

Insights Common Reports

Brief Overview

This page contains a list of ready-to-go reports that are available for each account on the New Insights by default.

Table of Common Reports

Name	Description
All Unique Users	A list of the unique users who visited the website or application along with their first seen and last seen date and time and number of unique sessions in the selected filter and date range. The users' list will only show users who landed on pages in which the WalkMe snippet was loaded.
Course Completion % by User	Shows each user's course completion percentage for each of the courses available.
Daily Summary Report	Shows the number of events from each deployable that occurred each day. The number of SmartTip interactions, Walk-Thru/Smart Walk-Thru plays, Launcher clicks, Widget interactions, ShoutOut plays, Searches, Resources viewed, Shuttles played, Survey plays, Task completions, and TeachMe interactions, grouped by day.
Deployable Report	The publish status, creation date, and last publish change date of every WalkMe item in the selected account.
End User Actions	A log of all user interactions with WalkMe items, including timestamp, interaction type, item ID, item name, and the URL the interaction occurred at.
Engaged Unique Users	All users who interacted with any WalkMe app.
Engagement by Application	Engagement by application type, showing number of users and interactions.
Engagement by Deployables	A list of all the WalkMe deployables, number of engaged users, and number of interactions with the deployable in the requested date range.
Engagement By Deployables and Language	A list of all the WalkMe deployables, number of engaged users, and number of interactions with the deployable in each Language in the requested date range.
Engagement by User	A granular view of all items the user has engaged with and the number of interactions.
Goal Completions	A breakdown of all Goals and the number of users that completed each Goal.
Goal Completions by User	A breakdown of all the Goals completions by user.

Help Desk Clicks by User	All Help Desk clicks by date, user and URL.
Last Smart Walk-Thru Step Reached by User	Shows at what point of the Smart Walk-Thru the user dropped out, meaning the last step they reached including date, Smart Walk-Thru ID and Step ID
Last Smart Walk-Thru Step Reached Overall	For each week in the selected date range, looks at the Smart Walk-Thru steps where users dropped off and gives a count of how many users dropped off
Launcher Clicks by User	The number of total Launcher clicks by User ID and date.
Login Review	Each user's first login, last login and the number of logins in the chosen timeframe.
Menu Searches	A breakdown of all menu searches including the date and time the search was performed, User ID, URL, search term, and resulted action.
NPS Free Text Responses by User	A breakdown of each user's free text responses to the NPS survey, grouped by date, survey and question.
NPS Survey Responses by User	A breakdown of each user's responses to the NPS survey, grouped by date, survey and question.
Onboarding % Completion by User	The percentage of completed onboarding tasks grouped by User ID, for all users that were active in the report date range.
Resource Plays by User ID	Resource interactions on each website page grouped by User ID and date.
ShoutOut Action Clicks by User	A breakdown of different ShoutOut interactions: plays, action clicks, and dismissals by close button, X button and action – grouped by User ID and date.
SmartTip Interactions by User	A breakdown of interactions with SmartTips grouped by User ID and date.
Survey Responses by User	All answers to survey questions detailed by User ID and date of submission in the report date range and filters. Each row represents a submission of an answer to a specific Survey question.
Task Completion % by User ID	The number and percentage of completed onboarding tasks grouped by User ID.
Tasks Completed by User	A breakdown of each individual onboarding task completed by User ID, and the last date it was completed.
User IDs with WalkMe Extension	A list of each user that has downloaded the WalkMe extension or loaded the WalkMe snippet, the user's OS, and the user's browser type.
Users Exposed to WalkMe and not Engaged	List of end-users that were exposed to WalkMe but did not engage with WalkMe during the chosen date range.
WalkMe Player Opens by URL	A list of all the URLs in which the Player was opened.
Walk-Thru Error Report	A list of the specific Smart Walk-Thrus that contain steps which failed to play. This report details the name of the step that failed to play and also what percentage it makes of the overall plays of that Smart Walk-Thru. Note that the report only shows visual steps (balloons) and not non-visual steps (auto steps, for example).

