Let's Get Analytical:
Advanced Reporting and User Statistics in MadCap Pulse

PRESENTED BY
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OH YES, I DID.
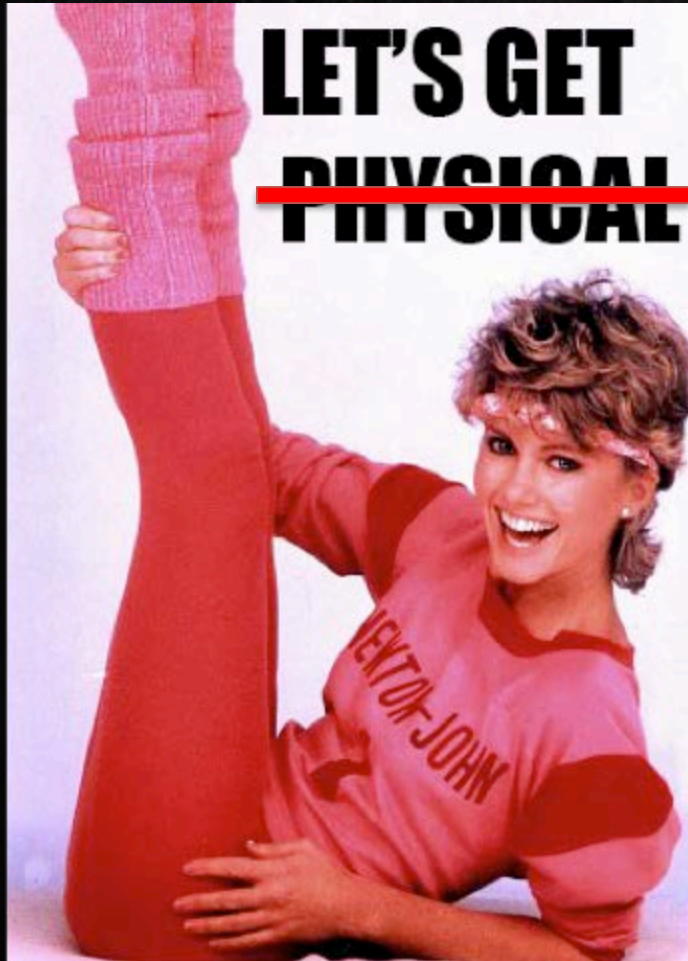
LET'S GET ~~**PHYSICAL**~~ ANALYTICAL!

- How analytics can help you

- Analytics in MadCap Pulse

- MadCap Pulse case study

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ANALYTICS:

the discovery and communication of meaningful patterns in data

ANALYTICS WILL HELP YOU:

- Understand user behavior

- Improve interactions

- Design better content

- Save your company money

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UNDERSTAND USER BEHAVIOR

UNDERSTAND USER BEHAVIOR:

Who *are* these people?

UNDERSTAND USER BEHAVIOR :

Are they getting what they want?
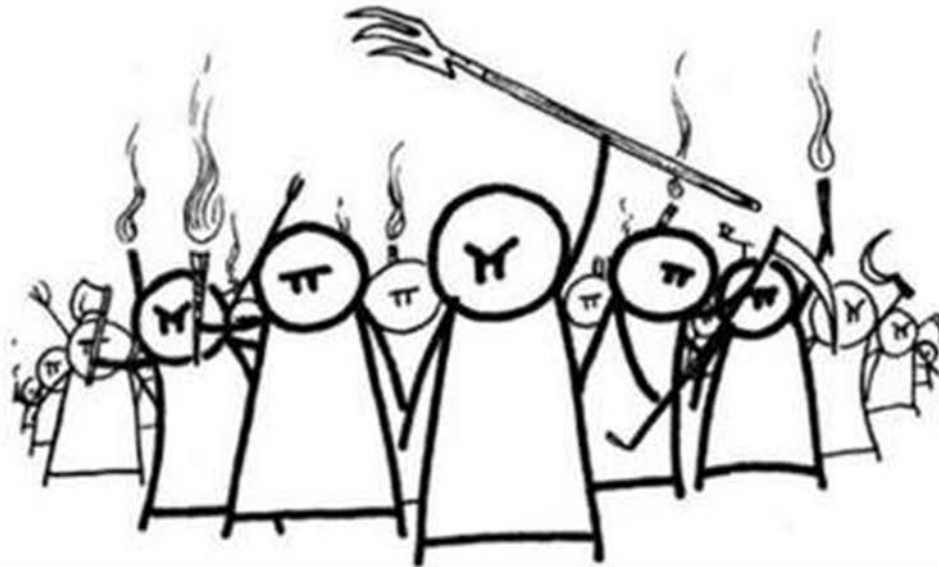
IMPROVE INTERACTIONS

IMPROVE INTERACTIONS:

Responsiveness

IMPROVE INTERACTIONS:

How much time elapses?

