

MHCP Mentors

Analytics Explorer

January 2026

Shards632
Metrics Shepherd



Mentor Workshop important info:



This session is recorded—the session will be posted on YouTube later.



Raise your hand—use the Zoom “Raise your hand” function to ask a question (or put it in the chat).



Mute yourself—keep muted unless you are asking a question.



Keep the conversation going! Post your work or questions in the forum.



Questions at designated times—save most questions for the Q&A portions.



Be active in the chat—share relevant insights and help answer others’ questions when possible.



Use the chat for technical issues—report technical problems in the chat, not verbally.



Fill out the feedback survey—your input helps us improve future workshops.



Tag me in the appropriate channels for feedback. Please don’t DM me. (I won’t answer.)

Callouts

The Quest for Balance

Monday January 19th, 5pm PST, 8pm EST

JoyReign

Real World Materials

Tuesday January 20th, 11am PST, 2pm EST

SpaceGlitterUnicorn

Noesis Tips & Tricks

Thursday January 22nd, 5pm PST, 8pm EST

MKE_TheGuru

AI Coding Agents

Friday January 23rd, 11am PST, 2pm EST

SeeingBlue

From Burnout to Breakthrough

Monday January 26th, 5pm PST, 8pm EST

JoyReign

Noesis in Action: Under the Hood

Tuesday January 27th, 11am PST, 2pm EST

Shards632, MKE_TheGuru, GausRoth, Tellous

Worlds Feedback

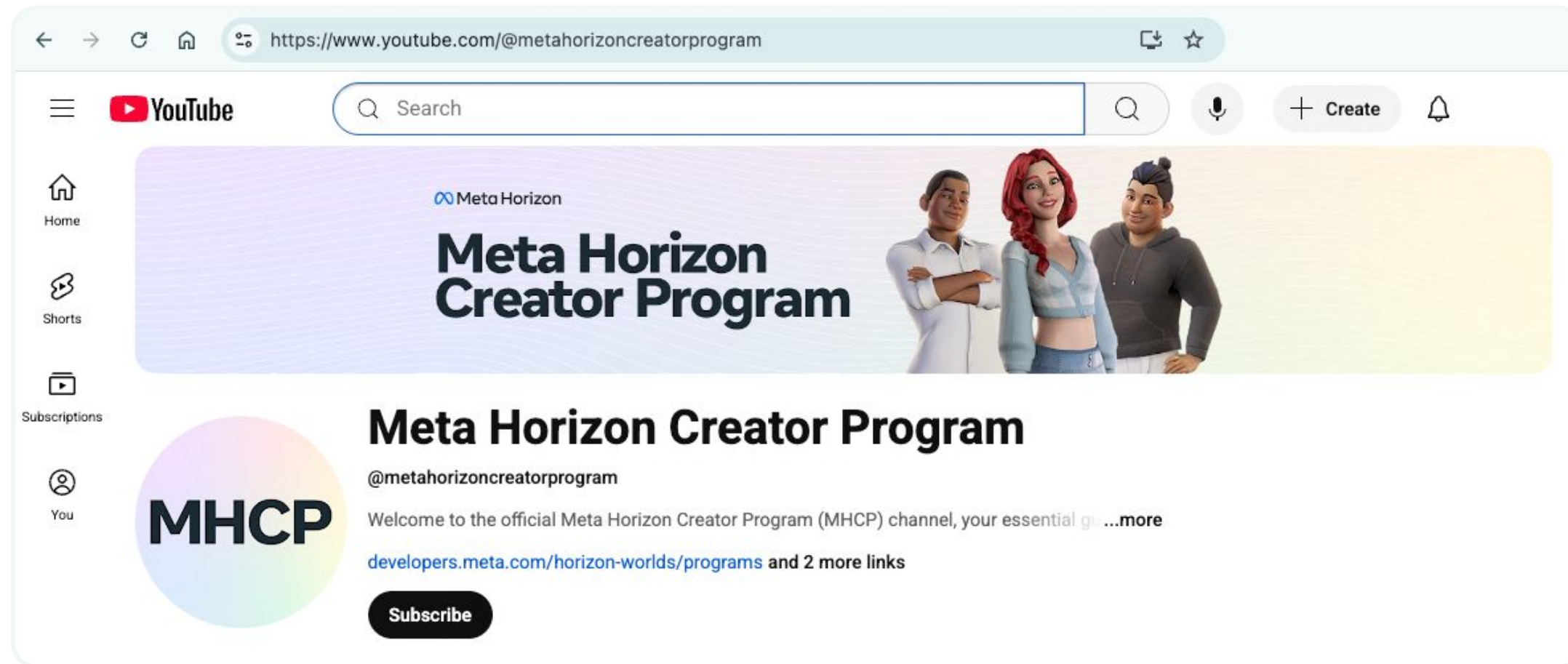
Thursday January 29th, 11am PST, 2pm EST

