Common Report Builder Fields

Brief Overview

This article contains a list of commonly used measures and dimensions that are available as fields in the Report Builder. **Learn more about the Report Builder.**

Common Template Fields

Field name	Type	Description
Account	Measure	The number of accounts
Account name	Dimension	The account name as defined in Insights Account Based Analytics settings
Action Clicks	Measure	The number of clicks on a ShoutOut action
Action ID	Dimension	The unique ID of a ShoutOut action
Action Item ID	Dimension	The unique ID of a WalkMe item that was clicked out of the search results
Action Item Name	Dimension	The name of a WalkMe item that was clicked out of the search results
Action Item Type	Dimension	The type of a WalkMe item that was clicked out of the search results
Action Name	Dimension	The name of a ShoutOut action
Action Triggered Component ID	Dimension	The unique ID of a WalkMe component that was triggered by the event – Example: Walk-Thru as an action triggered by a ShoutOut
Action Triggered Component Name	Dimension	The name of a WalkMe component that was triggered by the event – Example: Walk-Thru as an action triggered by a ShoutOut
Action Triggered Component Type	Dimension	The type of a WalkMe component that was triggered by the event – Example: Walk-Thru as an action triggered by a ShoutOut
Action Type	Dimension	The type of action clicked by a user – Example: WalkMe, Google, Bing, Desk, ZenDesk, SalesForce

Action Type	Dimension	The type of a ShoutOut action
Analytics Property Info	Dimension	The value of the analytical variable <Info> defined in the Editor that was captured at event time
Analytics Property Name	Dimension	The value of the analytical variable <Name> defined in the Editor that was captured at event time
Analytics Property Role	Dimension	The value of the analytical variable <Role> defined in the Editor that was captured at event time
Analytics Property Status	Dimension	The value of the analytical variable <Status> defined in the Editor that was captured at event time
Analytics Property Type	Dimension	The value of the analytical variable <Type> defined in the Editor that was captured at event time
Average Session Duration (hours)	Measure	The average duration between sessions in hours
Average Session Duration (minutes)	Measure	The average session duration in minutes
Average Survey Duration (seconds)	Measure	The average duration, in seconds, for submitting a survey
Average Walk-Thru Duration	Measure	The average amount of time, in seconds, users spent on a specific Walk-Thru
Browser Name	Dimension	The user's browser type captured in the last event of the session. Example: Chrome, FireFox, Safari, Edge
Browser Version	Dimension	The user's browser version captured in the last event of the session
City	Dimension	The user's city based on their IP address as captured in the last event of the session – Example: Los Angeles
Closes by Action Button	Measure	The number of times a ShoutOut was closed by the <Action> button
Closes by Close Button	Measure	The number of times a ShoutOut was closed by the <Close> button
Closes By X Button	Measure	The number of times a ShoutOut was closed by the <X> button
Country	Dimension	The user's country based on the IP address as captured in the last event of the session – Example: United States
Course ID	Dimension	The unique ID of a course

Course Item ID	Dimension	The unique ID of a course child item
Course Item Name	Dimension	The name of a course child item
Course Item Type	Dimension	The type of a course child item – Example: Smart Walk-Thru, Resource, Quiz
Course Last Change Date	Dimension	The date when an item was last published or changed – Example: 2021-06-29
Course Name	Dimension	The name of a course
Course Progress Update (Yes/No)	Dimension	A flag that tells if the event marks an update of a course progress for a specific user
Course Segments	Dimension	The segments applied to a WalkMe item
Courses Completed	Measure	The number of completed courses
Courses Started	Measure	The number of started courses
Custom Variable 1	Dimension	The value of custom variable 1 that was defined in the Editor and captured at the time of the event
Custom Variable 2	Dimension	The value of custom variable 2 that was defined in the Editor and captured at the time of the event
Custom Variable 3	Dimension	The value of custom variable 3 that was defined in the Editor and captured at the time of the event
Custom Variable 4	Dimension	The value of custom variable 4 that was defined in the Editor and captured at the time of the event
Custom Variable 5	Dimension	The value of custom variable 5 that was defined in the Editor and captured at the time of the event
Date	Dimension	The date when a WalkMe session ended – Example: 2021-06-12
Days Since All-Time First Seen	Dimension	The number of days since the first event of the user was captured by WalkMe, regardless of filters set
Deleted Goal (Yes/No)	Dimension	Specifies if a goal is deleted
Deleted Item (Yes/No)	Dimension	Specifies if an item was deleted
Deleted Item Component (Yes/No)	Dimension	Specifies if an item component was deleted
Device Screen Height	Dimension	The height of the users window size, in pixels, captured in the last event of the session

