A - Adoption

Last Modified on 23.09.2026

About Adoption

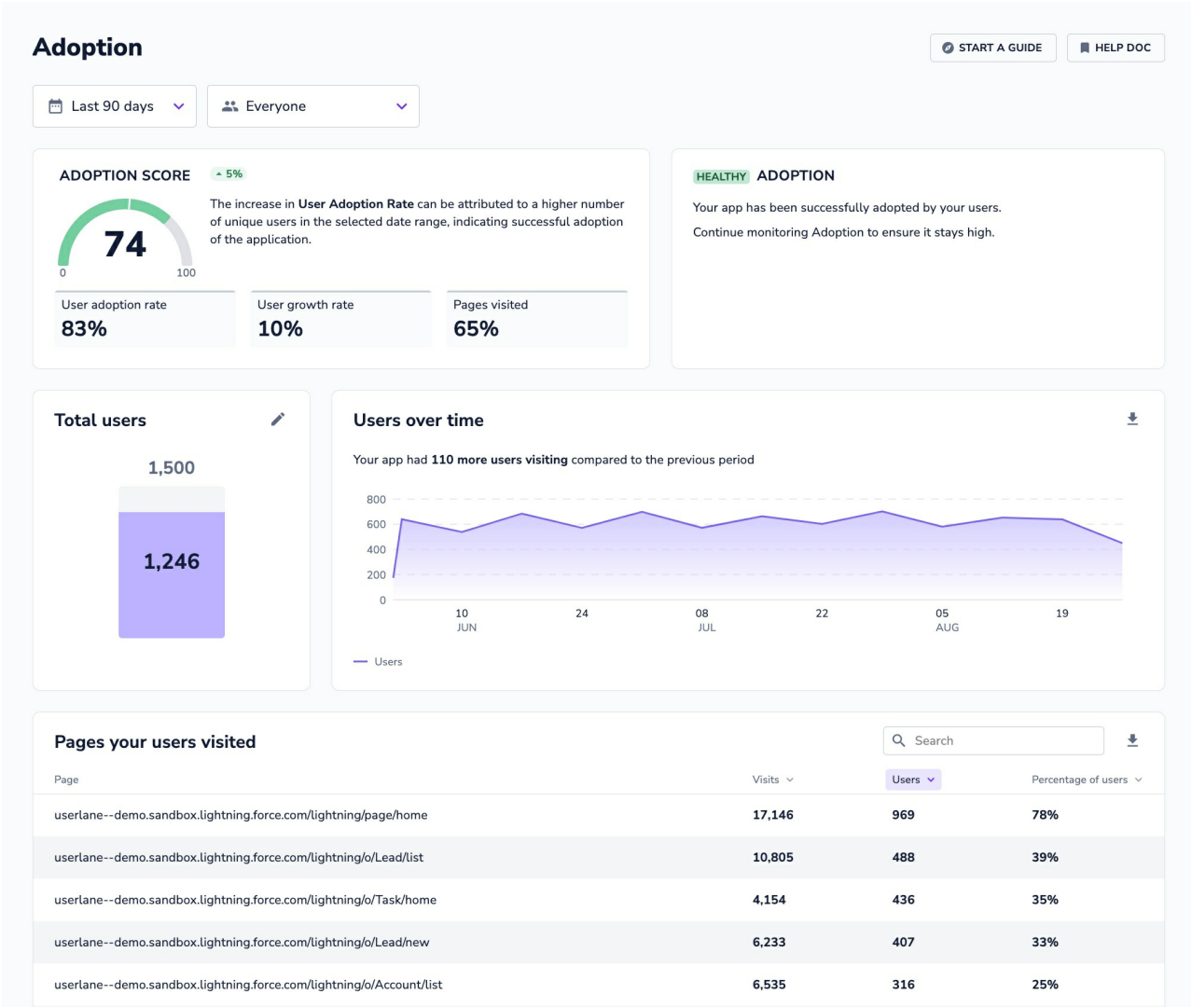
The goal of any application is that (expected) users are coming to it and that they use it widely. The user number is the key metric you need to measure. With the Adoption Score, you can see how many users arrived and you can track this number compared to the ratio of the expected number of users.

Why use it

Adoption signals the extent to which an application is used. You will be able to understand if your users are declining or if they are remaining stable or growing. Also, with this metric, you will be able to understand which pages of your application have been visited and how widely users use it.

A low adoption rate means that users are only working with a limited part of an application, leaving significant potential for additional productivity untouched.

A high Adoption Score has a big impact on your business results such as a higher app ROI and higher productivity.



How is it calculated?

Adoption score	Average of Pages Visited and User Adoption Rate
Smart Insights	More specific information on how good or poor your Adoption Score is, which provides you with a clearer and quicker overview of where your application stands currently, and what steps you can take to improve its overall health
User adoption rate	Ratio of unique users in the selected date range to expected users
User growth rate	Ratio of the difference between unique users in the selected time range and users from the previous period over users from the previous period
Pages visited	Ratio of unique pages visited in the selected date range to unique pages visited all time

Total users	Total of unique users in the selected date range to expected users Add the expected number of users as a user goal, so you can track the adoption. This could be e.g. based on the amount of licences you have for an application. You can change the user goal at any time.
Users over time	**Number of unique users in the selected date range**
Pages your users visited	An overview of the pages visited along with the number of visits and unique users