

# Userlane Content Analytics

Last Modified on 12.01.2024

## Content Analytics

Evaluate how different users interact with your support content, and get live engagement insights on your in-app notifications, Guides, and Tooltips and find content that needs optimization easily.

## Why use it

Use the analytics to

- measure your content performance
- find content that needs optimization
- analyze guides and announcements in-depth

The metrics are answering the questions below:

	Goal	Metrics	
Userlane Content Overall	Users view and interact with Userlane content	Views Interactions Content Types	
Guides	Users start Guides and can complete them	Overall Performance Individual Performance Analytics Error Log	<a href="#">Read more</a>
Announcements	Users view and interact with Announcements	Overall Performance Individual Performance	<a href="#">Read more</a>