GausRoth

The After Party

Monday February 2nd, 5pm PST, 8pm EST

JoyReign





<https://www.youtube.com/@metahorizoncreatorprogram>

 **YouTube**
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Skills Matrix alignment

Design	Project Management	Scripting	Art	Operations 
Mechanics The main interactions, rules, procedures that a player uses / interacts with (that are fun / delightful / useful) via items, interactions, UI, etc.	Product Management The frameworks for turning ideas into practical, executable projects with clear goals, timelines, and deliverables	Programming The skills needed to write and manage (3D content) codebases.	Assets The design and creation of static meshes for use as world environments or items / props / wearables / characters (including meshes and textures).	Marketing  The tools for acquiring and managing an audience.
Core Loop The creation of meaning / accomplishment / feedback when repeatedly using the (main) mechanics.	Content Development The processes to ensure an idea is clear and “proven” before moving to the long stage of polished script and art creation.	Meta Horizon Systems The use of Meta Horizon’s specific technical features and capabilities.	Dynamics The creation and application of elements that bring life to static art (such as animations, visual effects, lighting, sound effects, and music).	Business Management The administration of team / financial management, including payments, legal affairs, and related human resources functions (including managing partnerships and talent).
Progression The frameworks that allow players to accrue long-term value and retain in a world (achievements, identify, items, etc.).				

Agenda

What are Analytics?

World Activity (build-in)

In-World Activity (custom)

Heatmaps

Events

Demographics

Traffic Attribution

Q&A

What Are Analytics?

Definitions

Where is it?

Types

World analytics is the usage and performance data associated with a world in Meta Horizon Worlds.

You can use this information to improve your player experience and measure the success of various sorts of marketing campaigns.

These analytics are not 'live', but typically with a 24-48 hour delay (or longer if the data processing pipeline is down).