IMPROVE INTERACTIONS:

Who gives them the answer?

IMPROVE INTERACTIONS:

How often are users commenting?

IMPROVE INTERACTIONS:

What are they looking for and *not* finding?
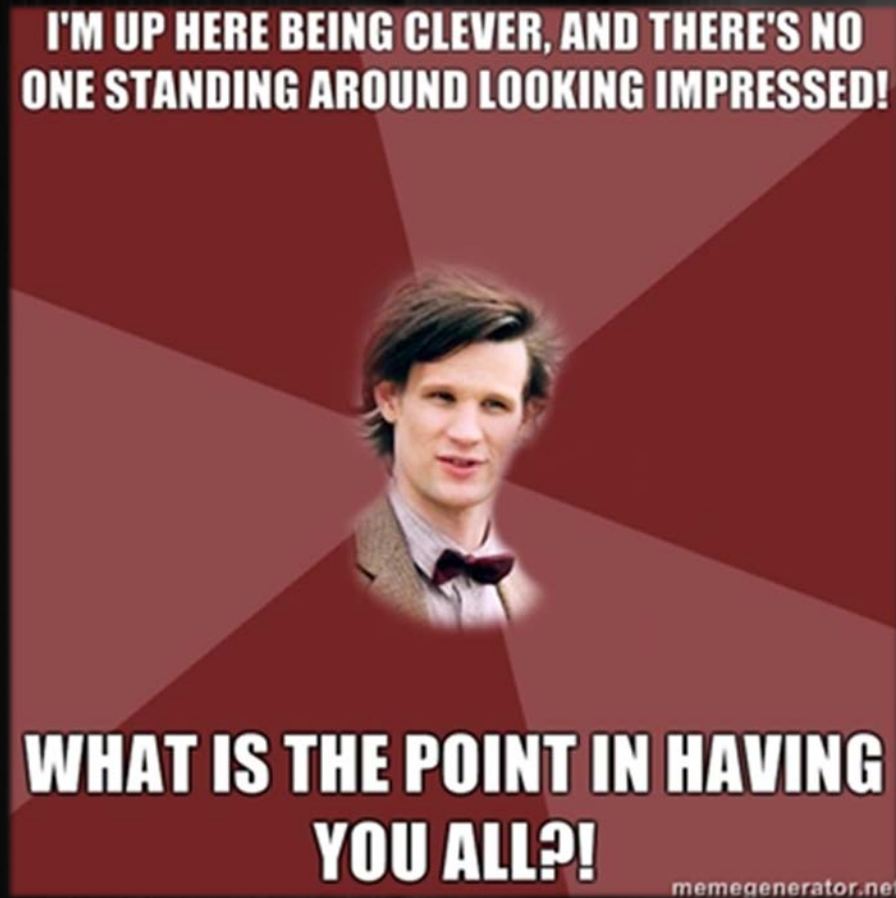
DESIGN BETTER CONTENT

DESIGN BETTER CONTENT

Identify topics that no one reads

DESIGN BETTER CONTENT

Why is no one looking here?

