

# Analytics privacy settings - Basic and Advanced (HEART) analytics and Application discovery

Last Modified on 13.05.2026

## About the Analytics settings

Our analytics privacy settings enable you to select the level of event tracking that you need to help you understand well your applications are being adopted. In these settings you can manage what **applications use HEART analytics** if your company is using the **App Discovery option**

To find this settings follow these steps:

1. Click on the Settings icon in your navigation in the left sidebar.
2. Under the Global settings go to "Analytics" and you will be on the Analytics settings page.

**Analytics settings** HELP DOC

### App Discovery

COMING SOON

Assess your company's SaaS landscape and learn which applications your employees use. The browser extension will monitor the usage of the top SaaS applications. Only visits to predefined list of popular applications are registered (e.g. Salesforce, Trello, SuccessFactors). You can disable App Discovery any time. [Learn more >](#)

APP DISCOVERY

### HEART Analytics

Enable HEART to understand how users interact with your applications (e.g. click events, viewed pages, time spent). The analytics data is aggregated and not individualised. Also, we don't track sensitive data like text input, passwords, or usernames. Manage below which applications use HEART. [Learn more >](#)

HEART ANALYTICS FOR ALL APPLICATIONS COMING SOON

### Your applications

Application	Default URL	HEART Analytics
Zoho	https://www.zoho.com	<input type="checkbox"/>
Zendesk	https://zendesk.de	<input checked="" type="checkbox"/>
Workday	https://workday.com	<input checked="" type="checkbox"/>
Trello	https://trello.com	<input checked="" type="checkbox"/>
SuccessFactors	http://salesdemo.successfactors.eu	<input checked="" type="checkbox"/>
Slack	https://slack.com	<input checked="" type="checkbox"/>

## How do we process the data?

The raw events are stored in our servers and used to calculate aggregates that help you improve your Userlane content. All the data collected is in accordance with our Data Processing Agreement (DPA).

## HEART analytics

Enable HEART to understand how users interact with your applications (e.g. click events, viewed pages, time spent). HEART analytics allows you to track your application's Adoption, Retention, Engagement and Task success metrics.

**i Good to know**

- Userlane **does not** track user inputs (what a user types in the text field), only the general activity events.
- If you have enabled an integration to a knowledge base or other enterprise system, we only track search activity in the Assistant; not interactions with the content or the host application.

## Set it up

1. On the settings page, you will see a HEART toggle in the Table next to your applications.
2. **HEART analytics tracking:** Track interactions with anonymous event tracking for your underlying app.
3. **Basic tracking:** If you do not select the HEART option, your application will be on the "Basic" tracking option that tracks interactions with Userlane only.

These analytics options are available in both our browser extension and snippet integrations. They work on multi- and single-page applications, though the raw events generated around page navigations might differ. This difference affects only how we will calculate the HEART metrics, and does not affect any Userlane or host application functionalities.

## Basic tracking (Default)

### What do we track?

If you do not want HEART analytics, our **Basic** anonymous event tracking captures interactions with Userlane such as a Guides started, Assistant opened, or Announcement viewed.

### What does the data show you?

Calculations from the data are available in Userlane's [Analytics dashboard](#) reports. They represent insights such as completion rate and conversation rate. Reports are provided for Guides (with step analysis), Announcements, and the Welcome Slide. You can use these insights to improve your content and how you deliver it.

## Advanced HEART tracking

### What do we track?

In addition to our Basic event tracking, Advanced tracking captures interactions in your underlying applications including clicks, URL changes, and URL views. A detailed list is provided below. When enabled, this option records raw events for tracked user interactions, regardless of whether any other Userlane feature is enabled, e.g. Guides, or Announcements.

#### HEART tracking events

User Interaction	Example HEART event sent to Userlane
A user loads the application by the browser Back or Forward buttons	"action": "back_forward"

User Interaction	Example HEART event sent to Userlane
A user loads the application by any other means (clicking on the application URL elsewhere, copy-pasting the application URL in the browser address bar)	"action": "navigate" ;
	"action": "loadPage"
A user reloads the application by clicking the browser Refresh button	"action": "reload"
A user clicks an element in the application	"action": "click"
A user clicks on the Tagged element in the application; User interacted with an Action within the defined Task (Task success).	"action": "interaction"
A user right-clicks an element in the application	"action": "rightClick"
The browser tab containing the underlying app becomes <b>inactive</b> (because the user switches to a different tab)	"action": "hideAppWindow"
The browser tab containing the underlying app becomes <b>active</b> (because the user switches tab)	"action": "showAppWindow"
A user changes URL on a single-page application (via application router or manual change in the browser address bar)	"action": "changeUrl"
User responded to the NPS or survey	"action": "response"

## URL exceptions for HEART events

Userlane will track data on URLs that are added in the Userlane Portal section *Application URLs* . If you want to prevent tracking on a specified URL, you can add it to the exceptions list:

- Click on **three dots** icon next to the application in the Table
- Go to the **Manage Exceptions** then click **Add Exception**. Use the Manage Exceptions page to add and remove URLs to the exception list as needed.