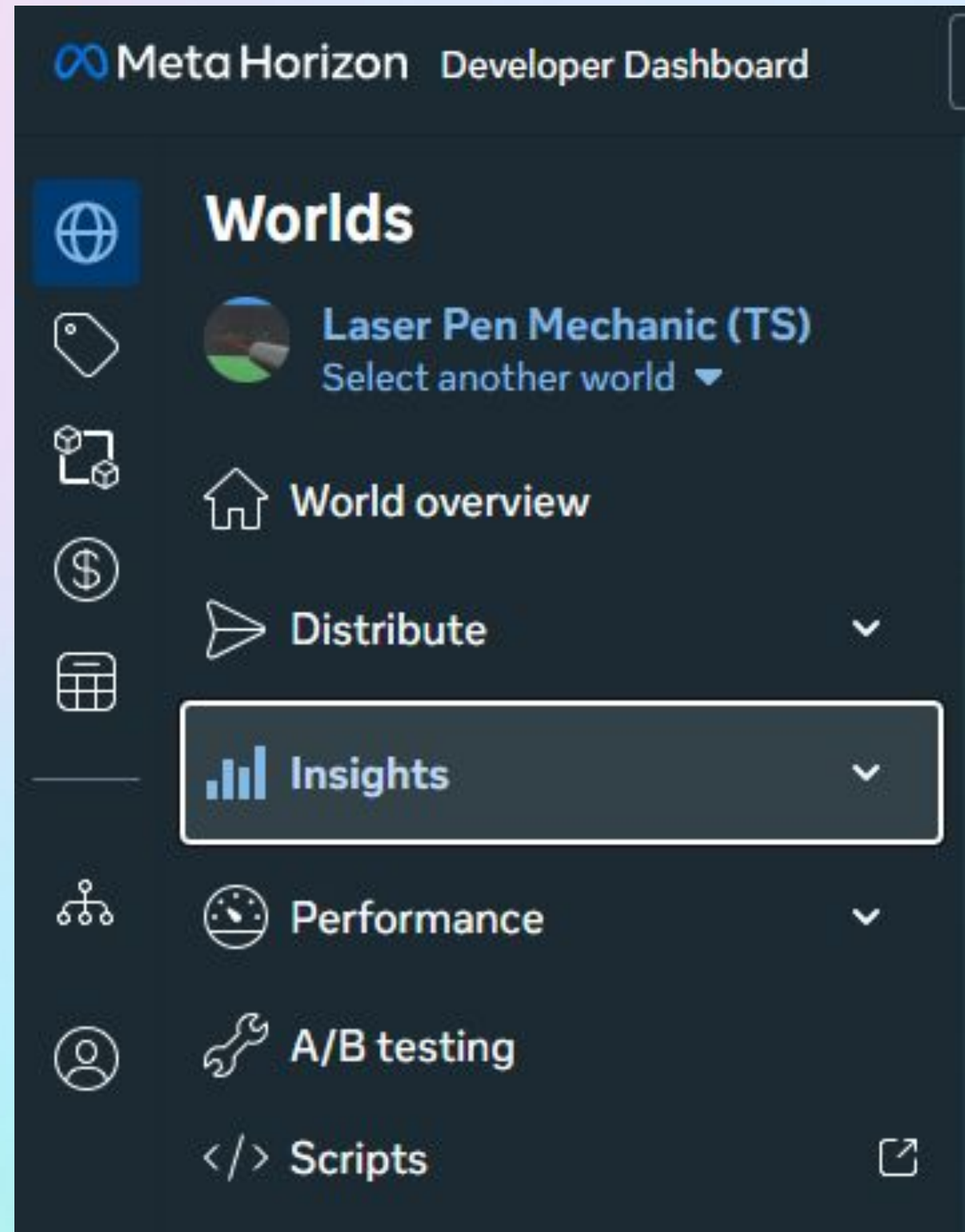
These analytics are 'aggregated', meaning that you can't learn anything about a specific user's behavior.

What Are Analytics?

Definitions

Where is it?

Types



What Are Analytics?

Definitions

Where is it?

Types

- Built-In "World Activity"
 - Aggregated player visit stats over different periods
- Custom "In-World Activity"
 - World-specific stats (you need to write code for this)
- Heatmaps
 - Visual maps of where in your world certain activities occur
- Events
 - Impact of hosted events on world visitation
- Demographics
 - Learn about who your players are
- Traffic Attribution
 - Learn how people found your world

World Activity (built-in)

