Export HEART, NPS, Surveys, Tags and Tasks data via API

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About the Analytics APIs

The Analytics APIs let you export HEART scores, NPS responses, Survey responses, feature interaction data, and Task adoption data from your Userlane property in JSON format.

Why use it

Use the data to:

- track product experience health over time with HEART scores
- pull NPS and Survey responses into your reporting alongside other feedback channels
- measure feature adoption with Tags data
- combine Userlane analytics with your own user data (role, region, department) for segment-level insights
- measure task completion and drop-off with the Tasks API

What you can export

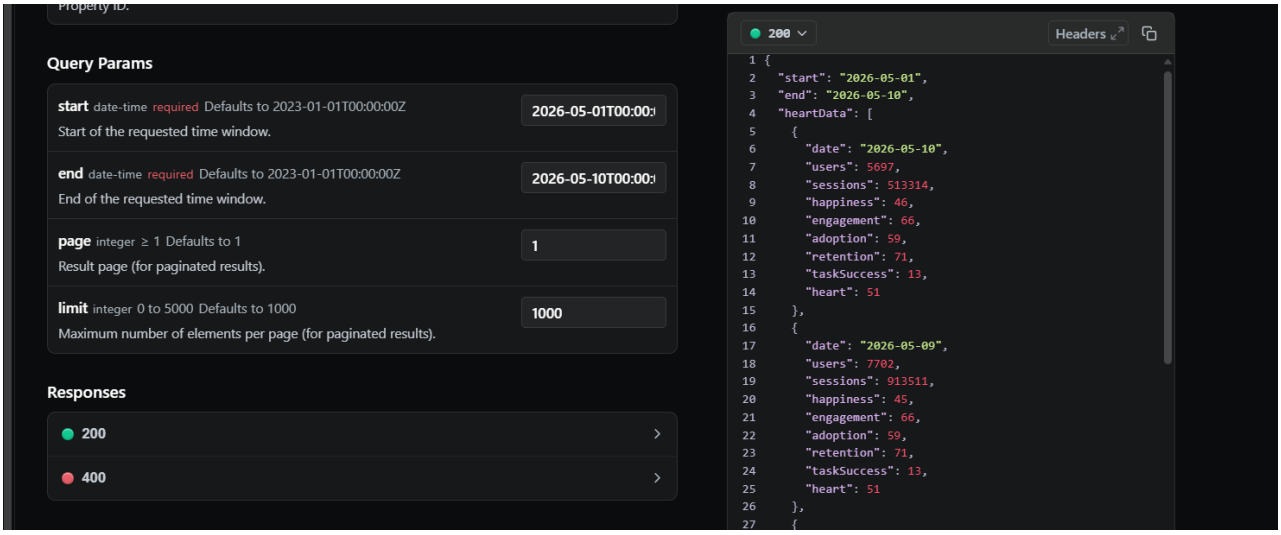
There are five Analytics APIs. Choose based on the question you want to answer:

What are my HEART scores?	HEART API
Who are my promoters and detractors?	NPS API
How satisfied are users with a specific feature or flow?	Surveys API
Which features are users actually clicking?	Tags API
Are users completing key Tasks, and where are they dropping off? Which steps within a Task do users complete or abandon?	Tasks API

HEART API

Returns daily HEART scores for your application — the overall composite score plus the five individual letter scores (Happiness, Engagement, Adoption, Retention, Task Success), along with user and session counts.

Use it to track product experience health over time and identify which dimension (H, E, A, R, or T) is driving changes in the overall score.