Device Screen Width	Dimension	The width of the users window size, in pixels, captured in the last event of the session
Device Type	Dimension	The device type of the user, defined as: Desktop, Mobile, or Unknown
Duration From Previous Session (hours)	Dimension	The duration in hours between a session start time and the end time of the previous session for the same user
Event Time	Dimension	The date and time, including seconds, when a WalkMe event occurred – Example: 2021-06-29 23:59:59
Event Type	Dimension	The type of event, which may vary for each item component type – Example: play, click, complete, goalReach
Events	Measure	The number of events
Exposed to WalkMe (Yes/No)	Dimension	Specifies if a user was exposed to WalkMe content
Exposures	Measure	The number of times users were exposed to WalkMe content
First Course Completed Time	Measure	The date and time, including seconds, when a course was first completed
First Course Started Time	Measure	The date and time, including seconds, when a course was first started
First Date	Measure	The date of the first session – Example: 2021-06-29
First Event Time	Measure	The date and time, including seconds, of the first event – Example: 2021-06-29 23:59:59
First Session Start Time	Measure	The date and time, including seconds, when the first session of the user has started – Example: 2021-06-29 23:59:59
First Step Completed Time	Measure	The date and time, including seconds, when a course step was first completed
First Step Started Time	Measure	The date and time, including seconds, when a course step was first started
Free Text Answer	Dimension	The free text answer submitted in a Survey
Goal ID	Dimension	The unique ID of a goal that was completed
Goal Name	Dimension	The name of a goal that was completed
Goals Completed	Measure	The number of times a goal was completed

Highest Completed Tasks	Measure	The highest number of completed tasks, by user, up until the end of the selected date range
Highest Completion Percentage of All Tasks	Measure	The highest completion percentage, by user, of all tasks in the system, up until the end of the selected date range
Highest Published Tasks	Measure	The highest number of published tasks in the system, regardless of segments applied, up until the end of the selected date range
Interacted with WalkMe (Yes/No)	Dimension	Specifies if a user interacted with WalkMe content
Interactions	Measure	The number of times users interacted with WalkMe content
IP Address	Dimension	The IP address of the user captured in the last event of the session
Is Separate UI Action (Yes/No)	Dimension	Specifies if an action is defined as a separate inner component of the ShoutOut
Item Component Action Type	Dimension	The type of action that can be triggered by an item component – Example: Smart-WalkThru as the action type of a Task component
Item Component Creator ID	Dimension	The unique ID of the user which created an item component
Item Component ID	Dimension	The unique ID of a WalkMe item component for which the event occurred – Example: Smart Walk-Thru Step, Survey Question
Item Component ID	Dimension	The unique ID of an item component – Example: Smart Walk-Thru Step, Survey Question
Item Component Last Change Date	Dimension	The date when an item component was last published or changed
Item Component Last Change Time	Dimension	The date and time, including seconds, when an item component was last published or changed – Example: 2021-06-29 23:59:59
Item Component Name	Dimension	The name of a WalkMe item component for which the event occurred – Example: Smart Walk-Thru Step, Survey Question
Item Component Name	Dimension	The name of an item component – Example: Smart Walk-Thru Step, Survey Question