Overview

Details

Per day statistics

Metrics

25 options selected

Filters

All devices

Date range

Dec 17, 2025 - Jan 13, 2026

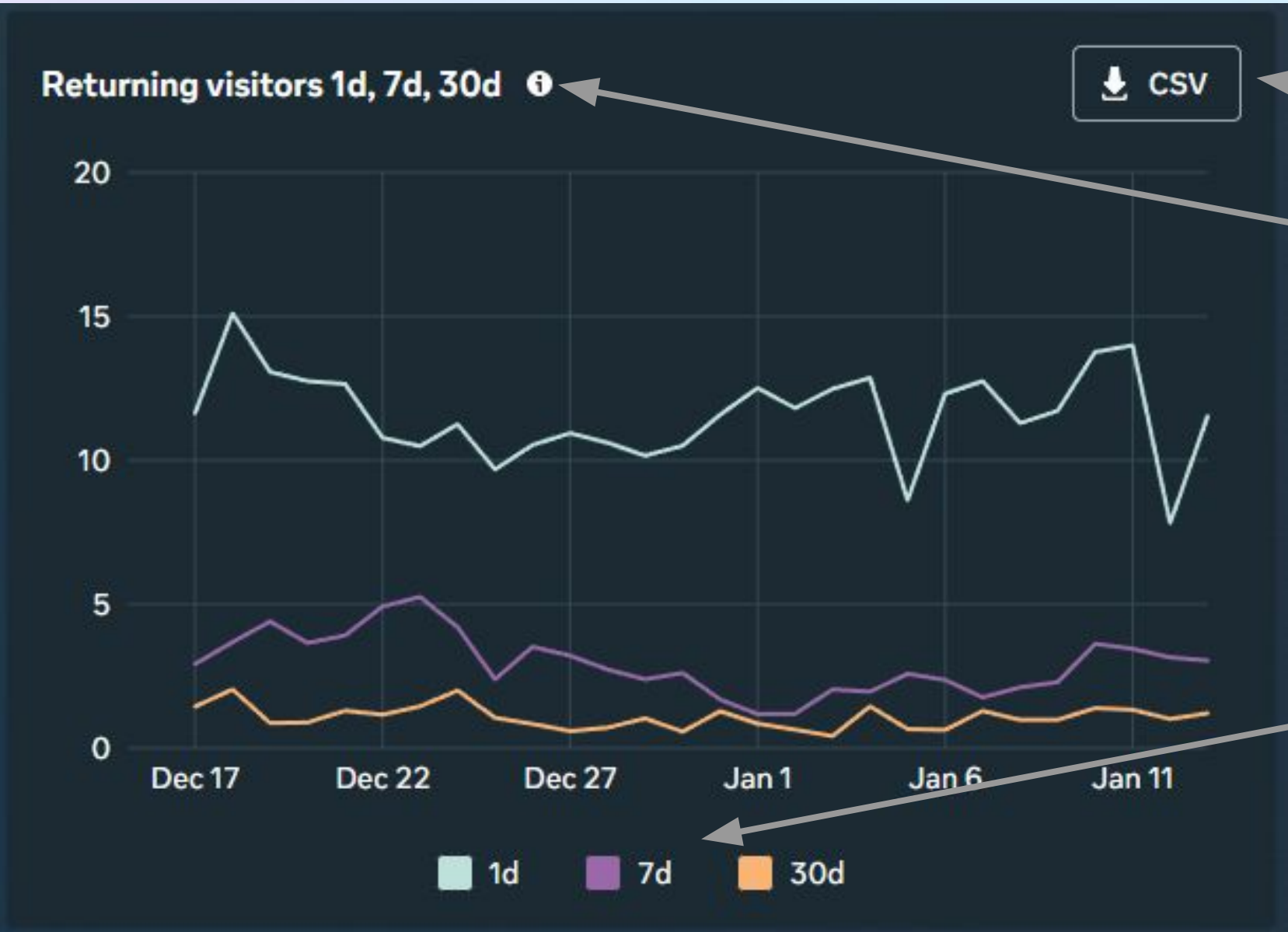
Apply settings

Display benchmark data

Limit metrics, devices, or date range

Be sure to 'Apply settings' after making changes!

Show Platform-Wide Benchmarks (where applicable)



Data Export to Spreadsheet

Tool Tip Info on Statistic

Graph Legend

World Activity (built-in)

Overview

Details

- Visits (total and unique)
- Time spent (total and average)
- Concurrent players
 - How social is your world
- Returning regular / new visitors and Churn rate
 - How sticky is your world
- Retention Rates (L1, L7, L30)
 - More stickiness measures on a day, week, month basis
- Clickthrough
 - How discoverable your world is
- Sustained Visit ("long" sessions)
- Performance stats
 - Frame Rate, Hitch Fraction, Memory, Crash Rate
 - Publish dates
 - Integrity actions (total and per-user)

In-World Activity (custom)

Overview

Similar layout / configuration as World Activity.