NPS API

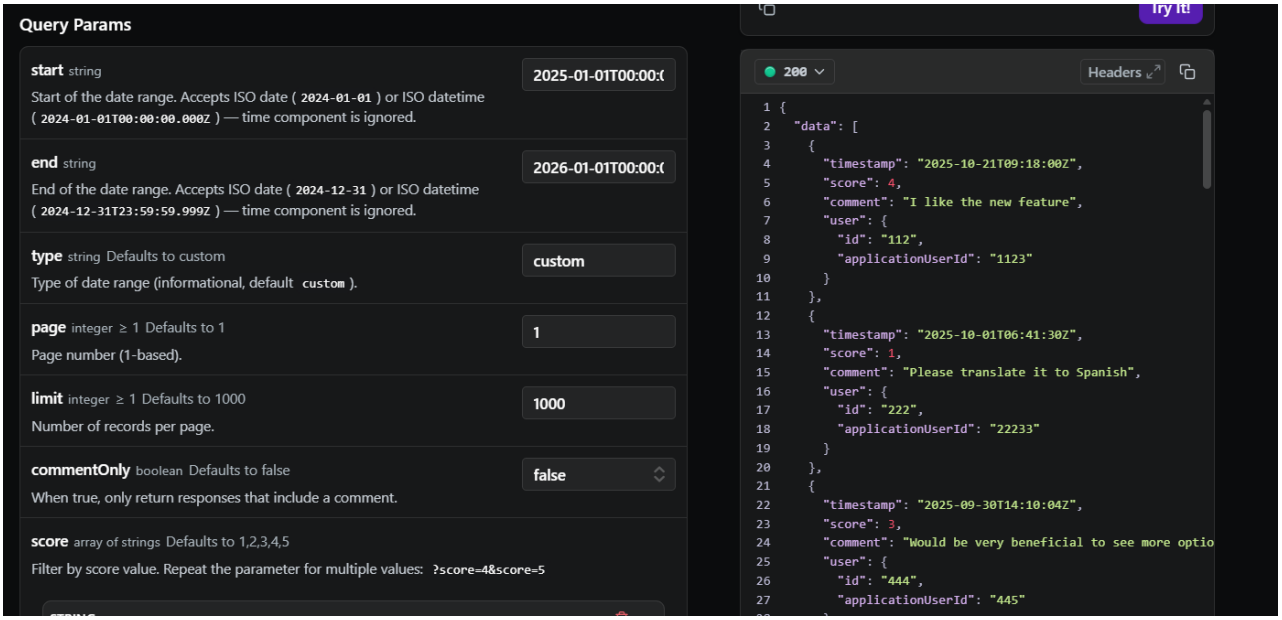
Returns individual responses to Net Promoter Score surveys — score (0–10), optional free-text comment, timestamp, and user ID. NPS responses are bucketed into Promoters (9–10), Passives (7–8), and Detractors (0–6).

Use it to track sentiment trends, identify champions and at-risk users, and mine free-text comments for themes.



Surveys API

Returns individual responses to custom in-app surveys — score (1–5), optional free-text comment, timestamp, and user ID. Unlike NPS, which asks one fixed question across your product, surveys can be scoped to specific moments or features.



