☒ Introducing Owl Analytics

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For years now, we've been saying "Wouldn't it be owlsome if we had our own analytics suite?", especially once Google Analytics updated to GA4.

I'm extremely pleased to announce that today I can say that those dark days of struggling with GA4 or paying for third-party analytics tools are officially over with our latest release: Owl Analytics.

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.

The details

This is a huge feature set, but here are the highlights:

- View both aggregate view and location information as well as detailed visitor logs or reader logs, depending on how you set up the feature.
- Far more detailed pageview data than we've captured in the past, including unique pageviews, bounce and exit rates, average time on page and average page load time. Choose whether to view by URL or page title.
- Drill into your knowledge base viewers' behaviors to identify your most common entry and exit pages.
- View all the terms viewers searched for in your knowledge base. Use drilldown reports to explore what they did before and after running their search.
- View which resources your viewers download. Use drilldown reports to explore what they did before and after they downloaded.
- All reports include time period selectors, so you can compare data over time.
- Opt into and out of the settings that make sense for your organization. Do you think detailed visits logs or reader logs are creepy? Does your organization not allow tracking cookies? Choose which features align with your organization's interests. Refer to Owl Analytics privacy & compliance settings for more information on the different visitor-tracking options.
- All Owl Analytics data is tracked and stored within KnowledgeOwl's infrastructure. Only your authors and KnowledgeOwl staff can access your data.

If you'd like to get a feel for the kinds of questions our reports can help answer, head to the Owl Analytics reports quick start to poke around.

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