Displays *custom* metrics that you have instrumented into your world using TypeScript code.

Configuring custom In-World metrics is a **big** topic and beyond the scope of this talk, and has been covered in other workshops.

- Build Smarter Worlds with TurboAnalytics
<https://www.youtube.com/watch?v=NHKBcOafpG8>

Heatmaps

Overview

Example

Provides you with a 3D map of your world that you can 'fly' through in the browser.

Can display 'translucent' geometry or 'wireframes' to orient yourself.

Displays following stats over last 1 / 7 / 30 days

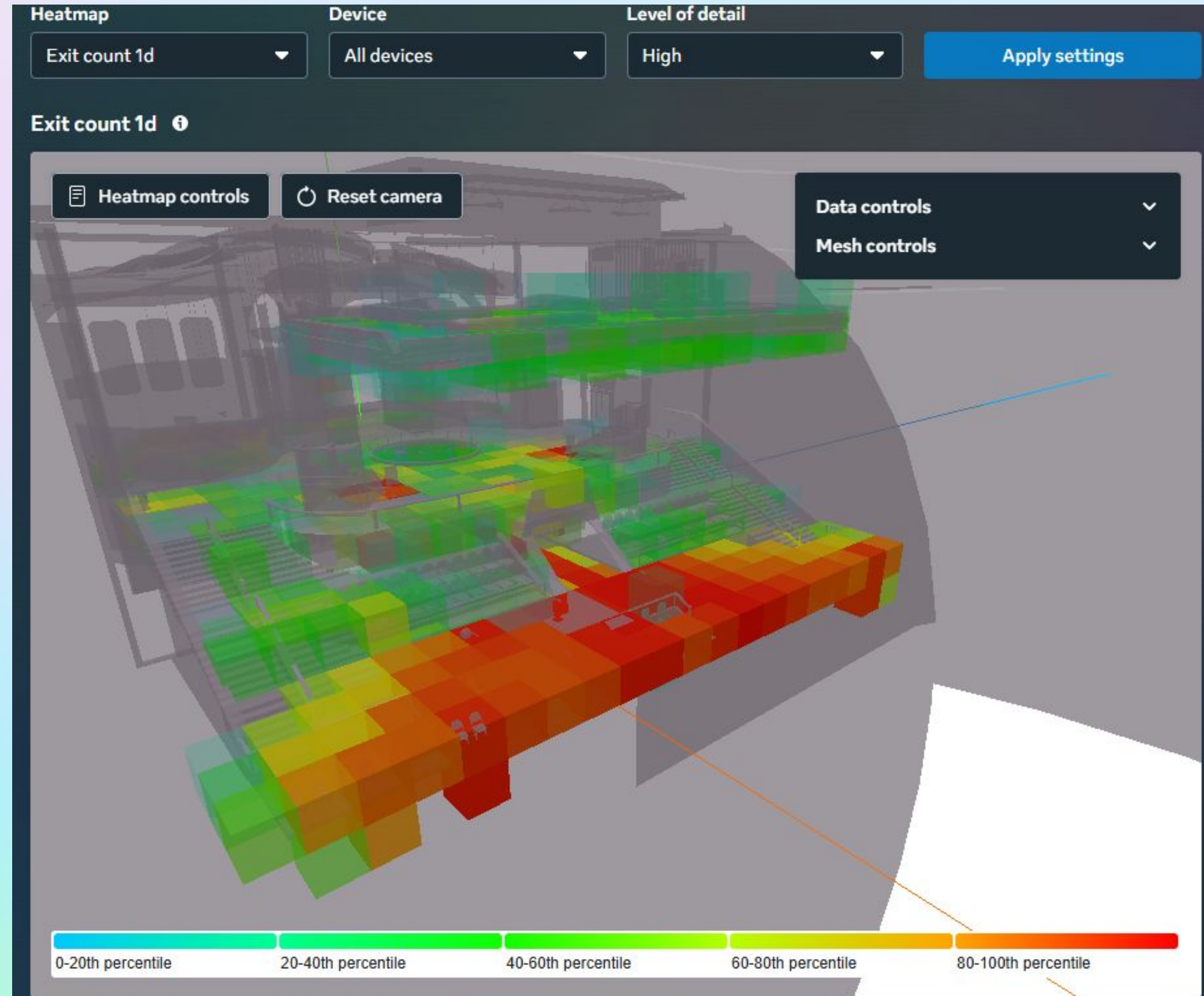
- Total time spent
 - What parts of your world are 'hot' / interesting?
- Crash rate
 - Are there any buggy mechanics in your world?
- Exit count
 - Where do people get bored or stuck?

