

Insights Tracked Events Best Practices

Brief Overview

Once you are familiar with Tracked Events, it's time to advance your skills and become an expert by following the best practices outlined in this article.

Defining a Click Filter

When selecting a "Click" type event, you need to define the rule to identify the element where the click occurred.

Identifying elements

Text

- Enter the exact text of the element

Note

This option is not recommended for websites with multiple languages.

ID

- An ID comes after the attribute *id=*
- Enter the exact id of the element

Class

- A class name comes after the attribute *class=*
- Enter the classes identifying an element
- **Classes hierarchy:** Use spaces to identify an element using a parent element class
- For example, when you have multiple "Save" buttons on several forms in a page, add the class of the form element to identify a specific button *".save .fromShipping"*

Best Practices

- Always select the largest element possible the user interacts with - This will allow you to

include all clicks that could occur in any of the lower elements in the hierarchy of the defined element

- Make sure your definition is unique so that the clicks counted for this Tracked Event will not aggregate other elements related to different actions
- When selecting the class or ID for your definition, make sure it is consistent and not being randomized or changed in different visits
- Avoid long classes and IDs to define Tracked Events
 - A long class (more than 35 characters) and long ID (more than 40 characters) will not be collected
 - **Note:** This only applies to individual classes and not for multiple classes
 - Example: [class='btn btn_otherclass button_enable_specific_button superlongclassthatissupposedtobethislongtoreachthelimit']
 - The classes "btn btn_otherclass button_enable_specific_button" will be collected but the class "superlongclassthatissupposedtobethislongtoreachthelimit" will not be collected

Defining a Page View Rule

URLs consist of multiple distinct parts. Understanding the components of URLs will make defining a URL rule easier and more accurate.

When defining a Page View filter you have the option to identify a specific page using a specific part of the page or the whole URL.

For every page view tracked, Insights saves all parts of the URL.

Example

For the page "**http://shopme.walkme.com/product/jumpsuit?id=1234#product-description**", Insights saves the following:

- **Full URL:** http://shopme.walkme.com/product/jumpsuit?id=1234#product-description
- **Domain:** http://shopme.walkme.com
- **Path:** /product/jumpsuit
- **Query:** ?id=1234
- **Hash:** #product-description

Let's say you'd like to create a rule for this URL:

"http://shopme.walkme.com/product/jumpsuit?id=1234#product-description"

In your Page View filter, you have the option to define it by using the full URL or

Path: /product/jumpsuit

- Filter for all page views tracked for the specific page path regardless the query parameters or

hash values

ID: ?id=123

- Filter for all page views tracked with a parameter id=1234

Hash: #product-description

- Filter for all page views tracked with a hash code product-description

Tip

When a combination of different parts is required it is recommended to use the full URL option.

Using Wildcards in URL rules

There are two main use cases where you would need to use a wildcard ('*') when defining a page view rule.

