

Release Note - App Analytics URL exclusions (BETA)

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App Analytics URL exclusions (Beta)

What is it:

Userlane cares about privacy. If you want to use App Analytics, but worry because your app has sensitive pages (or for example, you just want to exclude internal staging from app tracking), you now have the possibility to exclude certain parts of the application from the advanced app tracking.

To exclude a page from app tracking you can:

- Just paste a full URL or a path and the underlying events will not be sent to us when users are on this page
- If you have a variable part of the path, you can use a wildcard * (instead of pasting all the link variables). URLs can only have the wildcards at the beginning (e.g. *.google.com will exclude both test.google.com or instance.google.com) and paths could have them anywhere (e.g. /test/* will exclude from tracking /test/123 and /test/456). This logic is similar to the one we have on the App URLs part.

❗ Userlane events about guides and announcements are still being tracked on these pages, this is **only for the App Analytics tracking**. That means we do not track underlying app activity from these pages (clicks, navigation events, etc).

How to exclude a page:

Exclude pages by entering a complete URL (e.g. fruits.com), a path (/apple/), or a combination of both. Note that all subpages of the pages matching your pattern will automatically be excluded as well.

You can also use wildcards to exclude multiple pages with the desired pattern in two ways:

- For the subdomain of the URL host (e.g. *.fruits.com will exclude both apple.fruits.com and pear.fruits.com).
- In the URL path (e.g. /fruit/*/apple will exclude from tracking /fruit/123/apple and /fruit/456/apple).

More in-depth about how to use this asterisk:

- you can block different subdomains with an asterisk *
- for example *.test.com will block cats.test.com and dogs.test.com
- cats.test.com/123 will also be blocked
- all the children all the time
- you can block with asterisk part of the URL
- test.com/123/cats will be blocked by test.com/*/cats
- test.com/456/cats will also be blocked
- Small improvement: You can only asterisk part of the path /cats/search=*
- that will block /cats/search=cat-food or /cats/search=dog-food
- so if you have cats/tuna it will not be blocked
- or just go to the search and have a link like /cats/search then it will not be blocked

Please note that:

- /apple/ and /apple are the same
- you cannot block the parent and not the children, for example, if /fruits/ is blocked then /fruits/apple

cannot be unblocked

If you have specified a path, it will also block its children, for example:

- **/passwords/** is blocked
 - It will also block **/passwords/3121222**
 - HTTP or HTTPS is not going to be compared, they block the same thing
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