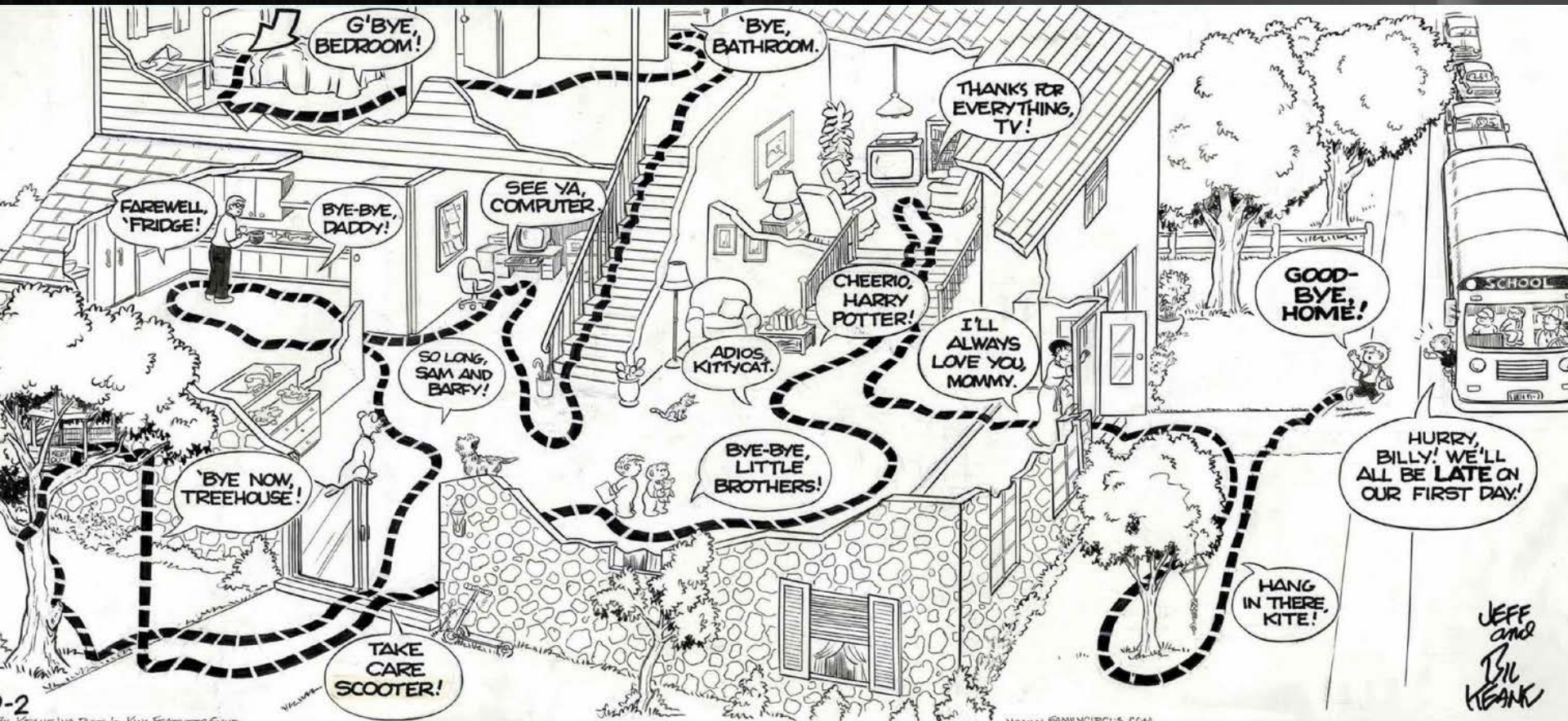# DESIGN BETTER CONTENT

Look for unusual searches

DESIGN BETTER CONTENT

How is your content ranked?

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DESIGN BETTER CONTENT
Track the paths of your readers

SAVE MONEY

SAVE MONEY

Reduce support calls

SAVE MONEY

Focus your company's efforts

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SAVE MONEY

- What are users looking at?

- What aren't users looking at and why?

- Where should we invest our time?

- What types of issues are driving our customers to the documentation?

- How does analytics data align with support calls?

- How do user profiles based on analytics data impact product direction?

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Case Study: Venafi and MadCap Pulse

Venafi: Market leading cybersecurity company

Goal: Create a more interactive, socially-enabled online Help experience

Solution: MadCap Pulse documentation-centric social collaboration platform

Venafi now relies on MadCap Flare and MadCap Pulse to deliver interactive online documentation that supports social collaboration.

MadCap Pulse allows the company to analyze activity in order to understand how customers are using online Help. Pulse reports give Venafi the information they need to improve Help content and search results, and to improve the usability of its own products.

WHAT WE'VE LEARNED

Analytics will help you:

- Understand user behavior

- Improve interactions

- Design better content

- Save your company money

*Also, MadCap Pulse is awesome

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Questions?

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