1. Ignoring dynamic parts of a page URL
2. Making your rule more general instead of specific

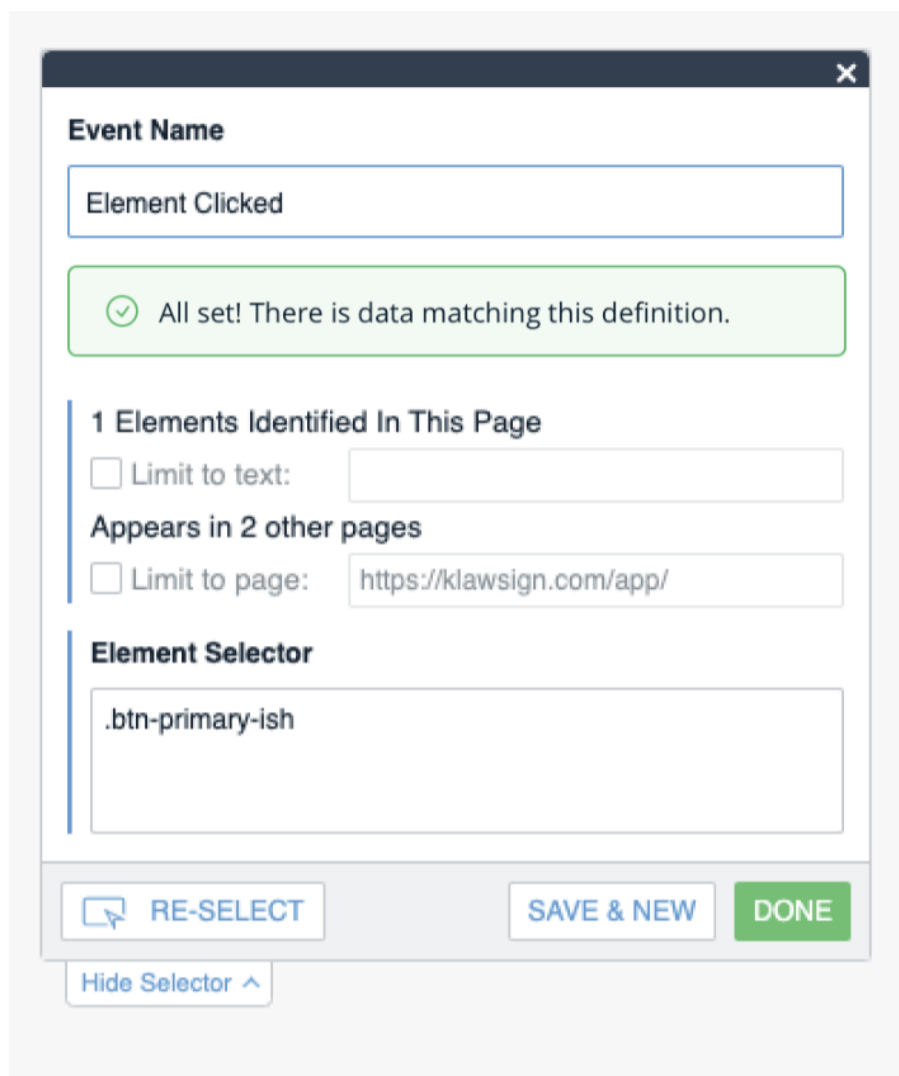
You can use a wildcard for an entire token of the string, meaning it will replace the entire word between two delimiters.

Example: `http://shopme.walkme.com/product/*/edit`

This will return all product edit page for any product.

Tracked Events Best Practices

When defining a [Tracked Event](#), Insights will immediately notify you if data already exists for this definition.



The screenshot shows a modal window for defining a tracked event. It has a dark header bar with a close button (X). The main content area is white and contains the following sections:

- Event Name:** A text input field containing "Element Clicked".
- Status:** A green box with a checkmark icon and the text "All set! There is data matching this definition."
- 1 Elements Identified In This Page:** A section with a blue vertical bar on the left. It contains:
 - A checkbox labeled "Limit to text:" followed by an empty text input field.
 - A section header "Appears in 2 other pages".
 - A checkbox labeled "Limit to page:" followed by a text input field containing "https://klawsign.com/app/".
- Element Selector:** A text input field containing ".btn-primary-ish".

At the bottom of the modal, there is a grey bar containing three buttons: "RE-SELECT" (with a magnifying glass icon), "SAVE & NEW", and "DONE" (in green). Below this bar is a "Hide Selector" button with a small upward arrow icon.

Use Tracked Events as building blocks for advanced reporting in Insights

Once Tracked Events are defined you can analyze its data in the Tracked Events Analytics dashboard and the events can be utilized in Funnels.

Use Tracked Events to improve your Session Playback UX

Notice the difference between the UI for Tracked Events and regular events in the Sessions Playback screen:



Regular Event



Tracked Event

Why You Have 0 In The Tracked Event Data

Tracked Events and Funnels Community Webinar