Can display in high/medium/low sampling resolution

Heatmaps

Overview

Example



Events

Overview

Example

You can get information both about individual events you have hosted, as well as the overall impact of events on your world.

For individual events

- graph of interest between event publish and start time
- how many people *actually* came to your event
- how long they spent there.

For the overall world impact, you can get

- Total event visitors / time spent
- Average visitors per event / time spent per visitor
- Graph of average visitors and time spent per day
- A list of all events in your world

Note: Overall world impact page doesn't seem to be working?

Events

Overview

Example

Individual Event View

Overview

Data last updated on January 13, 2026. ⓘ

Download CSV

Interested people ⓘ

98

Unique visitors ⓘ

198

↓ 91.5%

Average time spent ⓘ

8m 56s

↓ 38.7%

Interested people

The number of people who have marked themselves as interested in the event between the event published and start times.

Data last updated on June 18, 2025. ⓘ

Download CSV



Demographics

Overview

Example

Describes the daily composition of your world audience.

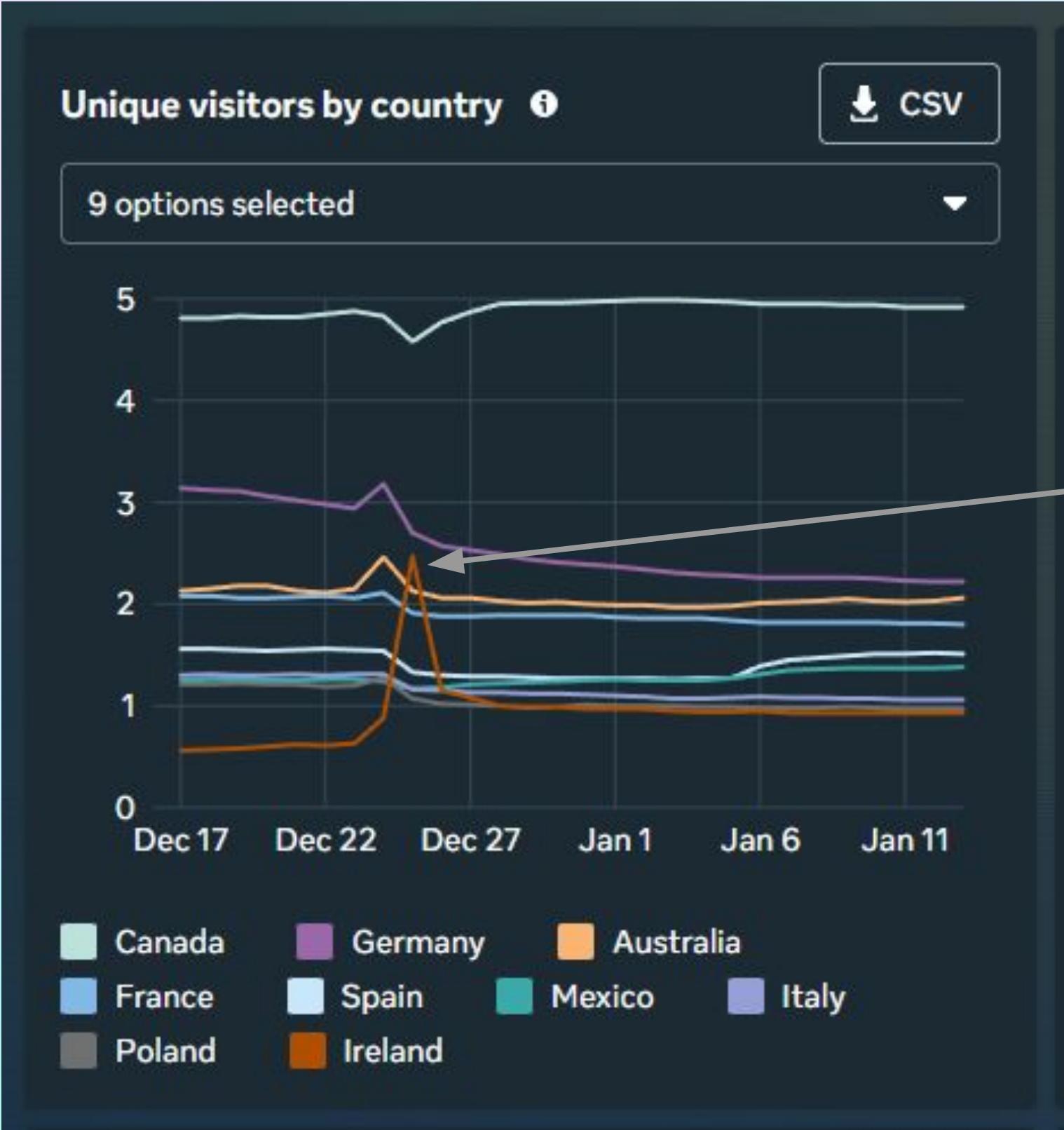
Includes graphs for both first time visitors to your world, as well as unique users.