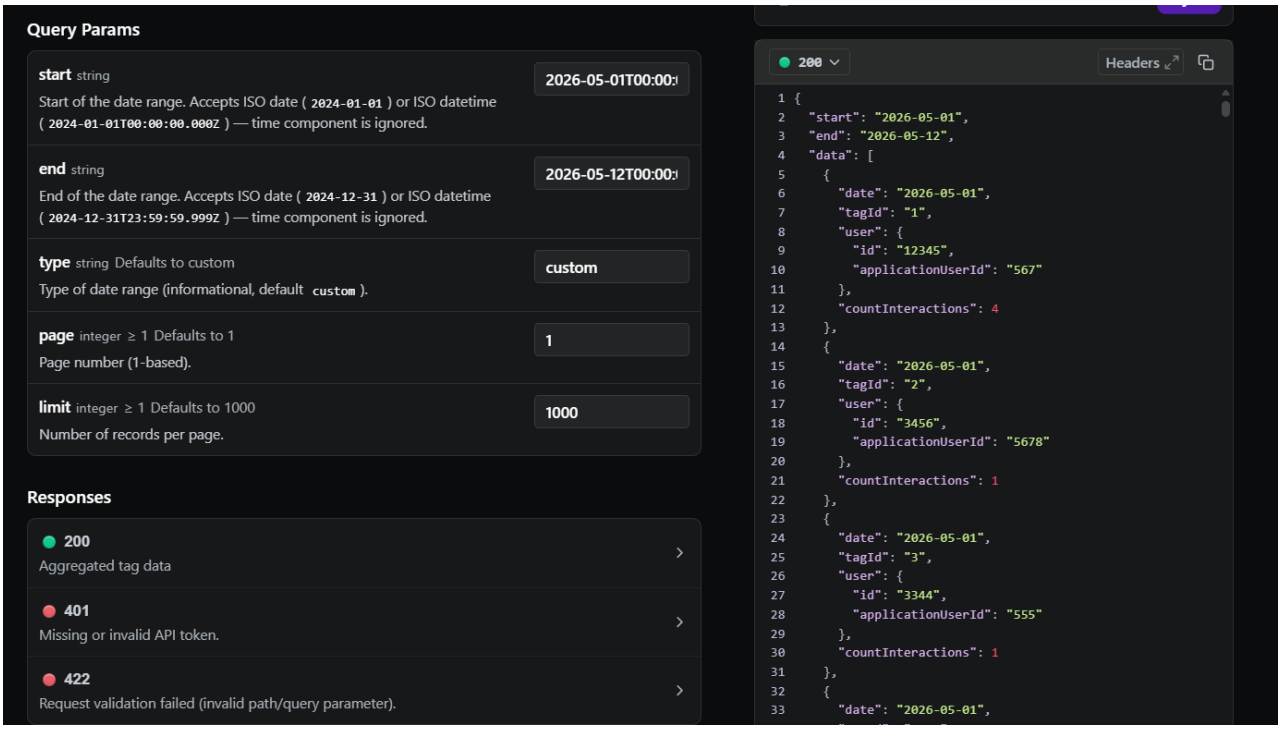
To get the Survey results you will need to enter the Survey id that you can find in the Portal.

Tags API

Returns per-user, per tag, per-day interaction counts on tagged elements — buttons, links, or pages you've marked in the Userlane Portal as meaningful actions in your product.

Use it to measure feature adoption, identify power users, spot adoption gaps by segment, and track how usage of a specific feature changes over time.

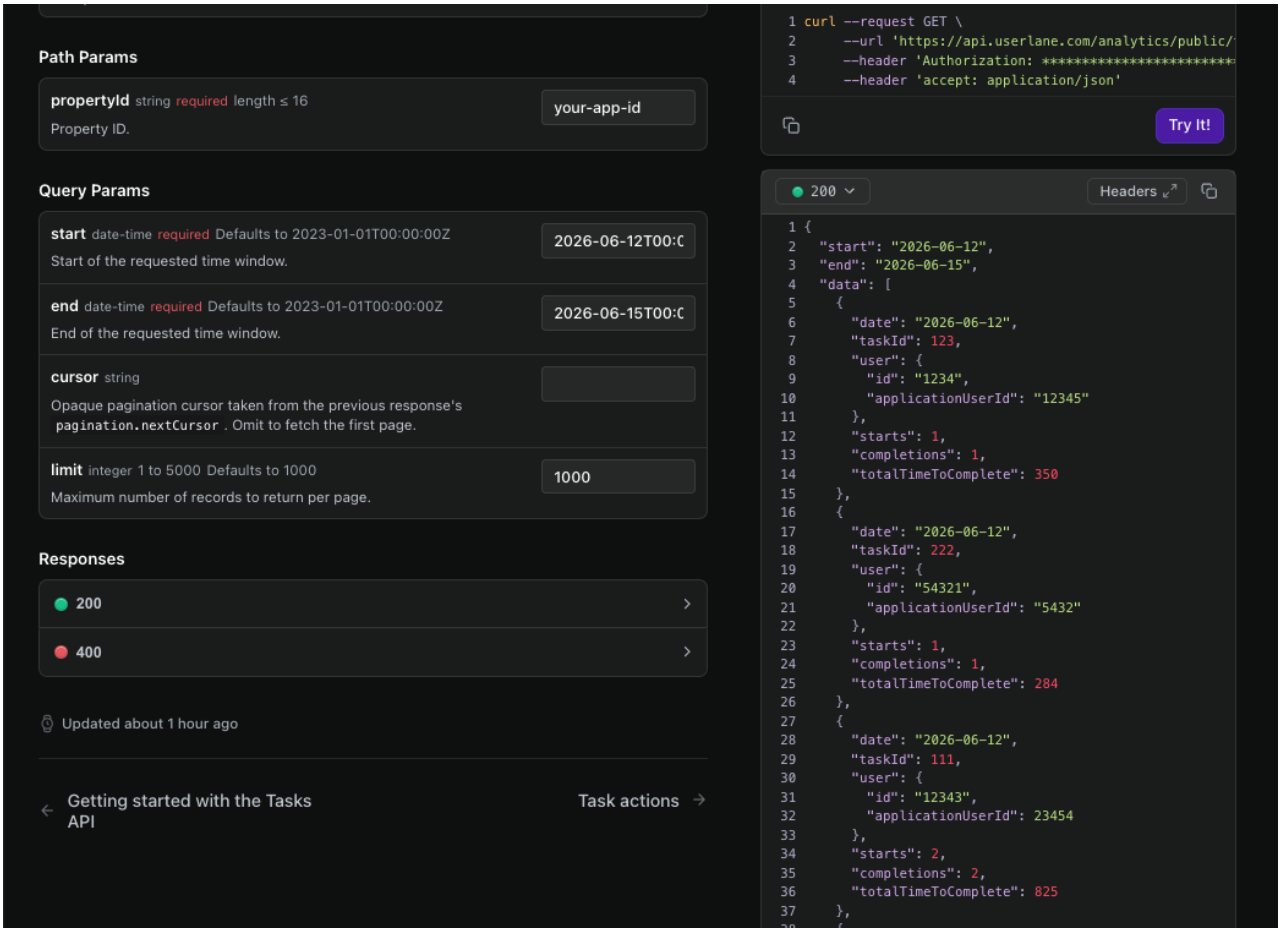
The results from all APIs are exported in JSON format.



