

Release Note - Engagement Page

18 November 2022

What's New

Within Userlane Analytics you will be able to see new useful metrics on the Engagement page and you can check if the users actively engage and interact with your application.

Where to find it

Sign into Portal > Analyze > Heart Analytics > Engagement

In more detail, engagement metrics show the user's involvement with the application by tracking how many engaged sessions they had. This metric will also present how much time on average users spent and how much time they spend on each part of an application.

userlane ACCOUNT ?

MANAGE ANNOUNCE **ANALYZE** CUSTOMIZE SEGMENT DEMO APPLICATION

Heart analytics > **Engagement**

Engagement for Demo Application

Jul 1 - Dec 31, 2021 + ADD FILTER

Engagement SHOW ME HELP DOC

Your Engagement is good
Based on the percentage of engaged sessions your app had in the selected date range.

70 -2%

All users: **1,000** -2%
Average sessions: **7** per user on a daily basis
Avg session duration: **2m 30s**

Engagement insights
Engagement metrics show the user's involvement with the application. It indicates consumption and the success of your app.
Users that are engaged are more likely to learn faster how to use and to recommend an app.

Total session duration over time

Month	Average time in app per user
JAN	~1.5h
FEB	~3.5h
MAR	~5.5h
APR	~4.5h
MAY	~6.5h
JUN	~3.0h

Engaged sessions over time

Month	Sessions	Engaged sessions
JUL	2,500	1,500
AUG	~2,800	~1,200
SEP	~1,800	~1,000
OCT	~2,800	~1,500
NOV	~2,500	~1,500
DEC	~3,000	~1,500

Where your users spent time

Page	Visits	Users	Average time
http://app.com/home	2,903	1,750	9m 57s
http://app.com/account/2141256	2,885	1,668	9m 34s
http://app.com/partner/7454574	2,845	1,582	8m 44s

