

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

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About the Analytics APIs

The Analytics APIs let you export HEART scores, NPS responses, Survey responses, and feature interaction data from your Userlane property in JSON format. Use them to bring Userlane analytics into your BI tool (Power BI, Tableau, Looker, etc.), enrich it with data you collect in other systems, and share insights with a wider audience of stakeholders in your organisation.

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

What you can export

There are four 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

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.

The screenshot displays an API client interface with two main sections: 'Query Params' and 'Responses'.

Query Params:

- start:** date-time required. Defaults to 2023-01-01T00:00:00Z. Value: 2026-05-01T00:00:00Z. Description: Start of the requested time window.
- end:** date-time required. Defaults to 2023-01-01T00:00:00Z. Value: 2026-05-10T00:00:00Z. Description: End of the requested time window.
- page:** integer ≥ 1. Defaults to 1. Value: 1. Description: Result page (for paginated results).
- limit:** integer 0 to 5000. Defaults to 1000. Value: 1000. Description: Maximum number of elements per page (for paginated results).

Responses:

- 200 (selected)
- 400

JSON Response:

```
1 {
2   "start": "2026-05-01",
3   "end": "2026-05-10",
4   "heartData": [
5     {
6       "date": "2026-05-10",
7       "users": 5097,
8       "sessions": 513314,
9       "happiness": 46,
10      "engagement": 66,
11      "adoption": 59,
12      "retention": 71,
13      "taskSuccess": 13,
14      "heart": 51
15    },
16    {
17      "date": "2026-05-09",
18      "users": 7702,
19      "sessions": 913511,
20      "happiness": 45,
21      "engagement": 66,
22      "adoption": 59,
23      "retention": 71,
24      "taskSuccess": 13,
25      "heart": 51
26    }
27  ]
}
```

NPS API

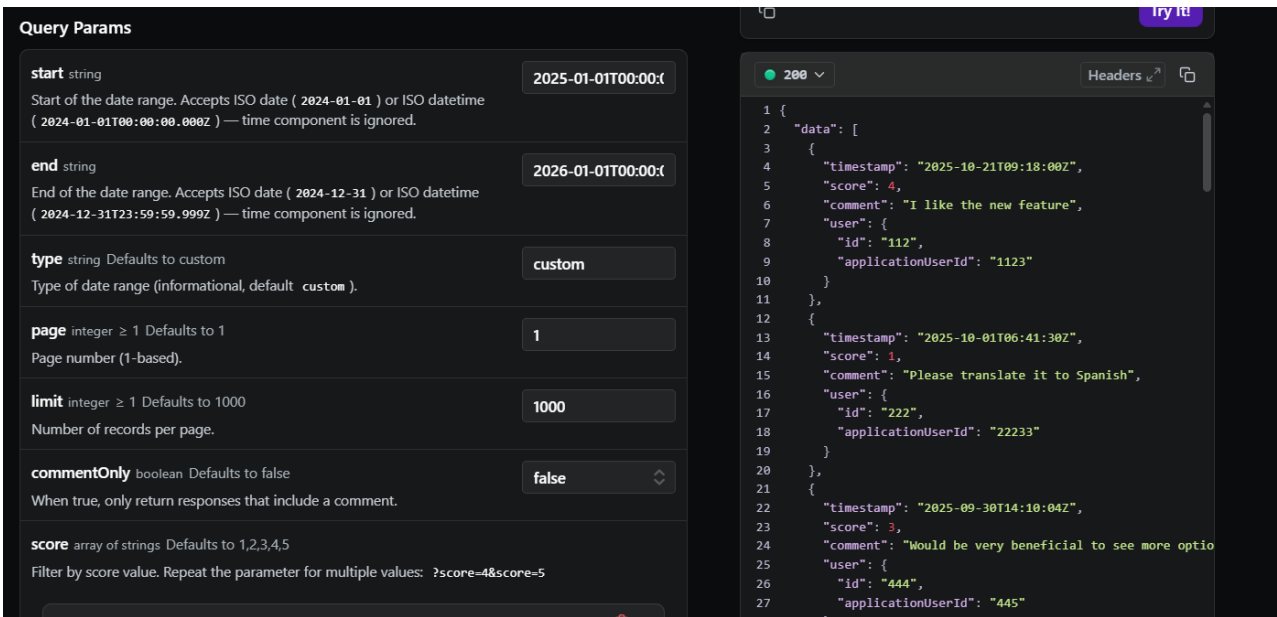
Returns individual responses to Net Promoter Score surveys — score (0–10), optional free-text comment, timestamp, and user ID. NPS responses are bucketed into Promoters (9–10), Passives (7–8), and Detractors (0–6).

