

# Tracked Events Dashboard

## Brief Overview

The Tracked Events dashboard enables you to discover how users interact with a platform over time and monitor the engagement with data like the top, recently added or specific Tracked Events. On the dashboard you are able to:

- Track users for further analysis and targeting (marketing, product)
- Track feature adoption and engagement over time
- Export a user list based on the defined Tracked Event to integrate with other tools for targeting





Tip

- Learn more about Tracked Events
- <u>View our Insights Terminology Guide</u>

## Use cases

- Track feature adoption and engagement over time
- Analyze usage and target users (marketing, product, Account management)

## Tracked Events Dashboard Breakdown

### **Tracked Events Filters and Date Range**

#### 1. Session Filters

- $\,\circ\,$  You can select a filter to only display Tracked Events that match the sessions.
- 2. Date Range
  - $\circ\,$  Select the date range to display Tracked Events that happened during that time period.





### **Users and Accounts Toggle**

This toggle defines the granularity level of the data displayed on the page.

#### 1. By Users View

- When **Users** is selected, the metrics (Users Interacted, Interactions per User) are displayed on the user level.
  - To learn more about how a User is being identified, please refer to the <u>Unique</u> <u>Users Settings</u> article.

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#### 2. By Accounts View

- When **Accounts** is selected, the metrics (Accounts Interacted, Interactions per Account) are displayed on the account level.
  - To learn more about configuring Account-based analytics, please refer to the <u>Account Based Analytics</u> article.



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## **Tracked Events Selector**

The selector allows you to control which Tracked Events are displayed on the page, both in the chart and the table.

- In the dropdown, you can select between predefined sets of Tracked Events or a custom selection.
- Last Created is the default view and will display the 5 Tracked Events with the most recent creation time.
- The creation time is absolute and does not take filters into account.





- Custom Selection offers a custom view that can be set manually
- You can select up to 12 Tracked Events





### Trend Graph

Many times a tracked event represents a feature. By using this matrix it is possible to tracks user **adoption** – the number of users who have used the tracked event / feature at least one time, and **engagement** – the intensity and frequency of a users' usage of a tracked event/feature.

The default view is the Trend Graph.

- X-axis: Date
- **Y-axis**: Choice of two options:
  - Interactions (default): The number of Tracked Events interactions for the selected date range
  - Users / Accounts: The number of unique users/accounts (depends on the state of Users/Accounts toggle) who interacted with the TE through the selected date range

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### Scatter Plot

You can also toggle to view the data presented in a scatter plot.

- X-axis: Number of users who interacted with the Tracked Event
- **Y-axis**: Avg. interactions per user

#### Lower left quadrant



- Tracked events with few users who use the tracked event infrequently
- If a tracked event you want your users to use frequently sits here, consider how you can improve your promotion of this feature/tracked event.
- New features often sit in this quadrant for awhile before they are more widely adopted.

#### Upper left quadrant:

- Tracked events/ Features with few users, but who use the Tracked events/ Feature frequently.
- Features targeted to a specific segment of users should appear here.

#### **Upper right quadrant**

- Features with many users who use the Feature frequently.
- The key Features of your product should appear in this quadrant.

#### Lower right quadrant

- Features with many users, but who use the Feature infrequently.
- This quadrant will commonly house one-time Features, like creating an account, setting a password, etc.

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### Tracked Events Summary

The table contains a summary of the Tracked Events that are selected in the Tracked Events



Selector, with a row for each Tracked Event, and the following columns:

#### 1. **Type**

- Type of Tracked Event
- 2. Name
  - Tracked Event name

#### 3. Interactions

 $\circ~$  Total number of interactions with the Tracked Event during the selected date range in the sessions that match the applied filter.

#### 4. Interactions Trend

 $\circ~$  Indicates whether the # of interactions at the end of the date range is higher or lower than at the start, and how much.

#### 5. Users Interacted (% of Filtered Users)

- $\circ~$  The number of users who interacted with this TE in the selected date range and the applied filter.
- $\circ~$  In parenthesis: % of Users Interacted out of all users who fall under the applied filter in the selected date range.

#### 6. Avg. Interactions per User

• Interactions divided by Users Interacted.

#### 7. Sessions

 $\circ~$  The number of sessions (All sessions, regardless of session playback with any interaction with this Tracked Event).

#### 8. Created

 $\circ\,$  The creation date of the Tracked Event.

#### 9. Last Modified

 $\circ\,$  The date the Tracked Eve  $\underline{\text{Insert}}\,nt$  was last modified.

#### 10. CSV Download

 $\circ\,$  You can download the table directly to a CSV file by clicking the Export button above the table.



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#### Tip

Hovering above the name of the Tracked Event will show its definition in a tooltip.



## Limitations

General

- Custom selection is limited to a maximum of 12 Tracked Events.
- The selections made in the dashboard (filter, date range, Users/Accounts toggle, Tracked Events selection, y-axis metric) are reset to their default when the session is over.
- The Tracked Events selection is also reset to default (i.e. "Last Created" view) if a Tracked Event is edited, added or deleted in the Setup page.



- Tracked Events appear in the dashboard in their updated form, meaning:
  - $\circ\,$  If a Tracked Event was deleted it will no longer appear on the dashboard.
  - $\circ\,$  If a Tracked Event was renamed, the new name will be displayed.
- If Targeted Data Collection DXA is enabled and a Tracked Event's definition was edited, its data will reset and the collection will restart from zero at this point.
  - $\circ\,$  Meaning, the Tracked Event will be displayed in the dashboard with zero interactions until this point and with the stats matching the new definition of the event starting from this point.

**Metrics Calculation** 

• "Interactions Trend":

(number of interactions in T2 / number of interactions in T1 – 1) \* 100 [%] Where in the chart (in the tooltip): T2 = the hovered data point, T1 = the previous data point, And in the table: T2 = the end of the date range, T1 = the start of the date range

- $\,\circ\,$  If the number of interactions in T1 is zero, the Trend value is empty
- "Users Interacted":

The number of unique users who interacted with this TE in the selected date range and the applied filter

In brackets: <*Users Interacted*> / <number of all users who fall under the applied filter in the selected date range>

• "Avg. Interactions per User/Account": <Interactions> / <Users Interacted>

DXA Targeted Data Collection Level

- If you have DXA Targeted Data Collection level activated, then your screens will differ slightly.
- Due to full data not being collected until Tracked Events are defined, previewing data before a Tracked Event was defined is not possible.

 $\circ\,$  No collected sample data will be available to preview

- If Targeted DXA is enabled, an "i" icon next to a Tacked Event name indicates that the Tracked Event was created or modified during the selected date range.
- Learn more about *Insights Digital Experience Analytics (DXA) Level*
- Learn more about *Tracked Events*



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