Item Component Object Type	Dimension	The type of object for an item component – Example: FreeText, RadioButtons for a Survey Question
Item Component Order	Dimension	The order of a component within the parent item
Item Component Publish Status	Dimension	The publish status of an item component. Ex: New, Published, Deleted.
Item Component Type	Dimension	The type of a WalkMe item component for which the event occurred – Example: Smart Walk-Thru Step, Survey Question
Item Component Type	Dimension	The type of an item component – Example: Smart Walk-Thru Step, Survey Question
Item Components	Measure	The number of WalkMe item components
Item Components	Dimension	The number of components in an item – Example: The number of steps in a Smart Walk-Thru
Item Creation Date	Dimension	The date when an item was created – Example: 2021-06-29
Item Creation Time	Dimension	The date and time, including seconds, when an item was created – Example: 2021-06-29 23:59:59
Item Creator ID	Dimension	The unique ID of the user which created an item
Item ID	Dimension	The unique ID of a WalkMe item – Example: Smart Walk-Thru, Survey
Item Last Change Time	Dimension	The date and time, including seconds, when an item was last published or changed – Example: 2021-06-29 23:59:59
Item Name	Dimension	The name of a WalkMe item – Example: Smart Walk-Thru, Survey
Item Publish Status	Dimension	The publish status of an item. Ex: New, Published, Deleted.
Item Segments	Dimension	The segments applied to an item
Item Type	Dimension	The type of a WalkMe item – Example: Smart Walk-Thru, Survey
Items	Measure	The number of WalkMe items
Language	Dimension	The user's input language captured in the last event of the session

Last Course Completion Ratio	Measure	The last completion ratio of a course for a specific user
Last Date	Measure	The date of the last session – Example: 2021-06-29
Last Event Time	Measure	The date and time, including seconds, of the last event – Example: 2021-06-29 23:59:59
Last Global Completion Ratio	Measure	The last global completion ratio of all courses for a specific user
Last Played Step (Yes/No)	Dimension	Specifies if a step was the last played within a Walk-Thru interaction
Last Session End Time	Measure	The date and time, including seconds, when the last session of the user has ended – Example: 2021-06-29 23:59:59
Launcher Clicks	Measure	The number of clicks on a Launcher
Launcher ID	Dimension	The unique ID of a Launcher
Launcher Name	Dimension	The name of a Launcher
Launcher Plays	Measure	The number of Launcher plays
Main Goal (Yes/No)	Dimension	Specifies if a goal is the main goal set for an item
Main Goals Completed	Measure	The number of times a main goal was completed
Menu Interactions	Measure	The number of menu searches and clicks
Menu Opens	Measure	The number of menu opens
Menu Searches	Measure	The number of submitted searches
Menu Searches Resulted in Action	Measure	The number of submitted searches that resulted in user clicking an item
Milestone Goals Completed	Measure	The number of times a milestone goal was completed
Mobile Event (Yes/No)	Dimension	Specifies if the event occurred on a mobile device
Month	Dimension	The month and year when a WalkMe session ended – Example: 2023-01
New Step Play (Yes/No)	Dimension	Specifies if the event is the first registered for a step play
Operating System	Dimension	The operating system of the user captured in the last event of the session

Operating System version	Dimension	The operating system version of the user captured in the last event of the session
Platform	Dimension	The platform where the session occurred – Example: Desktop web, Mobile web, Desktop Mac
Play ID	Dimension	The unique ID of an interaction with an item
Play Initiator Activity Type	Dimension	The type of activity that initiated other items – Example: Branching, Autostart, Smart Walk-Thru, Launcher
Play Initiator Component Type	Dimension	The type of a WalkMe component that initiated activities for other items – Example: Launcher as initiator of a Smart Walk-Thru
Play Initiator Component Type	Dimension	The type of a WalkMe component that initiated activities for other items
Play Initiator ID	Dimension	The unique ID of a WalkMe component that initiated activities for other items – Example: Launcher as initiator of a Smart Walk-Thru
Play Initiator Name	Dimension	The name of a WalkMe component that initiated activities for other items – Example: Launcher as initiator of a Smart Walk-Thru
Play Initiator Name	Dimension	The name of a WalkMe component that initiated activities for other items
Question	Dimension	The question answered by the end user
Question Answer Type	Dimension	The type of the answer that must be submitted for a question – Example: FreeText, Nps, CheckBoxes, Message, RadioButtons
Question ID	Dimension	The unique ID of a survey question answered by the end user
Quiz Fails	Measure	The number of times a quiz was failed
Quiz ID	Dimension	The unique ID of a quiz
Quiz Name	Dimension	The name of a quiz
Quiz Passes	Measure	The number of times a quiz was passed
Quiz Passmark Score	Dimension	The minimum score that a user needs to pass a quiz
Quiz Plays	Measure	The number of times a quiz was played
Quiz Question	Dimension	The quiz question submitted

