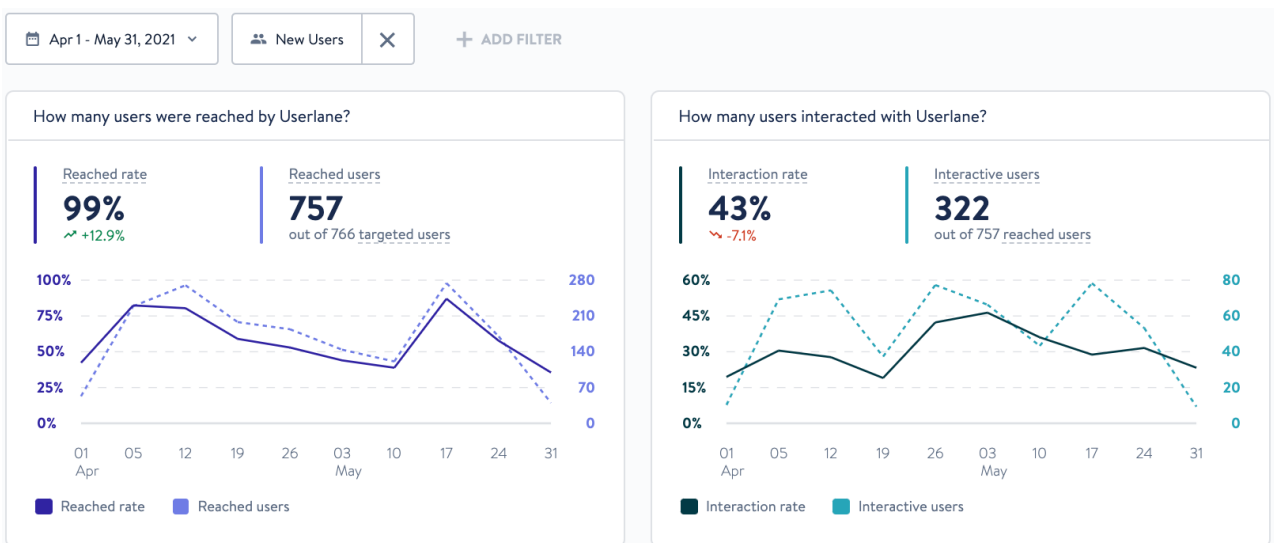


Analytics Overview

Select the time range that you want to analyze.

Feb 1 - Jul 31, 2021 + ADD FILTER

Select the filter you would like to apply in order to see in-depth performance per target group. In the example below, the User Segment titled "New Users" has been selected, meaning that the numbers being shown in the charts only apply to new users.



Below the Reached rate and the Interaction rate, you will notice a trend is displayed. If you have a single month selected as your date range, the selected month's rates will be compared to the previous month's rates and display the trend. If you have six months selected as your date range, the trend will compare the selected six months with the previous six months. A positive trend will be displayed in green, while a negative will be displayed in red.

How many users were reached by Userlane?

This graph shows you how the reached rate and the number of reached users change over time.

Targeted users

Targeted users are the users who have access to the Userlane content in the given time period, whether or not they have seen or used it.

Reached users

Reached users are the users who have seen Userlane content in the given time period. This could include any of

the following: they have opened the Assistant, or seen the Welcome Slide, an Announcement, or Promotion.

See **Reached** items below in order to see a complete list of Reached user items.

Reached rate

The reached rate measures the percentage of users who have been reached by Userlane content (Reached users) out of the number who have Userlane content available to them (Targeted users).

Reached rate = (Reached users/Targeted users) * 100

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

- The users may not be aware that Userlane is available to them. **Action:** push some of your content using Promotions or Announcements.
- The users have already utilized Userlane for their onboarding and now know how to use the application effectively. **Action:** Congratulate yourself that the users were able to use your guides to learn the application. Consider creating new or more advanced content for the users to continue learning and make them aware of the new content by using a Promotion or Announcement.

How many users interacted with Userlane?

This graph shows you how the interaction rate and the number of interactive users change over time.

Interactive users

Interactive users are the users who have interacted with Userlane content. This could include any of the following: they have started a guide or clicked on a link within a step, Announcement, or the Welcome Slide. It could also be that they clicked an external help link and were navigated to another area for support.

See **Interacted** items below in order to see a complete list of Interactive user items.

Interaction rate

The interaction rate measures the percentage of users who have interacted with Userlane content (Interactive users) out of the number who have been reached by Userlane content (Reached users).

Interaction rate = (Interactive users/Reached users) * 100

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

- The users do not feel that the content is applicable to the tasks they need to complete. **Action:** consider how you are segmenting your content. Are the guides being provided to the correct audience? It is also important to consider the goals of your users and align your Userlane content with their goals.
- The users want to use the content but are having trouble finding what they are looking for. **Action:** Activate the search module to allow your users to easily search through the Userlane content. Consider also enabling an external help link that will appear if the user receives zero results for their search. This link can

direct them to either a knowledge base, an external documentation page, or to an email address for further assistance.

- The users have already utilized Userlane for Onboarding and now know how to use the application. **Action:** Congratulate yourself that the users were able to use your guides to learn the application. Consider creating new or more advanced content for the users to continue learning and advertise the new content using a Promotion or Announcement.
- Your total number of Reached users could actually be much higher than your total number of Interactive users. **Action:** Congratulate yourself on reaching so many users. Ideally, any Announcements you push contain a link or the option to start a guide, however, there are often times where you use Announcements to simply relay information to your users. This will increase the number of Reached users without increasing the number of Interactive users. In this case, it is perfectly fine to see a higher Reached rate and a lower Interaction rate.

What did users engage with?

The charts below show how many times an event type was triggered. The Total number could include the same user multiple times, while the Unique number will only count a unique user once.



Reached items

Reached items are events that result in a user being considered Reached.

- **Assistant opened:** the assistant was clicked in order to open the chapter list

- **Announcements viewed:** an announcement appeared as a pop-up over the Assistant or was opened intentionally by the user via the Assistant
- **Welcome slide shown:** the Welcome slide appeared on the page
- **Promotions shown:** a promotion appeared as a pop-up over the Assistant
- Any of the below Interacted items also counts towards the Reached user count

Interacted items

Interacted items are events that result in a user being considered Interactive.

- **Guides started:** a guide was started
- **Links clicked:** a link was clicked
- **Help link in search clicked:** a help link was clicked as a result of 0 search results. See the [Search](#) article for more information on our Search feature
- **Document opened:** a document was previewed

Useful Comparisons:

- Compare Assistant opened vs Guides started in order to answer the following question: Are a lot of users opening the assistant, but not finding what they are looking for? If so, consider the goals of your users and align your Userlane content with their goals.
- Compare Reached rate to any event within Reached items. If the Reached rate seems low, perhaps we should consider utilizing more Reached items in order to increase user awareness of Userlane content.

Related Articles

- [Best Practice: How to build successful Guides](#)
 - [Best Practice: How to structure your Userlane content](#)
 - [Announcements](#)
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