in navigation or usage that may help you optimize your content.