Quiz Question Score	Dimension	The score assigned to a question
Quiz Score	Dimension	The score obtained for a quiz that was submitted
Quiz Submitted (Yes/No)	Dimension	Specifies if a quiz was submitted by a user
Rating Answer	Dimension	The rating answer submitted in a Survey
Resource ID	Dimension	The unique ID of a Resource
Resource Name	Dimension	The name of a Resource
Resource Type	Dimension	The type of a Resource – Example: Article, Video
Resource Views	Measure	The number of Resource plays/views
Resulted Action	Dimension	The action clicked out of the search results
Resulted Actions	Measure	A list of resulted actions, separated by commas
Resulted in Action (Yes/No)	Dimension	Specifies if a search resulted in user clicking an item
Search Term	Dimension	The term searched by the user in the menu
Session	Measure	The number of sessions
Session Duration (minutes)	Dimension	The duration of a session in minutes
Session End Time	Dimension	The date and time, including seconds, when a session ended – Example: 2021-06-29 23:59:59
Session ID	Dimension	The unique ID of a user's session
Session Start Time	Dimension	The date and time, including seconds, when a session started – Example: 2021-06-29 23:59:59
ShoutOut Closes	Measure	The number of times a ShoutOut was closed
ShoutOut ID	Dimension	The unique ID of a ShoutOut
ShoutOut Name	Dimension	The name of a ShoutOut
ShoutOut Views	Measure	The number of ShoutOut plays/views
Shuttle Clicks	Measure	The number of Shuttle plays/clicks
Shuttle ID	Dimension	The unique ID of a Shuttle
Shuttle Name	Dimension	The name of a Shuttle
SmartTip Guidance Views	Measure	The number of SmartTip guidance views

SmartTip ID	Dimension	The unique ID of a SmartTip
SmartTip Name	Dimension	The name of a SmartTip
SmartTip Set ID	Dimension	The unique ID of a SmartTips Set
SmartTip Set Name	Dimension	The name of a SmartTips Set
SmartTip UI Text	Dimension	The UI text of a SmartTip
SmartTip Validation Checks	Measure	The number of SmartTip validation checks
State	Dimension	The user's state or region based on the IP address as captured in the last event of the session – Example: California
Step Action Performed	Dimension	The popup action chosen by the user, applicable when the step contains a branching action
Step Completed (Yes/No)	Dimension	Specifies if a step was completed successfully
Step Exited (Yes/No)	Dimension	Specifies if a step has been abandoned by the user
Step ID	Dimension	The unique ID of a Walk-Thru step
Step Interrupted By New Flow (Yes/No)	Dimension	Specifies if a step has been interrupted by a new Walk-Thru flow
Step Name	Dimension	The name of a Walk-Thru step
Step Play Status	Dimension	The status that was received by a step during it's play: • 0. SupposedToShow – When a UI step starts playing • 1. Shown – For an action step, when it starts playing, for a UI step, after it was shown • 2. Performed – After the step was triggered • 3. SkippedNotFound – After a skippable step was skipped • 4. SkippedByCondition – Only applies to Walk-Thrus • 5. MovedBack – After clicking the "Back" button • 6. Exited – After clicking the "X" button • 7. FakeFound – Only applies to Walk-Thrus • 8. SkippedByTutorialCondition – Only applies to Walk-Thrus • 9. SkippedStartedFromBiggerStep – Only applies to Walk-Thrus • 10. NonValidActionStep – Only applies to Walk-Thrus • 11. NonValidActionStep – Only applies to Walk-Thrus • 12. Completed – The Smart Walk-Thru finished playing • 13. Aborted – Smart Walk-Thru was interrupted by another Smart Walk-Thru

