

# Insights Terminology

## Brief Overview

This glossary provides a brief intro to general analytics and specific WalkMe Insights terminology, and contains definitions to terms you will see used throughout the Analytics and Business Intelligence category.

You may wish to keep this page open in a separate tab and refer back to it as you browse. If you notice a term that should be included here but is not, please contact Support and it will be included here if appropriate.

For more information and terminology used in WalkMe, visit our official [WalkMe Glossary!](#)

## Adoption

The number of end-users who have used a feature at least once.

## All Time

Insights users metrics that show data from all time, meaning when a user was first seen and not according to any chosen filters and date range.

## Analytics Properties

Additional properties to be tracked in Insights to enrich your analytics reports and filtering capabilities.

## Custom Report

Reports created by the Business Intelligence ("BI") team and available for manual export or scheduled export via email.

## Digital Experience Analytics (DXA)

Collection level enabling the automatic capture of all user interactions (e.g., clicks, page views, etc.). This tracking level must be enabled in order to utilize different User Behavior analytics features such as Tracked Events, Funnels, and Features.

## Engagement

The intensity and frequency of your users' usage of your Insights features.

## Events

An Event is the smallest piece of data that Insights uses for analyzing behavior, calculating aggregations and more.

Insights collects Events describing all manner of interactions with WalkMe content and the host website (e.g., Walk-Thru Started, Launcher Clicked, Element Clicked, Page Viewed, etc.) from the Player-side.

Each interaction or state update on the Player-side is translated to an event that is transmitted to WalkMe's servers and saved in the Insights Data Model.

## Event Properties

Characteristics of events, event properties are used to add additional information to events. For example, Survey ID is a property of the Survey Submitted event.

## Funnels

Funnels measure a sequence of Tracked Events to analyze the completion rate of a process. The Funnel report lets you visualize the steps your users take to complete a process and quickly identify how well they are succeeding or failing at each step.

## Filters

### Standard Filters

Filters set conditions that will determine what data will be displayed. Filters are used to make it easier to focus on specific sets of users or sessions in a data set. Filter conditions can be saved and re-used later on and are applicable in all report pages in which they appear; they can be created and select at the top of most Insights pages.

## Date Range Filters

Date range filters determine the time frame of the reports displayed. Date range filters can be defined to use a custom date range by using the out-of-the-box calendar, or by using a drop-down of predefined ranges. The predefined options include ranges such as "Yesterday," "Last 7 days (not including today)," and "Last month."

## Goals

Quantify success and understand user behavior in Insights. Using Goals, you can view not only how many times a WalkMe item has been played, but also if the user completed the process on your site.

## Insights

Instantly transform your data from WalkMe into real insights and measure or track any user action on your site.

## Report

A pre-defined set of dimensions and measures that can be viewed on your Insights pages and exported/subscribed to from the Reports page. You can apply filters and a date range on reports in both the Insights pages and when exporting.

### Report Measure(s)

A quantitative measurement of your data. The measurement can be done over any of the data model entities, e.g., counting Events, sessions or users, and by different dimensions e.g., country, browser-type or IP.

### Report Dimension(s)

A qualitative characteristic of your data, report dimensions are used to group or filter a report. Some reports might not have a dimension and will only show a measure (such as *Unique Users* in the Overview page).

## Report Builder

Self-service tool that allows you to create custom reports tailored specifically for your needs.

## Sessions

Insights considers a session to be a single visit of a user to your website or application; a session must contain one or a series of events. A session begins when a user reaches your website/application, and it lasts until there is 30 minutes of inactivity, or for up to twelve (12) hours, whichever comes sooner. If a user is idle during a session for more than 30 minutes and then becomes active again, the subsequent activity is part of a new session.

A session will continue even if users navigate between different tabs or subdomains (e.g., from [www.example.com](http://www.example.com) to [blog.example.com](http://blog.example.com)), so long as the WalkMe snippet is installed on both websites.

## Session Playback

A video-like reproduction of real end-user sessions.

## Session Playback Tracking

A tracking mode that enables the collection of Session Playback data and the ability to play back a session in Insights.

## Systems Overview

The main Insights dashboard and landing page for accounts with more than system. On this page you can see an overview of your system activity, including the most commonly used software, and user engagement within systems, allowing you to leverage WalkMe to improve adoption.

### Monitored Systems Table

The table consists of all web systems, desktop apps, and workstation systems that are configured for that MSA. The display name of a system is pulled from: [analytics.walkme.com](https://analytics.walkme.com) → “Enterprise Account” tab → “Display Name” of the relevant system.

### Web System

WalkMe space dedicated to content and data management for a web application (e.g. Salesforce).

### Workstation System

A solution that allows a non-contextual balloon to appear on the user’s Desktop (Windows/Mac).

## Desktop App

A unique app that is defined by one or more processes.

## Tracked Events

Tracked Events are defined by an interaction with an element on the host website (i.e., HTML element or page) or by a Walk-Me Event. Once Tracked Events are defined, they can be used throughout the Insights application in Filtering, Features, Funnels, and they simplify Session transcripts.

Tracked Event data is retroactive, i.e., you can define a Tracked Event at any point of time and get all the historical data Insights have collected since day one.

## Users Adopted

A metric that appears on the Insights Features page and indicates the number of unique users who have had an Adoption Event related to a Feature occur in at least one of their sessions.

## User

Term to refer to the WalkMe host app's end-users. The user identity is defined by the settings of the End User ID (set in the WalkMe Editor), and affects all unique aggregations (e.g., Engaged Users, Users Who Played a Smart Walk-Thru, etc.).

## User Behavior Events

User engagement with the underlying website is tracked by Insights, using Events relating to the type of interaction the user had with the website (e.g., page visit, button click, etc.) along with additional information about the type of interaction and the element the user interacted with.

## WalkMe Engagement

User engagement with WalkMe content (i.e., Walk-Thrus, ShoutOuts, Launchers, etc.)

## WalkMe Engagement Tracking

The default tracking mode for WalkMe customers, WalkMe Engagement tracking enables the collection and analytics of WalkMe Events.



## WalkMe Events

Engagement with WalkMe's content is tracked by Insights using Events relating to the type of interaction the user had with WalkMe (e.g., Walk-Thru played, Launcher clicked, Survey submitted) along with additional information about the type of interaction and the state of the interacted item.

## WalkMe Items

A generic term for any publishable WalkMe content (e.g., Launchers, ShoutOuts, etc.).