

## Using Issuu Statistics

1. Go to the Issuu website - <https://issuu.com>
2. On the **TOOLBAR**, click on the **LOGIN** tab located on the upper right-hand of the page.
3. Enter your:
  - Username
  - Password
4. On the left side menu of a **HOME PAGE**, click the **STATISTICS** dashboard.
5. At the top of the page, there is a drop down option which you can choose to see statistics for all Publications or for a specific one.
6. Statistics Sections:
  - **Impressions** - measure how many times your publication was served or shown to your audience. This means your publication could have appeared in someone's feed as a thumbnail, in search results or on a website we've embedded it.
  - **Reads** - indicates when someone opens your Publications and takes in action such as flipping through pages, clicking on a link and zooming in. Reads accounted for when a reader stays engaged for longer than two seconds.
  - Average Read Time
  - Clicks
  - Downloads
7. Statistics Features:
  - **Reading Devices** - tells you the types of devices your audience is using to consume your content. Allowing you to fine-tune designs and layouts based on audience preferences.
  - **Sources** - metric reveals where readers access your content whether from issuu.com or embeds
8. If you have a **BASIC or starter plan**, you can see statistics for the **past 30 days**. And with a **HIGHER plan**, you can access **historical statistics by specifying a date range or time period**.

9. There is also an option to **DOWNLOAD** a visual report of your statistics in **PDF or CSV** format. Either for all Publications or individual ones. Click the **DROP DOWN arrow** beside the “**DOWNLOAD PDF**” button which is black in color.
10. If you have a **PREMIUM PLAN or higher**, you can get additional metrics including statistics for Links, Page Level Data and Readers around the world which breaks down your audience by Country, enabling you to pinpoint your reader's location.