

# A - Adoption

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## About Adoption

The goal of any application is that (expected) users are coming to it and that they use it widely. The user number is the key metric you need to measure. With the Adoption Score, you can see how many users arrived and you can track this number compared to the ratio of the expected number of users.

## Why use it

Adoption signals the extent to which an application is used. You will be able to understand if your users are declining or if they are remaining stable or growing. Also, with this metric, you will be able to understand your application's coverage and how widely users use it.

A low adoption rate that users are only working with a limited part of an application, leaving significant potential for additional productivity untouched.

A high Adoption Score has big impact on your business results:

- Higher app ROI
- Higher productivity

## How is it calculated?

A score	Average of App Coverage and Users Goal Reached
Users Goal reached	Ratio of unique users in the selected date range to expected users
App Coverage	Ratio of unique pages visited in the selected date range to unique pages visited all time
Users growth rate	Ratio of the difference between unique users in the selected time range and users from the previous period over users from the previous period
Number of users	<b>Number of unique users in the selected date range</b>
Users on the page (url table)	Number of unique users that visited the page in the selected date range
% of users (url table)	Ratio of unique users that visited the page to all unique users in the selected date range

## Best Practices

Here are our Tips for the Adoption Score:

### **1. Set an Adoption Goal**

Add the expected number of users, so you can track the adoption. This could be e.g. based on the amount of licences you have for an application.

You can change the goal at any time.

### **2. Understand the adoption**

First check how many Guides are actually in use. If you have only 1 guide it's not a mystery why the number would be low.

It could also be that the guides are not good enough/important features are not covered.

### **3. Improve onboarding**

Send users an email to invite them into your application.

### **4. Create awareness and promote underutilized features**

Promote Guides via Announcements or add more links that open Guides in convenient places.

Integrate your resources into Userlane.

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