Step Play Successful (Yes/No)	Dimension	Specifies if a step was played successfully
Step Play Time	Dimension	The time, including seconds, when a step was played – Example: 2021-06-29 23:59:59
Step Plays	Measure	The number of times a step was played
Step Plays Exited	Measure	The number of times a step was abandoned
Step Plays Interrupted by Other Walkthru Plays	Measure	The number of times a step was interrupted by the user starting a new flow
Step Plays That Completed	Measure	The number of times a step was completed successfully
Step Plays That Failed	Measure	The number of times a step has failed to display
Step Plays That Started Successfully	Measure	The number of times a step was played successfully
Steps Completed	Measure	The number of course steps completed
Steps Started	Measure	The number of course steps started
Submitted Answer	Dimension	The answer submitted for a quiz question
Survey Drop Offs	Measure	The number of times a user played a Survey but did not complete it
Survey Duration (seconds)	Dimension	The duration, in seconds, for submitting a survey
Survey ID	Dimension	The unique ID of a survey
Survey Name	Dimension	The name of a survey
Survey Play Time	Dimension	The date and time, including seconds, when a survey was played – Example: 2021-06-29 23:59:59
Survey Question Count	Dimension	The number of questions defined as components of a survey
Survey Segments	Dimension	The segments assigned to a survey
Survey Submissions	Measure	The number of times a Survey was submitted
Survey Views	Measure	The number of times a Survey was played/viewed
System ID	Dimension	The unique ID of a system where WalkMe content is published
System Name	Dimension	The name of a system where WalkMe content is published

Task Completions	Measure	The number of times a Task was completed
Task ID	Dimension	The unique ID of a Task
Task Name	Dimension	The name of a Task
Task Views	Measure	The number of times a Task was played/viewed
Timezone	Dimension	The user's timezone
Total Session Duration (hours)	Measure	The duration in hours of all sessions
Total Session Duration (minutes)	Measure	The duration in minutes of all sessions
Total Walk-Thru Duration	Measure	The total amount of time, in seconds, users spent on a specific Walk-Thru
Tracked Event ID	Dimension	The unique ID of a tracked event
Tracked Event Name	Dimension	The name of a tracked event
Tracked Event Type	Dimension	The type of a tracked event
URL	Dimension	The URL where the event occurred
URL (without query string)	Dimension	The URL where the event occurred, without the query string
URL Domain	Dimension	The name of the website in the URL
URL Referrer	Dimension	The referrer URL from where the user was redirected
User All-Time Average Duration Between Session (hours)	Dimension	The average time between sessions for a user, in hours, across the entire life time activity
User All-Time Average Session Duration (minutes)	Dimension	The average session duration for a user, in minutes, across the entire life time activity
User All-Time First Seen	Dimension	The date and time, including seconds, of the first event of the user as captured by WalkMe, regardless of filters set – Example: 2021-06-29 23:59:59
User All-Time Last Seen	Dimension	The date and time, including seconds, of the last event of the user as captured by WalkMe, regardless of filters set – Example: 2021-06-29 23:59:59
User All-Time Number of Session	Dimension	The total number of sessions for a user across the entire life time activity