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

```
200 Headers ↵
1 {
2   "data": [
3     {
4       "timestamp": "2026-05-09T05:07:20Z",
5       "score": 5,
6       "comment": "Very nice experience",
7       "user": {
8         "id": "12345",
9         "applicationUserId": "1234"
10      }
11    },
12    {
13      "timestamp": "2026-04-24T10:35:08Z",
14      "score": 2,
15      "comment": "Page was sometimes slow",
16      "user": {
17        "id": "23456",
18        "applicationUserId": "5555"
19      }
20    },
21    {
22      "timestamp": "2026-04-22T12:13:37Z",
23      "score": 3,
24      "comment": "It's ok",
25      "user": {
26        "id": "334455",
27        "applicationUserId": "7777"
28      }
29    },
30    {
31      "timestamp": "2026-04-15T06:46:37Z",
32      "score": 7,
33      "comment": "",
34      "user": {
```

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.



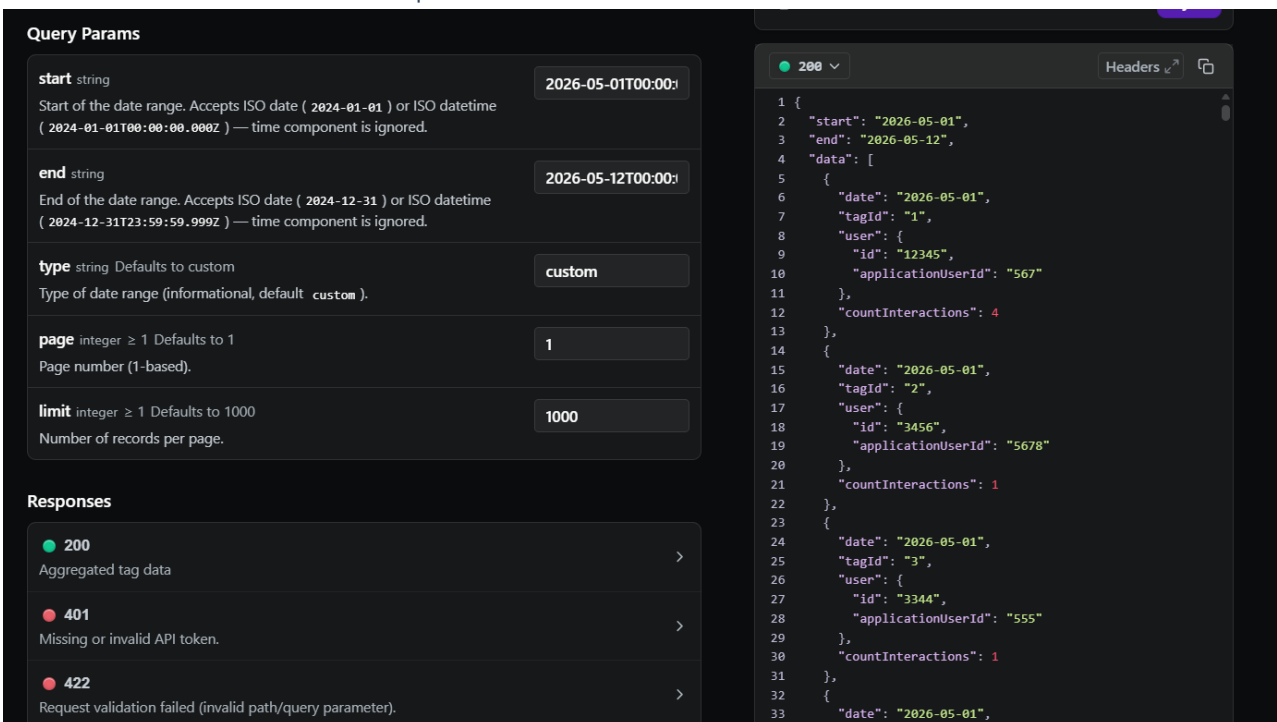
To get the Survey results you will need to enter the Survey id that you can find in the Portal.

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 four APIs are exported in JSON format.

