

Understanding Amplitude in Userlane

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What is Amplitude?

Amplitude is a trusted product analytics platform used by many software companies to understand how users interact with their products. It helps teams make data-driven decisions by analyzing usage patterns and feature adoption. This allows organizations to continuously improve their software experience and deliver greater value to their customers.

Why does Userlane use Amplitude?

Userlane uses Amplitude to collect product usage data that helps our Product, Design, Engineering, and Customer Success teams better understand how our product is being used. It enables our teams to identify what delivers the most value for you.

This data allows us to:

- Measure customer health and adoption – to proactively identify how well your teams are engaging with Userlane and ensure you realize maximum ROI from your investment.
- Identify usability improvements – to continuously refine the Userlane experience, reducing friction for your end users and helping them achieve results faster.
- Prioritize enhancements that bring the most value to our customers – ensuring our product roadmap focuses on the features and improvements that directly accelerate your business outcomes and user success.

All data collected through Amplitude is used internally only by Userlane. We do not share any data externally or with any third parties.

What kind of data is collected?

Userlane only collects data about usage within the Userlane product itself. This includes:

- Events triggered by defined clicks and interactions in the Userlane Editor and Portal.
- Basic information about the Userlane Manager account, specifically:
 - Email address
 - Userlane internal ID
 - Userlane role (Admin, Moderator, or Contributor)

No other personal or customer data is tracked or transmitted.

Our goal is to collect only the minimal information necessary to continuously improve the Userlane experience for all our customers.

What do customers need to do?

If you are using Userlane via the JavaScript snippet, please ensure that your Content Security Policy (CSP) allows connections to Amplitude. To do so, add the following domain to your CSP whitelist:

*.amplitude.com

This ensures that Userlane can send analytics events securely to Amplitude.

If you are using Userlane through the browser extension, no action is required.
