



Use Owl Analytics reports

Last Modified on 12/09/2025 2:15 pm EST

Owl Analytics groups its reports into two different types:

- **Readers**

Readers reports provide aggregate information about your knowledge base's visitors and locations.

Depending on your selections in **KB settings > Owl Analytics**, they may also provide detailed information about individual visits and/or readers.



Best for:

Use the Readers reports to get a feel for your overall knowledge base usage, which locations are driving your usage, and to explore ways that visitors or logged-in readers are using your knowledge base.

- **Behavior**

Behavior reports provide much more detailed information about individual pages and actions. If you've ever wanted to learn better how people use and navigate through your knowledge base, these are the reports for you!



Best for:

Use the Behavior reports to dig into individual pages, explore how your readers transition from their first page to their last, learn what they're searching for, and learn which resources they're downloading.

Use the resources below to explore each report type. Not sure where to begin? Try our Owl Analytics Quick Start.