- Country
 - Where is your audience?
 - How should you adapt for their timezone? National interests? Market better to them?
- Gender
 - What sorts of clothes should you offer for sale?
 - *Note:* many accounts don't currently list gender, so this typically totals to < 40-50% of all visitors.
- Language
 - Do you need to provide localized audio or text instructions?

Demographics

Overview

Example



Removed USA and UK from options in order to see smaller contributions

Clearly something attracted Irish people to the world on this day

Traffic Attribution

Overview

Example

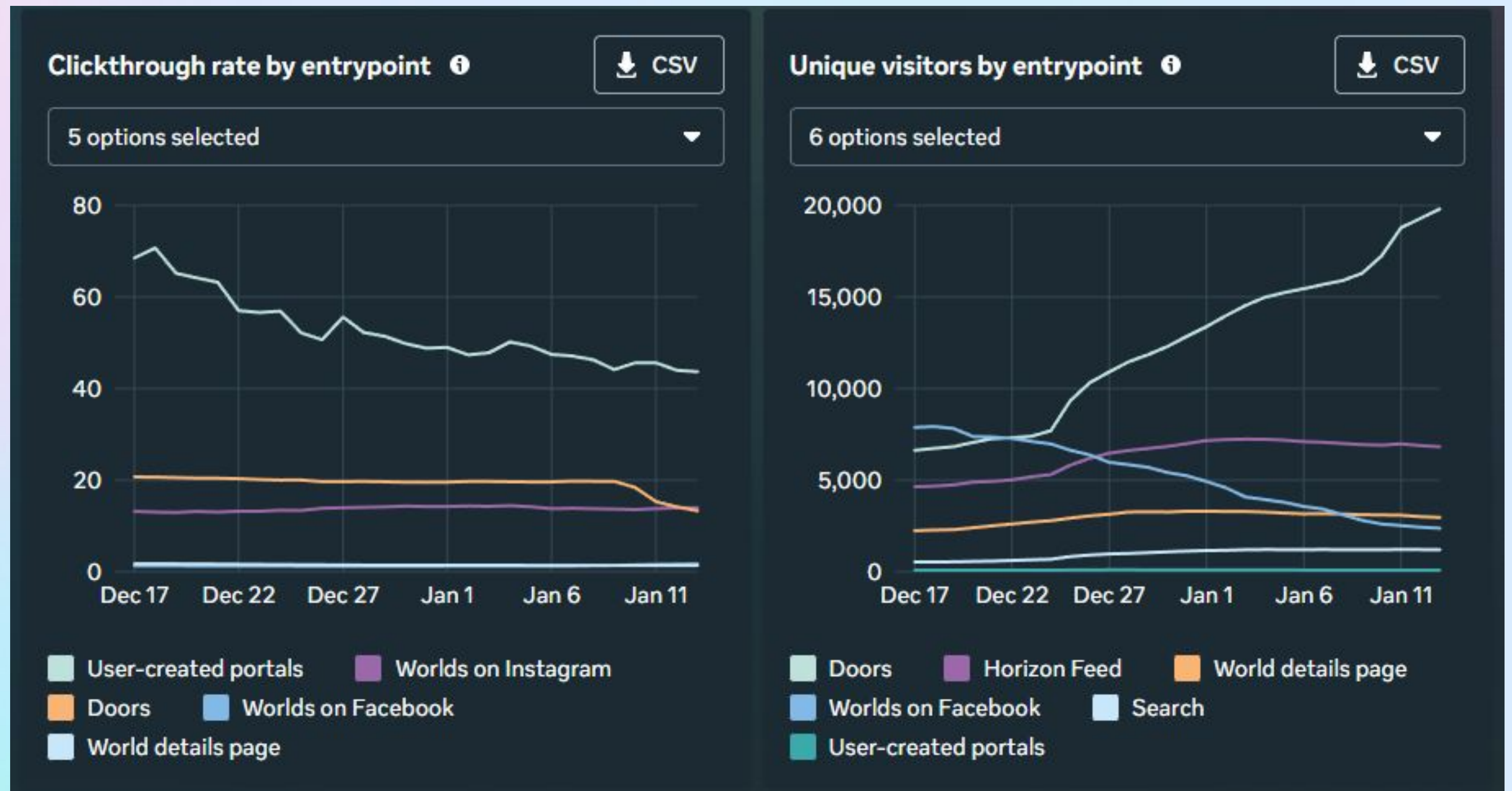
Allows you to discover *how* people are learning about your world.

- Which **devices** have highest impression -> play clickthrough, and most visitors
 - Instagram, Facebook, VR, Mobile app, Web
 - Which platform should you target?
- Which Meta product **entrypoint** have the highest impression -> play clickthrough, and most visitors
 - User-created portals, Feed, World Details, Search, Doors, Menu, etc
 - Which entrypoint should you spend to market on?
- Which **doors** in other worlds are driving the most traffic
 - Which worlds are good marketing hubs?

Traffic Attribution

Overview

Example



If a friend pops a portal, people go through it.

But doors are the primary driver of this world's traffic

Useful Links

Learn Site

- World Analytics
 - <https://developers.meta.com/horizon-worlds/learn/documentation/performance-best-practices-and-tooling/analytics/world-analytics>
- In-World Analytics
 - <https://developers.meta.com/horizon-worlds/learn/documentation/performance-best-practices-and-tooling/analytics/using-in-world-analytics>
- Heatmaps
 - <https://developers.meta.com/horizon-worlds/learn/documentation/performance-best-practices-and-tooling/analytics/heatmaps>
- Events
 - <https://developers.meta.com/horizon-worlds/learn/documentation/tutorial-worlds/getting-started/creating-events#tracking-event-performance-and-insights-1>
- Demographics
 - <https://developers.meta.com/horizon-worlds/learn/documentation/performance-best-practices-and-tooling/analytics/demographics-analytics>
- Traffic Attribution
 - <https://developers.meta.com/horizon-worlds/learn/documentation/performance-best-practices-and-tooling/analytics/traffic-attribution-analytics>



Go
Measure
Your Worlds!

Q&A

Thank

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