

# Insights Digital Experience Analytics (DXA) Level

## Brief Overview

Digital Experience Analytics (DXA) is a way to analyze your customer's journey with WalkMe. Available as part of WalkMe Insights, this feature is not enabled by default. With DXA, Insights captures interactions your users have with HTML elements on your website.

This includes the following:

- Clicks
- Input changes
- Form submissions

Insights will send this information to the WalkMe servers. This allows you to customize your usage of the various Insights tools and dashboards.

Once DXA has been activated, you will receive unlimited user behavior analytics.

WalkMe Engagement Analytics and Digital Experience Analytics (DXA) data will be accessible in Insights for a period of **1 year**.

## Use Cases

**Digital Experience Analytics (DXA) use cases include the following:**

- Explore the behavior of users who are interacting with your website, but not with your WalkMe solution
- Create a baseline expectation of your users' behavior prior to deploying your WalkMe solution, and compare this to your users' behavior after deployment
- Identify instances where WalkMe guidance can improve your users' experience
- Analyze the adoption and engagement of users with your website's features

## What Data Is Collected With Digital Experience Analytics (DXA)?

Digital Experience Analytics (DXA) collects everything that [WalkMe Engagement Analytics](#) collects, plus the following data:

- Clicks on elements, including element meta-data (class, ID, properties, text nodes)
- Input to fields (turned off by default, but can be enabled using [censorship settings](#))
  - Password fields are ALWAYS censored
- Custom events (events sent via the Insights API)

## Compatible Browsers

**Digital Experience Analytics (DXA) operates on the following browsers:**

- Internet Explorer 11 and above
- Edge
- Chrome
- Firefox
- Safari

Starting from **version 5.0.14**, Digital Experience Analytics (DXA) supports sites that use ShadowDom technology.

## How It Works

There are two levels of DXA data collection available:

### Full Data Collection DXA

- Once Digital Experience Analytics (DXA) is activated full data collection begins immediately

### Targeted Data Collection DXA

- Targeted Data Collection is the default level of DXA
- Once DXA is activated, sample data, 1 out of 100 events, will be collected via a sampling mechanism to generate autocomplete suggestions and indicate whether data currently exists for a definition as a Tracked Event is being created
  - This includes all the DXA event types: clicks, input changes, and form submissions
  - **Note:** Sampling can be disabled upon request
- In order to track full interaction data, users need to define a Tracked Event
- Once a Tracked Event is defined all the interaction data for that element will be collected
  - To create a Tracked Event, follow the instructions in the [Creating Tracked Events in Insights](#) article
  - For more information on Tracked Events, see the [About Insights Tracked Events](#) article

**Targeted Data Collection DXA affects Insights data in the following ways:**

- Tracked Events Dashboards, Reports, & Funnels:

- When viewing a date range that includes dates prior to or during which a Tracked Event was defined, a warning message will appear to alert users that they may not see full data for this time range
- The relevant Tracked Event will have a warning icon next to it indicating the date it was created
- General Events filters:
  - General Events filters are not available

## Censorship

- The sampling mechanism collects data according to the censorship and collection settings that are set for the System
- [Learn more about censorship settings](#)

## □ Digital Adoption Institute

- Take the [Insights course](#)
- Don't have a DAI account yet? [Sign up here](#)

## Enabling Digital Experience Analytics (DXA)

1. Open the WalkMe Editor
2. Go to **Settings** → **Admin Settings**

General
Safe Start
Features
Back Office
User Preferences

Unique User Settings

Set a unique user identifier to track each user's activity

User Identifier: Defined by None

☒ Don't load WalkMe if user ID is not found

Attributes

[Manage Attributes](#)

WalkMe Flow Tracker Settings

Activated in Play Mode ☒

Activated in Preview Mode ☒

Accessible in Published Environment ☒

Screenshot Settings

PUBLISH SETTINGS...

Admin Settings

Cancel

Save

3. For only DXA, select the collection level of **Digital Experience Analytics**

Insights

Data Collection Level

Select the level of data collection for WalkMe Insights.

Selecting one of the options will instruct WalkMe to change the data collection level, please review WalkMe's [privacy policies](#) and [Insights data collection white paper](#).

☐ WalkMe Engagement Analytics (Events, Walk-Thrus, Launchers, etc.) - DEFAULT  
In order to enable page view events collection please turn it on using "Censorship and privacy settings" in Insights. [Read more](#)

☒ Digital Experience Analytics  
☒ WalkMe engagement analytics  
☒ Your website's analytics (Clicks, input changes, interactions, including elements attributes such as element text, label, classes, etc.) once defined. [Read more](#)

☐ Session Playback and Digital Experience Analytics  
☒ WalkMe engagement analytics  
☒ Your website's analytics (Page view events, clicks, input changes, interactions, including elements attributes such as element text, label, classes, etc.).  
☒ Session playback - powerful 'video like' playbacks of your users' sessions (based on your Session Playback plan)

4. For DXA and Session Playback, select the collection level of **Session Playback AND Digital Experience Analytics**

**Insights**  
**Data Collection Level**  
Select the level of data collection for WalkMe Insights.

⚠ Selecting one of the options will instruct WalkMe to change the data collection level, please review WalkMe's [privacy policy](#) and [Insights data collection white paper](#).

☒ WalkMe Engagement Analytics (Page view events, Walk-Thrus, Launchers, etc.) - DEFAULT

☐ Digital Experience Analytics

- ✓ WalkMe engagement analytics
- ✓ Your website's analytics (Clicks, input changes, interactions, including elements attributes such as element text, label, classes, etc.)

☐ Session Playback and Digital Experience Analytics

- ✓ WalkMe engagement analytics
- ✓ Your website's analytics (Clicks, input changes, interactions, including elements attributes such as element text, label, classes, etc.)
- ✓ Session playback - powerful 'video like' playbacks of your users' sessions (based on your Session Playback plan)

5. Perform a settings publish for changes to take affect

## Note

If the following Insights settings are not available to you, please reach out to your Customer Success Manager or WalkMe contact to have it enabled for you.

## Tip Tuesday Video





To see more Tip Tuesday videos on WalkMe World [click here](#).

## Technical Notes

- By default, **Sessions Playback** mode gets **1,000 sessions** per month
- To set a different session limit beyond this, you will need to reach out to your Customer Success Manager or WalkMe contact to discuss the options available to increase the session limit
- **WalkMe events** and Digital Experience Analytics (DXA) modes cover all sessions by default

### Tip

If PII collection is a concern, [Engaged Elements](#) may be an alternative solution.