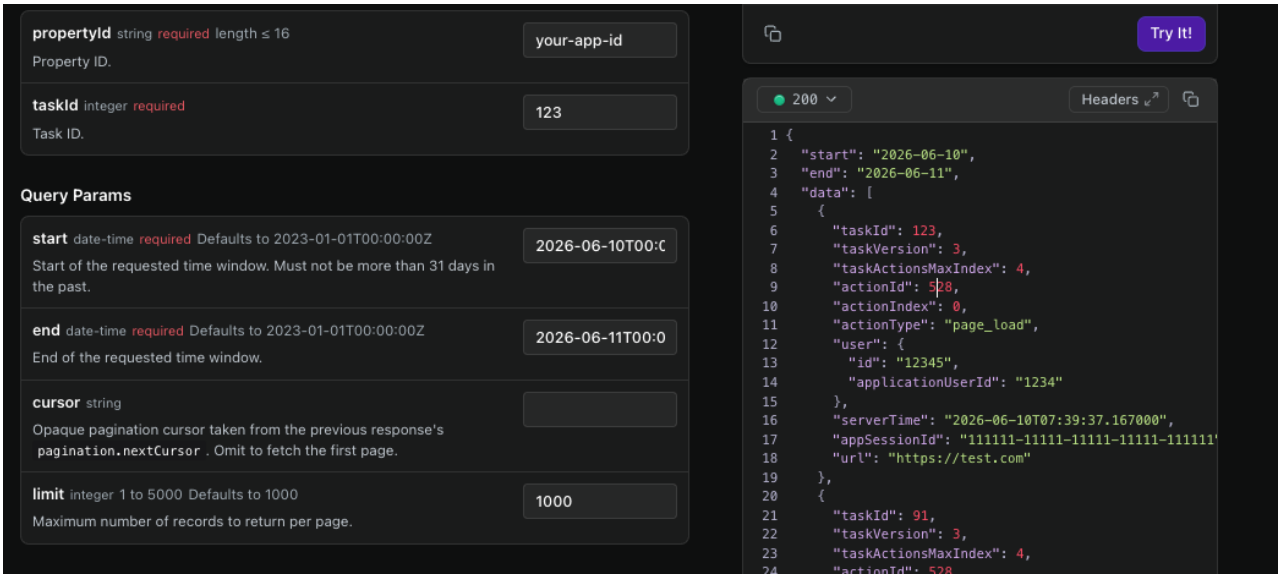
Tasks API

Returns task adoption data through two endpoints. The aggregated endpoint gives per-user, per-day starts, completions, and time to complete across all tasks in a property. The actions endpoint gives the raw, step-by-step event stream for a single task.

