

Userlane Content Analytics

Last Modified on 12.09.2025

Content Analytics

Evaluate how different users interact with your Userlane content and get live engagement insights on your Guides, Announcements, and Tooltips.

Why use it

Use the analytics to

- measure your content performance
- find content that needs optimization
- analyze Guides, Announcements, and Tooltips in-depth

The table below provides you with a high-level overview of Userlane Content Analytics with links to dive deeper as needed:

	Goal	Metrics	
Userlane Content Overall	Understand overall engagement with in-app content	Views Interactions Content Types	
Guides	Ensure users complete key processes successfully	Starts, Completions, Drop-off Rate, Error Log	Read more
Announcements	Confirm reach and impact of critical communications	Views, Interactions	Read more
Surveys	Capture user sentiment and satisfaction directly in workflows	Response Rate, Completion Rate, Sentiment Score	Read more
Tooltips	Support users with contextual knowledge at the point of need	Views, Interaction Rate	Read more
Validators	Measures how often users trigger, correct, or fail input validators	Success Rate, Views, Average Attempts to Correct	Read more

