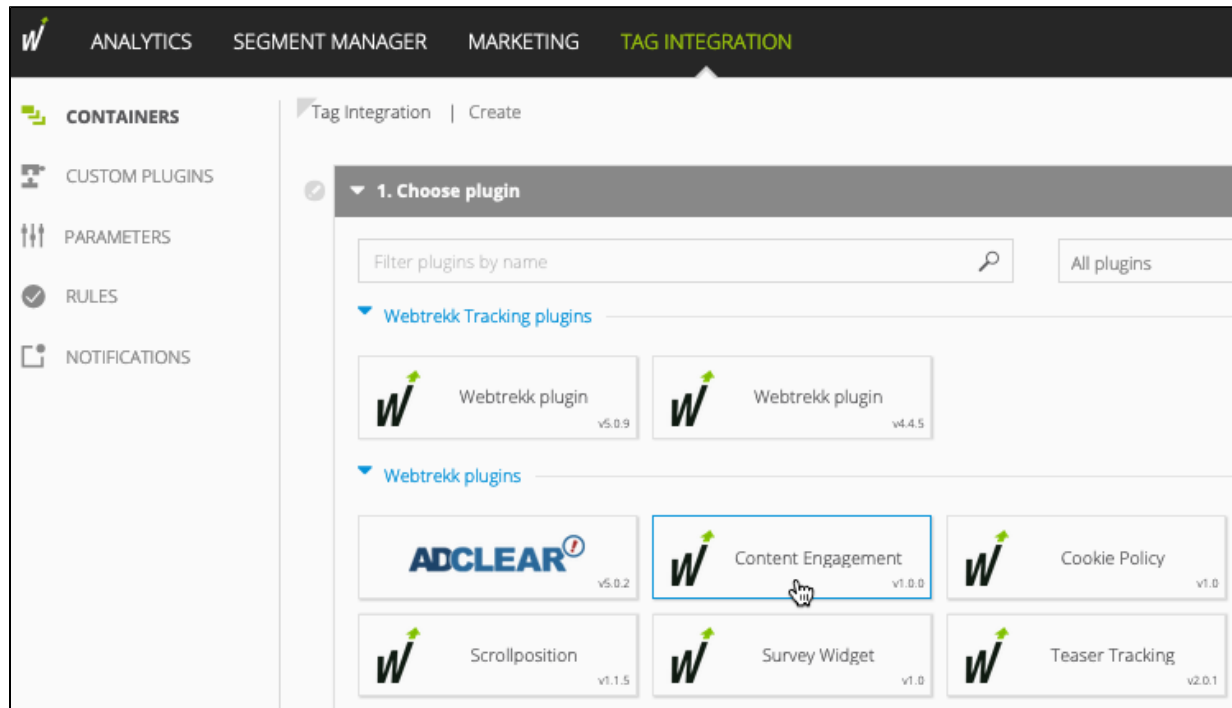


# Content Engagement Plugin

With today's release of the Content Engagement Plugin, you can precisely measure the reading behavior of your website visitors. Reading behavior analysis data is an important performance indicator, especially for content pages: For example, it is essential for publishers to know how readers deal with a published article. The Content Engagement Plugin measures the percentage of an article read by the end user.

The plugin is available in Webtrekk Tag Integration. Alternatively, you can integrate it into the standard pixel as a separate JavaScript file. For customers who have integrated the Webtrekk Smart Pixel, the extension "wtSmart.extension.content\_engagement" is available as standard.

[Documentation: Content Engagement Plugin](#)



*The Content Engagement Plugin in Tag Integration*

Please note that the Content Engagement Plugin does not work for mobile applications and websites with Infinite Scroll.

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