About WalkMe Insights

Brief Overview

WalkMe Insights is WalkMe's all-in-one analytics platform, providing core analytics for all WalkMe items and general user behavior in your product. With its built-in features, including Funnels and Session Playback, Insights gives you the following benefits and more:

- Provides real-time analytics
- Lets you collect your end-users' engagement with both your WalkMe solution and your underlying website
- Lets you view accurate re-creations of your end-users' in-app sessions

WalkMe Beyond: Understanding WalkMe Insights Webinar

Tip

[Join the conversation in the WalkMe World Community!](#)

Use Cases

Insights use cases include the following:

- Measure usage and pain points of your WalkMe items
- Measure usage and pain points of your underlying website
- Optimize your WalkMe solution
- Analyze your end-users' objectives
- Recognize instances of end-user confusion and UX inefficiency and capitalize on these opportunities to improve

Insights Data Collection

Levels of Data Collection

There are three levels of data collection (click the links below to learn more):

[WalkMe Engagement Analytics](#)

- Only WalkMe Events are sent to the WalkMe servers; this is the only level enabled by default
- This level enables you to collect data on your end-users' engagement with your WalkMe items

[Insights Digital Experience Analytics (DXA)](#)

- Collects all the data that WalkMe Engagement level collects plus additional data specified below
- This level enables you to collect data on your end-users' engagement with your website itself, with or without WalkMe items present

[Session Playback](#)

- Collects all the data collected in the first two levels plus additional data specified below
- This level enables you to view accurate re-creations of your end-users' sessions on your website using Session Playback

As a WalkMe customer, you may decide which level of collection you prefer, and enable it yourself as an Account Admin.

Which Data Is Collected?

Different data points are collected depending on which data collection level you have selected.

Please visit each Collection level's article to learn more about the data points collected at each level:

- **WalkMe Engagement Analytics**
- **Insights Digital Experience Analytics (DXA)**
- **Session Playback**

Enabling Insights

Insights is enabled by default to all customers with the default Engagement Analytics collection level.

Limitations

- Insights officially supports Chrome web browser
- Multi-Language export must be done via Chrome
- Insights is currently **not officially supported** by IE, Firefox, or Safari

 Digital Adoption Institute

- Take the **Configure Analytics, Integrations, and Design** course in the **Digital Adoption Technical Training** curriculum (scroll down to **Digital Adoption Project Management Fundamentals**)
- Take the **Insights course** in the DAI
- Don't have a DAI account yet? **Sign up here**