

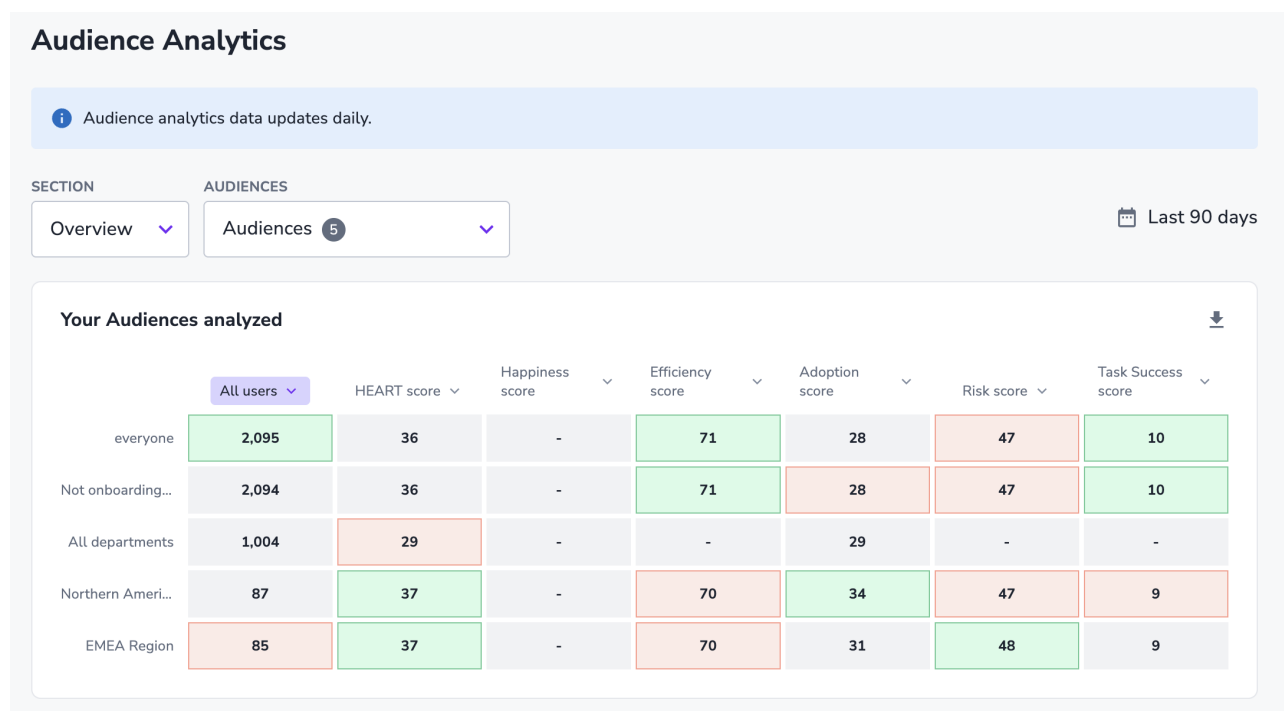
Audience Analytics

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About Audience Analytics

Audience Analytics shows your HEART Score broken down by audience in a single heat map. Instead of checking each audience separately, you can compare performance across all your audiences at once and see where one group is tracking differently from the rest.

The view covers all five HEART dimensions: Happiness, Efficiency, Adoption, Risk, and Task Success. Each audience appears as a row and each HEART dimension appears as a column.



How to use it

1. Color coding highlights the relative spread within each dimension column. Green marks the highest-scoring audience; red marks the lowest. The comparison is always relative to the other audiences in your current view.
 2. You can filter by HEART dimension to focus on a specific area of performance, or filter by audience. By default, the heat map displays the top five audiences by user count.
 3. The heat map reflects a 90-day rolling snapshot that updates daily. If you add a new audience, it appears in the filter list immediately but will not display in the heat map until the following day.
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