Walk-Thru Goal Completions by User	For each user, Smart Walk-Thru and Goal, shows the number of times the Goal was reached and number of Smart Walk-Thru plays.
Walk-Thru Last Step Reached by User	Shows the last step reached per Walk-Thru for each day and user.
Walk-Thru Plays by Initiator	Lists for each Walk-Thru and initiator pair: 1. The number of plays for that specific pair. 2. The total number of plays for that Walk-Thru (all initiator types combined) 3. The percent of plays of the specific pair from the total plays for that Walk-Thru. 4. Total number of Walk-Thru completions for that Walk-Thru
Walk-Thru Plays by User	The number of plays and completions of each Walk-Thru grouped by User ID and date.
Walk-Thru Total Plays	The total number of plays for every Walk-Thru.
Walk-Thrus Log with Total Steps	For each Walk-Thru and user ID, shows the timestamp and name of the last step played, the total number of steps in the Walk-Thru and the total number of plays.
Users and Sessions by Country	Counting Unique Users and Sessions by Country in the selected date range and filters.
Users Interacted More than Once	Calculating the number of Users that Interacted with WalkMe more than once out of all Interacted Users in the report date range.
Users not exposed to WalkMe	List of end-users that were not exposed to WalkMe during the chosen date range.

Note

If a ShoutOut / Balloon doesn't have an action to engage with, no data will show for engagement related reports.

Tracked Events Common Reports

With all Tracked Events Common Reports, as well as custom reports, you now have the ability to choose a list of Tracked Events you want to download as a report. For example, Get the Tracked Events by User Report only with the newly added Tracked Events, or only with the Tracked Events related to a specific new feature.

Note: The Tracked Events selector is limited to 12 Tracked Events.

Following is a list of the common reports available to customers with Digital Experience Analytics (DXA) enabled:

Name	Description	Columns
Tracked Events Summary	A summary of all defined Tracked events that have been interacted with, including: the number of event occurrences, unique users, average occurrences per user and session as well as the event adoption, calculated by the ratio of users who played the event out of all users active in the specified time period.	Tracked Event Name, Tracked Event Type, Tracked Event Definition, Occurrences, Users Adopted, Adoption Rate, Average Occurrences per Active User, Average Occurrences per Adopted User, Average Occurrences per Session
Tracked Events by User	A granular view of each user and the interactions with the Tracked events. Including the number of occurrences and sessions in which the Tracked events occurred per each User and Tracked event in the selected time range and filters.	User Name, Tracked event name, occurrences, sessions
Tracked Events Log	All Tracked event occurrences in the selected time range and filter, detailed by the user, timestamp, and URL.	Tracked Event Name, User name, Timestamp, URL

Report Metric Definition:

Name	Definition
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Tracked Event Name	The Name of the Tracked Event as shown in the Tracked Event Setup Page.
Tracked Event Type	The Type of the Tracked Event (Click, Page view, etc..)
Occurrences	The number of interactions counted by the Tracked Event definition in the report date range and filters (for example - for a page view type of Tracked Event, it would be the number of times an end user loaded the page defined by the URL configured in the Tracked Event Setup)
Users Adopted	The number of unique users who interacted with the Tracked Event in the report date range and filters.
Adoption Rate	The number of unique users who interacted with the Tracked Event out of all the number of unique users active in the report date range and filters.
Average Occurrences per Active User	The number of occurrences of the Tracked Event divided by the number of Unique Users active in the report date range and filters.
Average Occurrences per Adopted User	The number of occurrences of the Tracked Event divided by the number of Adopted Users in the report date range and filters.
Average Occurrences per Session	The number of occurrences of the Tracked Event divided by the number of sessions in which the Tracked Event occurred in the report date range and filters.