Use the aggregated endpoint to track completion rates and spot tasks with high drop-off.



Use the actions endpoint to see exactly which step within a task users abandon.



API responses do not include user segments. To analyze results by segment or by user attribute, join the export with the user profile data export on the user ID.

Data retention

Each API returns a limited window of history. Requests that reach further back return no data, even when the date range is otherwise valid.

Data	History available
NPS responses	Last 2 years
Survey responses	Last 2 years
Tags	Last 2 years
Tasks (actions endpoint)	Last 31 days

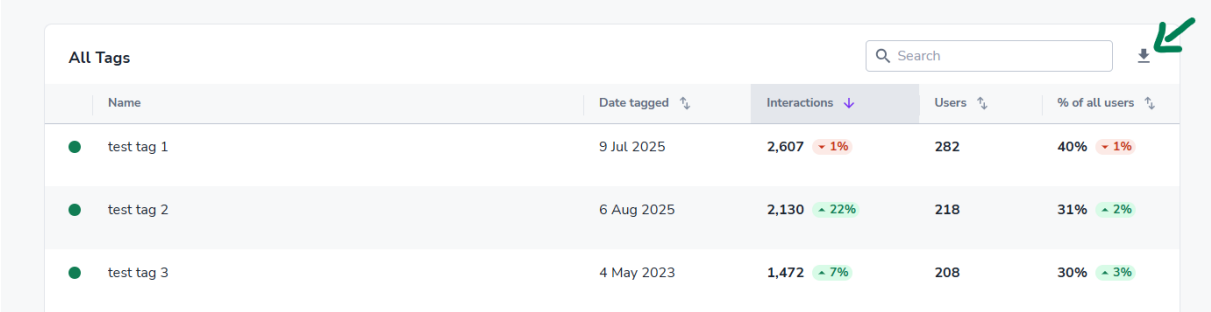
For longer history, schedule a regular pull into your own database.

Resolving IDs to names

Tags, Surveys, NPS and Task responses return numeric IDs in the API response, not names. To make the exported data usable in a report or dashboard, you'll need to match these IDs to their human-readable titles.

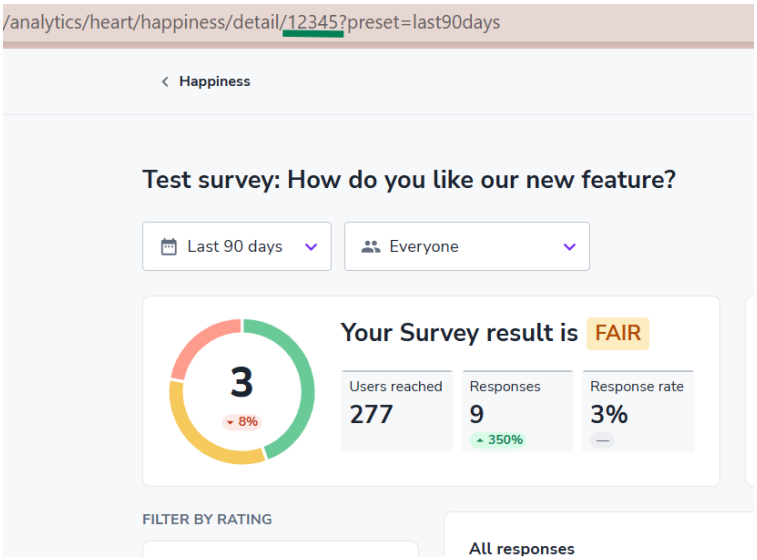
For Tags:

- Open the **Tag Analytics** page (/analytics/heart/task-success?section=tags) in the Userlane Portal and export the list to CSV. The export includes both Tag ID and name.



