

# Mobile Reports Tab

## Brief Overview

Custom reports allow you to follow your users' behavior from within the app. Giving you the ability to export to an excel format document with all the necessary analytics properties regarding your app and its users' behavior, including tracked events reached, time spent on the app screens, common campaign actions and more.

Reports are enabled through the mobile back office in the app level. Please contact your WalkMe Mobile representative to enable reports.

## Use Cases

- Analyze your app's activities in a more raw data format or using external tools
- Collaborate Mobile reports with more people, including those who are not WalkMe Mobile users
- Analyze your users' behavior and create new campaigns based on that data

## Report Types

### **Walk-Thru Steps Funnel**

Provides data on how many users were exposed to each step and out of them how many interacted with that step in a specific Walk-Thru.

### **Average Time on Screen**

Provides data on what is the average time users spend on each captured screen inside an app.

### **Tracked Events Funnel**

Provides data on how many users reach event number two out of the user who reached event number one within a day or a session.

### **Tracked Events Reached after Campaign**

Provides data on how many users reach the chosen event after they interacted with the chosen Campaign, it will show you the breakdown of the users according to the Campaign's actions.

## **Campaign Action Breakdown**

Provides impression and click data on how many users interacted with a Campaign's Action.

## **Survey Raw Data Response**

Shows all the responses for a specific survey.

## **Survey Response**

Displays a summary view of the average responses of a specific survey, in an overview format.

## **App Users who Reach a Tracked Event**

Provides data on how many users reach a specific event during a chosen time period.

## **All Tracked Events Reached Count**

Provides data on how many Events were reached in total during a chosen time period.

## **Time Elapsed When Campaign Was Seen**

Provides time a campaign was seen in a given session. Useful for determining length of an onboarding process for comparison against traditional methods.

## **Users per App Version**

Provides a breakdown of number of users per app version.

## **Users Permissions Status**

Provides a breakdown of number of users with each permission enabled. Permissions include push notifications, contacts, location and camera.

## **A/B Testing Campaign Engagement**

Provides a breakdown of campaign engagement and compares the impressions/clicks between the campaigns of each A/B test.

## **Generating a Report**

Mobile Reports must be created for each app.

There are several different report types available and to generate a specific report type different