### How do we process the data?

The raw events are stored in our servers and used to calculate aggregates that help you improve your Userlane content and understand how well your application is being adopted. All the data collected is compliant with our Data Processing Agreement (DPA). Advanced tracking relies on cookies saved on the host application under `userlane.com` domain name. The use of this cookie is declared in [here](#).

### What does the data show you?

Calculations from the data are rendered in Userlane's Analytics dashboard reports. Our HEART analytics provides insights for your underlying application to help you evaluate how well your application is being

adopted and where you can improve engagement.

## Limitations

- **Browser compatibility**

On modern browsers (see [browser compatibility](#)), Userlane analytics also distinguish when browser window buttons are used to load or navigate to the host applications. On incompatible browsers, we do not distinguish *how* the host application is loaded, but we do track when the host application is loaded.

## App Discovery tracking

Enable App Discovery to identify and discover the applications your employees utilize throughout your company. Learn more about how this feature works [in this article](#).

- **Do I need to enable App discovery for all my applications or once per company?**

App Discovery is company-level tracking, unlike HEART, where you need to enable it for each of your applications

- **When will tracking work for App discovery?**

If App Discovery is enabled the Userlane browser extension will monitor the usage of the top SaaS application when:

1. The user has the Userlane browser extension installed.
2. The user is registered as a Company user inside your company.
3. Only visits to top SaaS apps are being tracked.

- **What apps are being tracked?**

App Discovery does not track every page your user visits. It only registers visits to the predefined list of top SaaS applications (e.g. Salesforce, Jira, Trello, SuccessFactors). You can check the list of tracked applications here: [Top SaaS apps included in the App discovery](#).

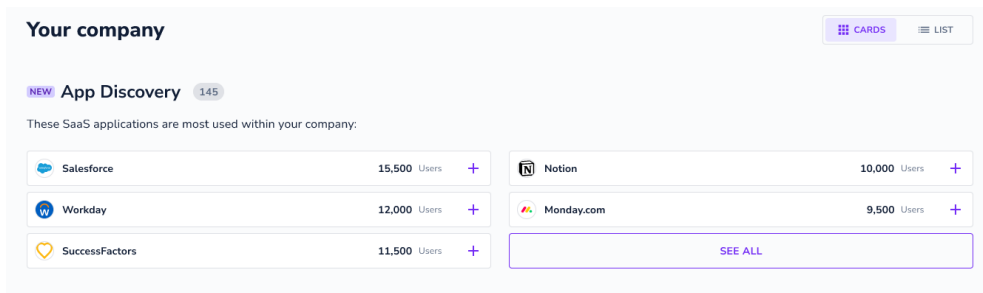
In the future, this list may expand to include additional SaaS applications, but it will strictly contain work-related tools. It will not track websites that your employees might access during their personal time.

- **Once I am using the App discovery, can I turn it off?**

You can opt in or opt out of using App discovery for your company at any time in your Analytics Settings.

- **What metrics can I see in my dashboard?**

The metric you receive through App Discovery for is the total user count for all your discovered applications. This will help you in identifying which applications get traffic within your organization.



In the future, we may also consider including session numbers as part of this data.

- **Can I see which user visited the discovered application?**

No. That this data will not reveal the identities of individual users. In your dashboard, only the total count of users who have visited each application will be displayed.

- **How does the event look like?**

This is how the event passed on to Userlane looks like if the company user visits one of the apps from the tracked SaaS list:

```
{
  "data": {
    "subject": {
      "key": "companyUser",
      "value": "49024680",
      "display": "any"
    },
    "action": "urlMatch",
    "dirObj": {
      "key": "application",
      "value": "<html>"
    },
    "prepObj": {
      "key": "button",
      "value": "primary"
    },
    "context": {
      "appld": "app",
      "sessionId": "21012q4eedohlftvywu",
      "chosenLanguage": "en-en",
      "appSessionId": "6112027536a23-f3fe-4df6-8801-39841003f9d2",
      "appPageVisitId": "701122234e4e1-4e75-475d-b9fa-bf7e756d4bd8",
      "appUrl": "https://family.userlane.com/app/8mp77/analytics/overview",
      "userAgent": "Mozilla/5.0 (Windows NT 10.0; Win64; x64) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/111.0.0.0 Safari/537.36",
      "viewportHeight": 929,
      "viewportWidth": 1920
    },
    "companyId": "4",
    "propertyId": "qwx0dk46vz",
    "clientId": "402a4def40-11b7-462e-aaa3-c20a2be0201e",
    "clientTimestamp": 1679921768826,
    "version": "2"
  }
}
```