User Engaged WM Content During Session (Yes/No)	Dimension	Specifies if user has engaged with WalkMe content at least once during the session
User Exposed WM Content During Session (Yes/No)	Dimension	Specifies if user was exposed to WalkMe content at least once during the session
User ID	Dimension	The unique ID of a user as defined in the UUID settings
User Sessions	Dimension	The number of sessions for a specific user
User Failed Quiz	Measure	The number of users who failed a quiz
Users	Measure	The number of users
Users Clicked Action	Measure	The number of users who clicked on a ShoutOut action
Users Clicked Launcher	Measure	The number of users who clicked on a Launcher
Users Clicked Shuttle	Measure	The number of users who played/clicked a Shuttle
Users Closed ShoutOut	Measure	The number of users who closed a ShoutOut
Users Completed Course	Measure	The number of users who completed a course
Users Completed Goals	Measure	The number of unique users who completed goals
Users Completed Main Goals	Measure	The number of unique users who completed main goals
Users Completed Milestone Goals	Measure	The number of unique users who completed milestone goals
Users Completed Step	Measure	The number of users who completed a course step
Users Completed Task	Measure	The number of users who completed a Task
Users Exposed to WalkMe	Measure	The number of unique users that were exposed to WalkMe content
Users Interacted from Users Exposed (%)	Measure	The percentage of interacted users, out of exposed users
Users Interacted With WalkMe	Measure	The number of unique users who interacted with WalkMe content
Users Opened Menu	Measure	The number of users who opened the menu
Users Passed Quiz	Measure	The number of users who passed a quiz
Users Played Launcher	Measure	The number of users who played a Launcher
Users Played Quiz	Measure	The number of users who played a quiz

Users Played Walk-Thru	Measure	The number of unique users that played a Walk-Thru
Users Received Validation Check	Measure	The number of users who received a validation check
Users Searched Term	Measure	The number of users that performed a search
Users Started Course	Measure	The number of users who started a course
Users Started Step	Measure	The number of users who started a course step
Users Submitted Surveys	Measure	The number of users who submitted a Survey
Users That Played Step	Measure	The number of unique users that played a step
Users Viewed Resource	Measure	The number of users who played/viewed a Resource
Users Viewed ShoutOut	Measure	The number of users who played/viewed a ShoutOut
Users Viewed SmartTip	Measure	The number of users who viewed a SmartTip
Users Viewed Surveys	Measure	The number of users who played/viewed a Survey
Users Viewed Task	Measure	The number of users who played/viewed a Task
Users Who Completed Walk-Thru	Measure	The number of unique users that completed a Walk-Thru
Walk-Thru Completions	Measure	The number of times a Walk-Thru was completed
Walk-Thru Drop Offs	Measure	The number of times a Walk-Thru was not fully completed
Walk-Thru Duration	Dimension	The duration, in seconds, for a user to reach the last step in a Walk-Thru interaction
Walk-Thru ID	Dimension	The unique ID of a Walk-Thru
Walk-Thru Name	Dimension	The name of a Walk-Thru
Walk-Thru Play Failures	Measure	The number of times a Walk-Thru has failed to play
Walk-Thru Play Time	Dimension	The time, including seconds, when a Walk-Thru was played – Example: 2021-06-29 23:59:59
Walk-Thru Plays	Measure	The number of times a Walk-Thru was played
Walk-Thru Plays (exclude branching)	Measure	The number of times a Walk-Thru was played, excluding branching
Walk-Thru Segments	Dimension	The segments applied to a Walk-Thru

Walk-Thru Step Count	Dimension	Number of steps defined in a Walk-Thru
Walk-Thru Type	Dimension	The type of a Walk-Thru – Example: Smart Walk-Thru, Walk-Thru
WalkMe Environment	Dimension	The numerical identifier of the WalkMe environment: 0=PROD, 3=TEST
Week	Dimension	The week when a WalkMe session ended, represented by the date of Monday that week. Example – an event that occurred on a day within the week of 2023-12-11 to 2023-12-17, will be represented as 2023-12-11, (=Monday of the same week)
Week Number	Dimension	The week when a WalkMe session ended, represented by the number of the week out of 52 weeks a year. Example – an event that occurred on the week of January 9th, 2023, will be represented as 2, as it occurred on the second week of the year
Weekly Usage Per User	Measure	The average session duration in hours of an active user during a week
Year	Dimension	The year when a WalkMe session ended – Example: 2022