

Release Note - Adoption Page

07 November 2022

What's new

Within Userlane Analytics you will be able to see new useful metrics in the Adoption page, now you would be able to check how many (expected) users are visiting your application and how widely they use.

How to find it

Sign into Portal > Analyze > Heart Analytics > Adoption

In more details, the user number is the key metric you need to measure. With this metric, you can see how many users arrived and you can track this number compared to the ratio of the expected number of users. You will also see the percentage of new users and you will be able to understand if your users are declining or if they are remaining stable or growing. Thus, with this metric, you would be able to understand your application's coverage and how widely users use it.

The screenshot displays the 'Adoption for Demo Application' dashboard. At the top, there's a navigation bar with 'MANAGE', 'ANNOUNCE', 'ANALYZE', 'CUSTOMIZE', and 'SEGMENT'. The 'ANALYZE' tab is active. The dashboard includes a date range selector for 'Jul 1 - Dec 31, 2021' and an 'ADD FILTER' button. A 'HELP DOC' link is also present.

Adoption for Demo Application

Your Adoption is good
Based on the number of users that visited the app with respect to your goal, and app coverage.

64
+2

Users goal reached: **88%** of 2,000 users expected
App coverage: **40%** of 500 pages
Growth rate: **20%**

Adoption insights
Understand if users are coming to your app and how widely they use it. Compare how user number match to what you expect. Learn what parts of your app are visited and how it compares to all the pages your app has.

LEARN MORE

Your goals have been almost met!

2,000 users expected in the app
1,750 users visited the app

500 pages in the app
200 pages visited

Adoption growth
Your app had 20% more users visiting compared to the previous period.
Users: **1,750**
200 are new users

Line chart showing user growth over time (01, 04, 11, 18, 25).

Where your users spent time

| Page | Visits | Users | Percentage of users |
|-------------------------------------|--------|-------|---------------------|
| http://app.com/home | 2,903 | 1,750 | 100% |
| http://app.com/account/2141256 | 2,885 | 1,668 | 95% |
| http://app.com/partner/7454574 | 2,845 | 1,582 | 90% |
| http://app.com/attributes/645875689 | 2,616 | 1,354 | 77% |

| | | | |
|----------------------------------|-------|-------|-----|
| http://app.com/account/124125 | 2,367 | 1,275 | 72% |
| http://app.com/process/745749 | 1,983 | 1,245 | 71% |
| http://app.com/manage/1258923 | 1,460 | 1,216 | 69% |
| http://app.com/account/214565 | 1,440 | 1,103 | 63% |
| http://app.com/profile/412356 | 1,397 | 1,099 | 62% |
| http://app.com/sales/5686759 | 633 | 1,091 | 62% |
| http://app.com/customer/8452452 | 1,304 | 876 | 50% |
| http://app.com/account/125765856 | 1,116 | 786 | 72% |
| http://app.com/segments/574526 | 1,069 | 746 | 45% |
| http://app.com/setup/867967 | 1,050 | 723 | 41% |
| http://app.com/process/137697 | 1,006 | 661 | 38% |
| http://app.com/process/764507 | 998 | 149 | 9% |
| http://app.com/guide/5643643 | 909 | 621 | 35% |
| http://app.com/account | 103 | 325 | 19% |
| http://app.com/setup/66547 | 869 | 337 | 19% |
| http://app.com/account/074845 | 467 | 177 | 7% |

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i For getting access to the Adoption page under your Analyze tab, please contact your customer success manager.