

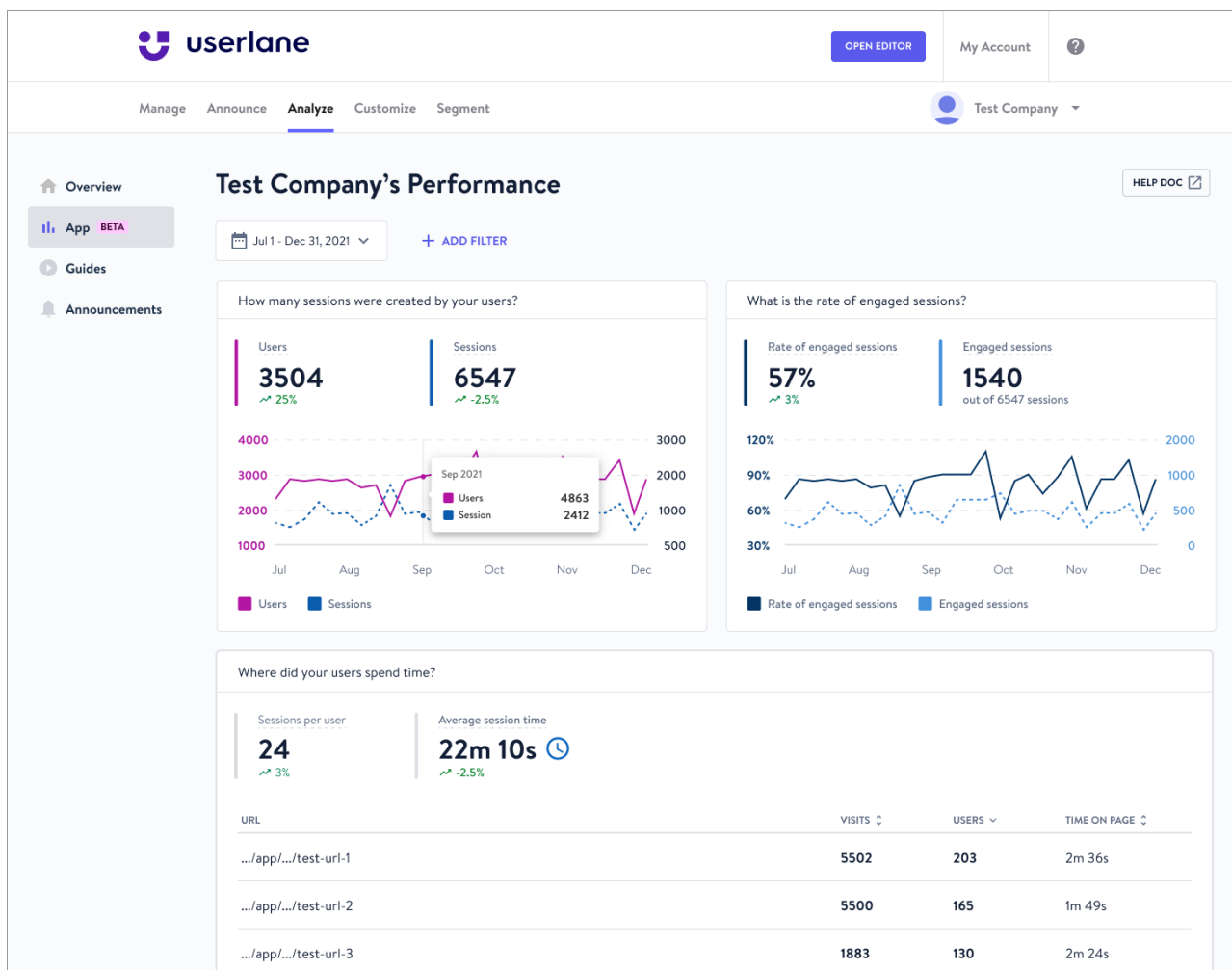
App analytics (Beta)

BETA

Userlane's App analytics provides a holistic overview of your application, helping you to visualize the level of engagement that users have with your underlying applications. The reports provide you with the insights you need to help you inform and validate your decisions.

To enable App analytics, go to **Settings > Privacy**, then select the **Advanced Analytics** option in your application's **Privacy Settings**. To learn more about what we track, see [Analytics Privacy Settings](#).

To view the App analytics reports, select **Analyze > App**. The default time period for the reports is the 3-month period up to the end of the current month. To refine the reporting period, select a time period from the date dropdown.



Users

The Users graph represents the number of users over time, revealing overall use and trends. You can see if your application has an overall user growth or decline. You can also see when the majority of your users visit your site and when it has quiet periods. If your application is mandatory software for your employees, it is normal for your user numbers to be relatively consistent.

Sessions

A session starts when a user enters your application and ends when the user ends the session by leaving the site, or when the user has been inactive for 30 minutes.

Users vs sessions

Comparing users to sessions is helpful when you invite new users to an application, when you are expanding a rollout to other departments of business segments or when you want evidence that users are returning to your application.

Engaged sessions

The Engagement report distinguishes engaged sessions from total sessions and displays the corresponding engagement rate. This measurement helps you see when users are most active and troubleshoot reasons for lower engagement. An engaging session is a session that lasts more than 10 seconds and/or has more than one click or other activity events, such as a page change.

Time in application

The URL list displays up to 90 URLs in order of popularity. It helps you visualize where your users spend the most time, and which pages have little activity. You can sort the URL list by the number of visits, number of users, or session time.

Average session

Sessions per user show the number of times the average users visited your application during the selected time period. Average session time represents the number of time users spent during their visits.

Visits

Userlane counts each time a user visits the URL. Example: Visiting the same URL twice in a session or refreshing the page is counted as 2 visits.

Report filters

You can [add filters](#) to refine the App analytics data by user segment, for example, "user testing", or "only users with the specified domain".
