

Announcement analytics

Understand the Userlane Announcement Analytics

First, select the time range that you want to analyze and apply any filters to narrow down the user group you are interested in.

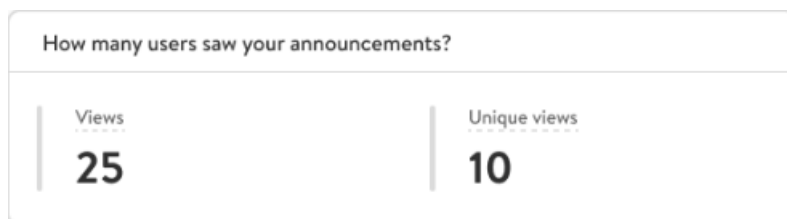
Feb 1 - Jul 31, 2021 + ADD FILTER

Overall Performance

How many users saw your announcements?

Any of the following events would be considered an Announcement view:

- **Announcements opened:** an announcement was automatically opened via an announcement push or opened intentionally by the user
- **Announcements push:** announcement(s) were pushed to users and popped up automatically (one announcement push could include multiple announcements if you have more than one active at once)

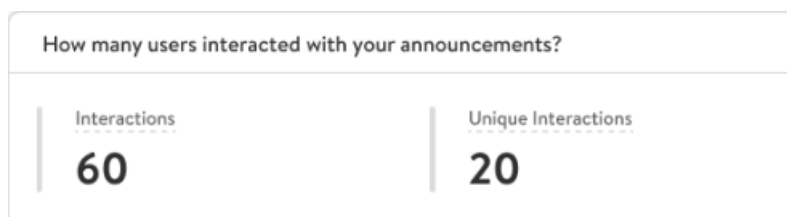


The number of Views could include the same user multiple times, while the Unique Views will only count a unique user once.

How many users interacted with your announcement?

Any of the following events would be considered an Announcement interaction:





- **Guides started:** a guide was started from an Announcement
- **Links clicked:** a link was clicked from an Announcement



The number of Interactions could include the same user multiple times, while the Unique Interactions will only count a unique user once.

Individual Performance

Here, you will be able to find performance metrics for each individual announcement that you have published.

Individual Performance							
Name	Published ↕	Views ↕	Unique ↕ views	Interactions ↕	Unique ↕ interactions	Interaction ↕ rate	
 ● Support Release	30.04.2020	68	35	14	11	31%	
 ● Search Release Oct 2020	16.10.2020	263	215	45	43	20%	
 ● Failing Gracefully	04.02.2021	205	157	32	26	17%	
 ● Userlane Best Practices	30.10.2020	844	590	107	94	16%	

You will notice that you are able to sort your announcements by publish date, number of views, unique views, interactions, unique interactions, or interaction rate.

Next to each of your announcements, you will see the image that was included with the announcement (if applicable), as well as the announcement's current status. There will be a green dot if the announcement is currently live and a grey dot if it is currently in draft or was already used in the past.



● Userlane Best Practices



● Search Release Oct 2020

Interaction Rate

Each announcement will have a calculated Interaction rate.

Interaction rate = (Unique Interactions / Unique Views) * 100

Good to know: There are valid reasons for a low Interaction rate

- The Announcement did not include a link or direct the user to begin a guide. Therefore, there was no way for the user to interact with the Announcement. **Action:** Consider the purpose of your Announcement. If your goal was to simply relay information to your users, then the best metric for you to use is the number of views your Announcement has, rather than referencing its interaction rate. If your goal was to have the user start a Guide, try including the Guide in the Announcement.

⇒ [Start this Guide](#) to find out more about directing the user to a link or Guide via Announcements.

- The announcement did direct the user to a guide, but not many users actually started the guide from the announcement. Note that the included guide will not appear to any users who are not included in the segmentation for that guide. **Action:** Try checking the segmentation that has been applied to the guide and make sure that the users who are viewing the announcement are also users who you would like to begin the included guide.
- The announcement was pushed at the same time as other announcements. If you have too many announcements being pushed at once, the users may not see or read through all of them. **Action:** Try staggering your announcements apart so that the users do not become overwhelmed with them all at once. Don't forget to consider how frequently your users log into your application. They will not see the announcement until they log in, regardless of the announcement publish date.
- You have reused an old announcement (you published an announcement, set it to private, and later published it again). Since announcements will only be pushed to a Unique user once, repurposing old announcements will not trigger a pop up for any user who had already viewed the old announcement in the past. **Action:** Instead of reusing old announcements, try duplicating the old one or creating a new one from scratch.

Need more help?