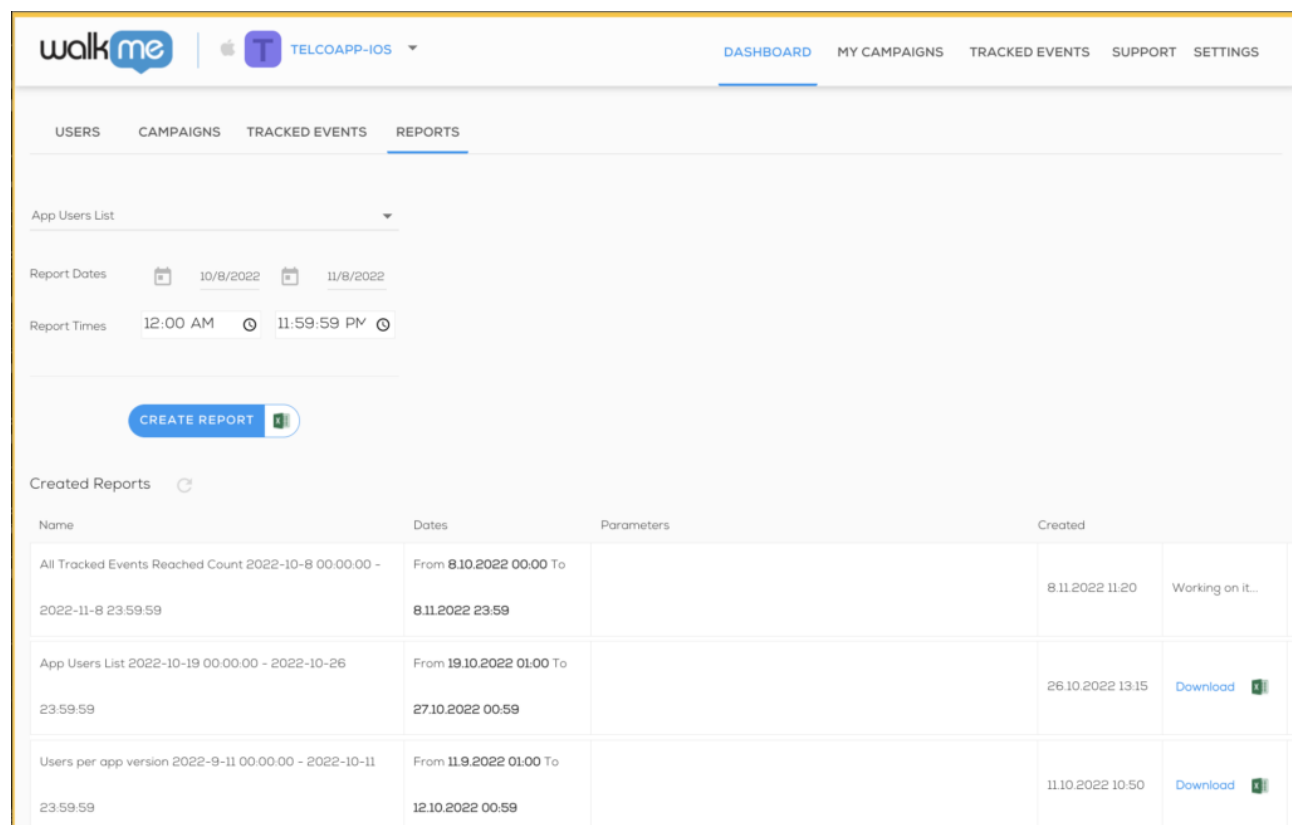
information must be provided.

For instance, the *Walk-Thru Steps Funnel* report requires that you select a date range, a Walk-Thru name, and an App Version, whereas the *Average Time on Screen* report only requires that you select a date range.

**Note:** Report date range is limited to one month time frame.

Once you have chosen which type of Report you wish to create and have provided the required information, click the **CREATE REPORT** button, and wait for the email confirmation that your report is available. Once it is available, the report will appear in the **REPORTS** Tab.


Larger report files (>500k rows) will be separated into separate files in a zip folder.



The screenshot shows the Walkme web application interface. At the top, there's a navigation bar with the Walkme logo, a user profile icon labeled 'TELCOAPP-105', and several menu items: DASHBOARD, MY CAMPAIGNS, TRACKED EVENTS, SUPPORT, and SETTINGS. Below this is a sub-navigation bar with tabs for USERS, CAMPAIGNS, TRACKED EVENTS, and REPORTS. The REPORTS tab is currently selected.

Under the REPORTS tab, there's a section for creating a new report. It includes a dropdown menu for 'App Users List', two date pickers for 'Report Dates' (set to 10/8/2022 and 11/8/2022), and two time pickers for 'Report Times' (set to 12:00 AM and 11:59:59 PM). A prominent blue 'CREATE REPORT' button is located below these fields.

Below the creation section is a table titled 'Created Reports'. The table has five columns: Name, Dates, Parameters, Created, and an action column. It lists three reports:

Name	Dates	Parameters	Created	Action
All Tracked Events Reached Count 2022-10-8 00:00:00 - 2022-11-8 23:59:59	From 8.10.2022 00:00 To 8.11.2022 23:59		8.11.2022 11:20	Working on it...
App Users List 2022-10-19 00:00:00 - 2022-10-26 23:59:59	From 19.10.2022 01:00 To 27.10.2022 00:59		26.10.2022 13:15	Download 
Users per app version 2022-9-11 00:00:00 - 2022-10-11 23:59:59	From 11.9.2022 01:00 To 12.10.2022 00:59		11.10.2022 10:50	Download 