

# T - Task Success

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## About Task Success

The Task Success page helps you measure whether users complete Tasks successfully and how easily they interact with important features in your application.

With Tasks, you define a complete workflow (e.g., filling and submitting a form, creating a lead, or uploading a document). Using Tasks and Tags together allows you to understand:

- What percentage of users are completing key workflows?
- Where is the biggest user drop-off in defined workflows?
- Are the most important parts of your app being used successfully?
- How many users interact with and finish your most important features?

Unlike the old version (where only Tags determined the Task Success Score), the updated framework now measures end-to-end flow completion. Tags can still be tracked for individual element usage, but they no longer contribute to the Task Success Score.

## Why use it

Task Success shows interaction with your Tasks and tells you if users are able to complete predefined processes from start to finish.

- A low Task Success Rate signals friction, broken processes, or potential usability issues. Fixing these can reduce support requests and improve productivity.
- A high Task Success Rate indicates smooth user experiences and has a big impact on business results (for example, higher productivity, lower friction and fewer errors and mistakes in Task execution).

## How is it calculated?

$\text{Sessions that had interactions with Tags} / \text{all engaged Sessions} = \text{Task Success Score}$

<b>Task Success Score</b>	$\text{Completions} \div \text{Starts} \times 100$
<b>Start</b>	When a user performs the first step of a defined task.
<b>Completion</b>	When a user reaches the last step in the same session (regardless if the middle actions are done or not).
<b>Abandoned</b>	User starts but does not complete the Task.

Keep in mind that Tags can still be used to measure interaction with individual elements (e.g., clicks on a single button, interaction with Navigation), but they no longer contribute to the Task Success Score.

## Best Practices

### 1. Define meaningful Tasks

Create Tasks around critical workflows that align with your product's value (e.g., onboarding, checkout, form submission).

### 2. Investigate incomplete Tasks

- Analyze drop-off points to see where users struggle.
- Run user research to understand why they get stuck.
- Adapt processes or provide additional guidance.
- **Create awareness and provide support**
  - Add Guides where users encounter issues.
  - Promote key workflows through onboarding or internal training.
  - Simplify Tasks where possible to improve completion rates.

## Good to know

- - Tags remain available for tracking single elements, but they no longer influence Task Success Scores. They are shown under a dedicated section in the Task Success view.
  - Data refreshes hourly, so your analytics stay up-to-date.
  - Tasks vs Tags: Use Tasks to measure process completion. Use Tags to track specific feature interactions.
  - If you remove an application URL, Tasks or Tags linked to it will stop being tracked but still appear in the Task Success overview until you delete them.
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