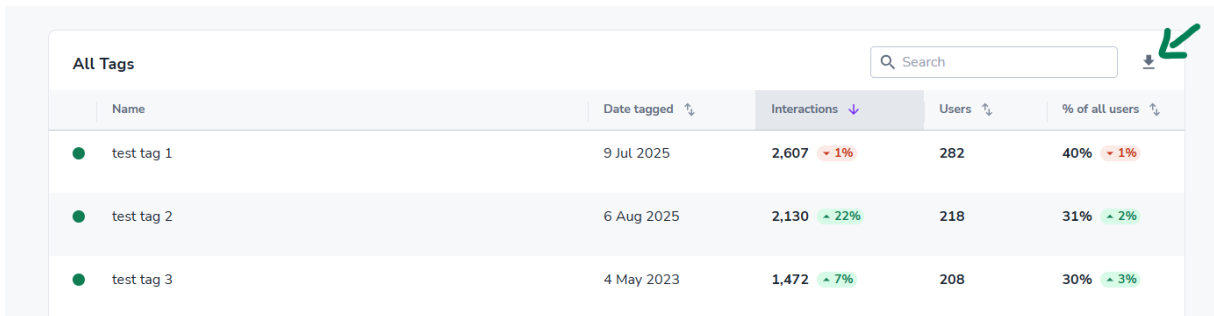


Resolving IDs to names

Tags, Surveys, and NPS 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:

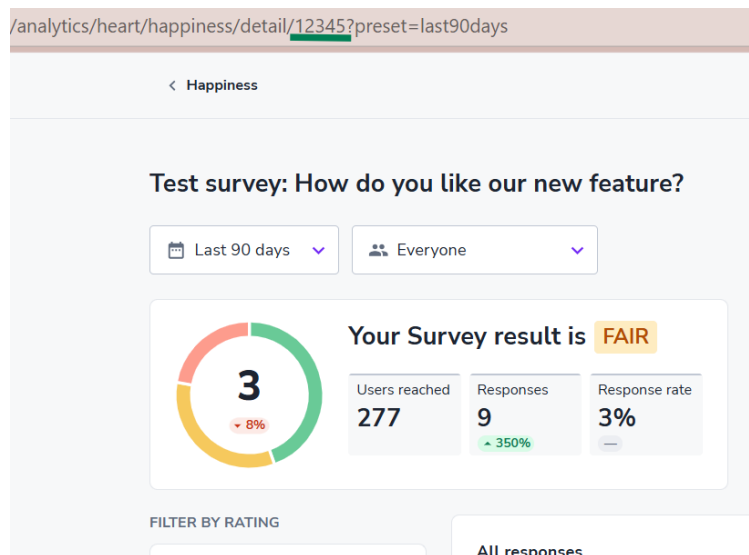
- Open the **Tag Analytics** page (/analytics/heart/task-success?section=tags) in the Userlane Portal and export the list to CSV. The export includes both Tag ID and name.



Name	Date tagged	Interactions	Users	% of all users
test tag 1	9 Jul 2025	2,607 ↓ 1%	282	40% ↓ 1%
test tag 2	6 Aug 2025	2,130 ↑ 22%	218	31% ↑ 2%
test tag 3	4 May 2023	1,472 ↑ 7%	208	30% ↑ 3%

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.

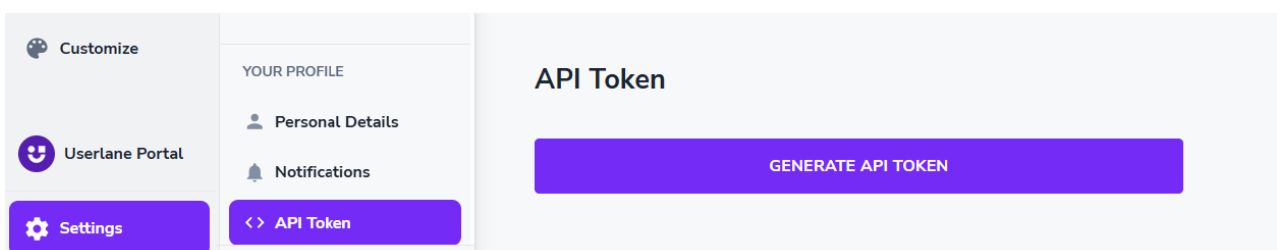


Join the API export with the CSV lookup in your BI tool to display names instead of numeric IDs in your reports.

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

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, in the format `2026-04-01T00:00:00+00:00`
- **Page and Limit** — up to 1,000 records per page. For larger results, request each page separately by changing the page number.
- **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.

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

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