

# Using Analytics Properties

If you do not see the Analytics Properties in your Editor, please reach out to your AM/DAC to have these enabled for you.

## Brief Overview

Using analytics properties (in the form of variables, jQuery selectors, and website cookies) as custom Insights attributes, you can better filter your Reports by more granular user information.

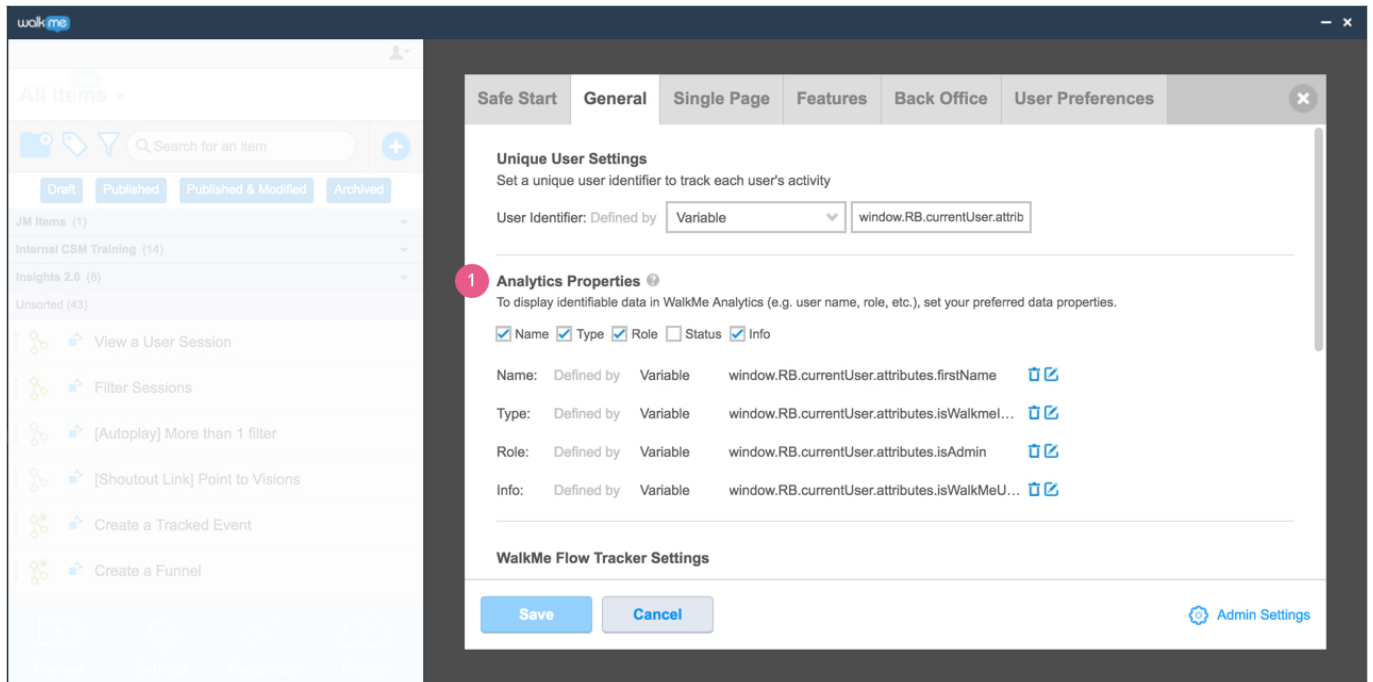
## Use Cases

Analytics property use cases include the following:

- Pass information from your client side to Insights to enrich Insight's data and enable more customized filtering;
  - Filter your sessions by such filter types as user name, user type, user role, user status, and user info.
- Create custom attributes out of information unique to your website.

## How it Works

By tying a pre-existing variable, jQuery selector, or website cookie (or creating new ones if need be) to one of the Insights' analytics property-types in the WalkMe Editor, you can get more information about your users than Insights' out-of-the-box offerings provide:



You can then use this information to create new [saved filters](#). The analytics properties are available in filter properties  Session  Custom Attributes.

## Steps For Adding Analytics Properties

- Open your WalkMe Editor;
- Click the Settings gear icon on the bottom panel of the Editor;
- Click the General tab;
- Scroll to the Analytics Properties section;
- Check the boxes of the types of properties you wish to add.
  - The options are Name, Type, Role, Status, and Info.
- Select a method by which to track the properties;
  - If you select Variable, enter a variable name;
  - If you select jQuery, enter a jQuery selector;
  - If you select Cookie, enter a cookie name.
- Click Save.














And you're done!

## Steps For Creating a Saved Filter Using Analytics Properties

- Once you've created your analytics properties log into your account at [insights.walkme.com](https://insights.walkme.com);

- Click on the Filters dropdown;
- Click NEW FILTER;
- Click + ADD RULE;
- Click SESSION in the left sidebar of the menu;
  - You will see your analytics properties under the section called Custom Attributes:

Start adding rules to your filter

 EVENTS	<div style="display: flex; justify-content: space-between; align-items: flex-start;"> <div style="display: flex; align-items: center;">  Referer           </div> <div style="font-size: small;">Filter by the session's referer URL</div> </div> <div style="display: flex; align-items: center; margin-top: 5px;">  Duration           </div> <div style="font-size: small;">Filter by a session's total duration time</div>	
	<div style="display: flex; align-items: center;">  URL Count           </div> <div style="font-size: small;">Filter by amount of visited URLs</div>	
 USER	<div style="border-bottom: 1px solid #ccc; padding-bottom: 5px;">Custom Attributes</div>	
 SESSION	<div style="display: flex; align-items: center;">  Name           </div> <div style="display: flex; align-items: center; background-color: #007bff; color: white; padding: 2px;">  Status           </div> <div style="display: flex; align-items: center; margin-top: 5px;">  Type           </div>	
	<div style="display: flex; align-items: center; margin-top: 5px;">  Info           </div> <div style="display: flex; align-items: center; margin-top: 5px;">  Role           </div>	
 LOCATION		
 DEVICE		

- Select an analytics property and enter its conditions and value;
- Click Save As...;
- Enter a saved filter name;
- Click SAVE.

You're done!

You've created a new saved filter using analytics properties, and it will appear in the Filters dropdown along with the rest of your saved filters. You can use this filter anywhere filtering applies, e.g., the drop-down menu on the Insights Overview page.

Analytics properties can also be added to Insights custom reports and are stored with the most recent value sent per end user in Insight's End User Object.