For Surveys and NPS:

- There can only be one NPS so you don't need to resolve the ID
- The Survey ID is required parameters in the API request. You can find them in the URL of the corresponding survey in the Userlane Portal.



Join the API export with the CSV lookup in your BI tool to display names instead of numeric IDs in your reports.

For Tasks:

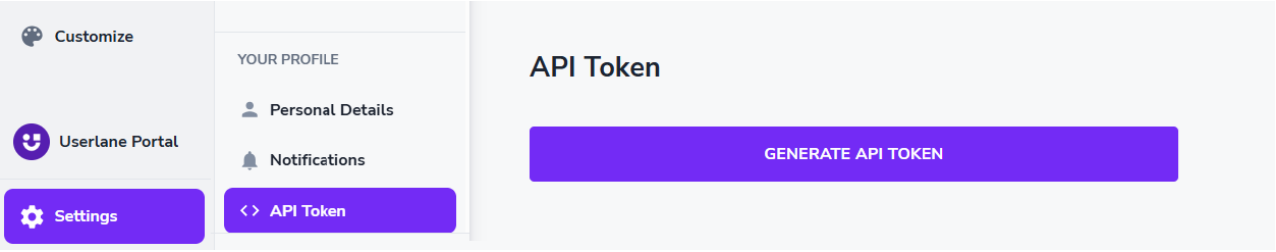
The aggregated endpoint returns a numeric `taskId`. Export the task list from the Userlane Portal to get the task ID and name.

The actions endpoint also returns a numeric `actionId`. Open the specific task's page in the Portal and export its Action chart, which lists each action's ID and name (for example, Open page, Enter input element, Click SAVE). Join on `actionId` to show readable step names.

How to export the data

Generate your token

The API export is protected and requires authentication via an Authorization Token. You can generate your token in the Userlane Portal under **Settings > API Token**.



The token is generated for each Userlane Manager individually. You can regenerate it at any time using the same button in your Portal.

Run the request

Each API is available through our developer documentation, which includes a "Try it" button you can use to test a request directly in the browser:

- HEART API

- NPS API
- Surveys API
- Tags API
- Tasks API

Each request needs:

- **Property ID** — the individual Userlane ID of your application
- **Survey ID** (Surveys only) — the ID of the specific survey
- Start and End dates — the time span for the export.
  - HEART, NPS, Surveys, and Tags use the format `2026-04-01T00:00:00+00:00`.
  - For the Tasks API, `start` and `end` are treated as inclusive UTC calendar dates: the time-of-day is ignored, so the whole of the end day is always included. The Tasks actions endpoint additionally requires `start` to be within the last 31 days.
    - Unlike HEART, which is smoothed over a rolling 90-day window, the Tasks API returns the actual events in the window you request, with no smoothing.
- Pagination — pagination works one of two ways depending on the API.
  - HEART, NPS, Surveys, and Tags use page-based pagination: up to 1,000 records per page, request each page by changing the page number.
  - The Tasks API uses **cursor-based pagination** instead: leave the cursor empty on the first request, then pass the `nextCursor` value from each response back as the `cursor` parameter until it returns null. There is no page number for Tasks.
- **Authentication token** — paste your token into the Authentication field

Once the request runs successfully, you can copy the JSON response (or the request code) using the copy icon.

Rate limits

The API accepts up to 2 requests per minute. Exceeding that returns HTTP 429, and you need to wait before retrying.

One page returns up to 1,000 records, so an export that spans many pages has to be spaced out to stay inside the limit. We recommend pulling once per day. More frequent pulls increase the chance of retrieving the same events twice.

Troubleshooting

If the request fails, you'll see an error message in the result section. Most errors relate to:

- an incorrect date format
- an invalid or expired authentication token
- a 429 response, which means the rate limit of 2 requests per minute was exceeded

Review your parameters against this article. If the issue persists, please reach out to us.