



Monitoring

This chapter describes the various types of reports that you can view using the WiFi Engage.

Viewing Reports [This section is under update]

The Report shows the details of the customer activities in the WiFi Engage enabled locations. It also shows the customer data you could acquire so far using the WiFi Engage. A customer can be anyone in your business location with a Wi-Fi enabled device, who has purchased from your business premises earlier, a potential buyer, or a visitor. You can analyze the customer activities at various locations through the report to make right business decisions.



Note

To view the report, you need to do certain configurations in the Meraki. For more information on configurations required in the Meraki, see the [“Configuring Meraki for Notifications” section on page 5-2](#). If the Meraki configurations are not done, when you try to access the reports, the WiFi Engage displays a message stating the configuration is not done, and asks you whether to do the configurations automatically. If you click “Yes”, the configurations are done automatically in the Meraki.

To view the report, perform the following steps:

-
- Step 1** In the WiFi Engage dashboard, choose **Reports**.
The report appears. By default, the report is shown for all the locations from the date on which you have installed the WiFi Engage.
 - Step 2** In the Filter by area, choose the locations for which you want to view the report.
 - Step 3** To view the report for a particular period, click the calendar icon, and specify the period for which you want to view the report.
 - Step 4** To view a particular type of report, click the tab for the type of report that you want to view. For example, to view the User Activity report, click **User Activity**.
-

In the report header, the count of various data displayed. The counts are shown from the date of installation of the WiFi Engage. You can filter the report to view for specific locations and period. The following details are displayed in the report header:

- **Devices Connected**-The total number of devices that have connected to your Wi-Fi.

Send documentation comments to emsp-docfeedback@cisco.com

- **Devices Acquired**- The total number of devices that have used the authentication process in the WiFi Engage such as SMS, e-mail, or social authentication to access the Internet.
- **Devices Opted Devices**-The total number of unique devices opted in for subscription.
- **Users Acquired**- The total number of customers who has attempted the WiFi Engage authentication process.

In addition, the WiFi Engage enables you to view the following types of reports:

- [Customer Acquisition Report, page 11-2](#)
- [Use Activity Report, page 11-2](#)
- [Engagement Report, page 11-2](#)

Customer Acquisition Report

The customer acquisition report displays the WiFi Engage authentication process usage details.

The customer acquisition report includes the following:

- **Devices Connected**-The total number of devices that have connected to your Wi-Fi.
- **Devices Acquired**- The total number of devices that have used the authentication process in the WiFi Engage such as SMS, e-mail, or social authentication to access the Internet.
- **Devices Opted Devices**-The total number of unique devices opted in for subscription.
- **Users Acquired**- The total number of customers who has attempted the WiFi Engage authentication process.

Use Activity Report

The user activity report shows the details of customer visits in your location, the time the visitors spend in the location, and the number of times each visitor visits the location.

The user activity report includes the following:

- **Average Daily Active Users**- The average number of active customers on each day.
- **Unique Users**- The total number of unique customers who has visited your locations.
- **Visits**- The total number visits made to your locations. A user can make more than one visit.
- **User Activity Map**- The user activity map displays the ratio of the total customers per day to the total visits per day.
- **Dwell Time**- Displays a pie chart that shows the duration of each visit in your WiFi Engage enabled location. The average dwell time is displayed in the center of the pie chart.
- **Average Number of Visits**- Displays a pie chart that shows the number of visits made by each visitor in your WiFi Engage enabled location. The average number of visit is displayed in the center of the pie chart.

Engagement Report

The engagement report shows the details of engagement in the captive portal by the visitors.

The report includes the following details:

Send documentation comments to emsp-docfeedback@cisco.com

- **Possible Engagements-** This section displays the total app users, phone numbers of the visitors, email ID of the visitors, and unique users captured so far using the WiFi Engage, which ideally represents the possible engagements in the captive portal.
- **Captive Portal Engagement-** This section displays the following details:
 - Users Engaged- The total number of users who has engaged with the captive portal.
 - Total Users Connected- The number of users who has successfully connected to the internet through the captive portal.
 - Number of Clicks per Menu Item- The highly used five menus in the captive portal along with their percentage of usage.
- **Engagement Rules- Consumer Notifications-** This section shows a graph that displays the number of notifications sent to the customers through SMS, e-mail, or push notification using each engagement rule.
- **Engagement Rules- Business User Notifications-** This section shows a graph that displays the number of notifications sent to the business users through SMS, e-mail, or API notification using each engagement rule.

Send documentation comments to emsp-docfeedback@cisco.com