

Analytics Suite

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In this Article

[Overview](#)

[Requirements](#)

[Analytics Suite Dashboard](#)

[Performance Analytics](#)

[Respondent Analytics](#)

Related Articles

The Analytics Suite is currently in Closed Beta. If you are on an Essentials, Team, Enterprise, or Gov plan and wish to participate, please reach out to product@formassembly.com.

Overview

The Analytics Suite is an Add-on expansion of [Form Analytics](#) granting access to Respondent Analytics and the Analytics Dashboard. The Analytics Suite is a collection of form and respondent analytics tools intended to help you monitor and analyze trends across all your forms. Use this feature to understand your respondents better, enhance the respondent's experience, and improve the quality of your form data.

Note: The Analytics Suite dashboard will show data from November 19, 2024 onwards. Previous form analytics data is not displayed.

Requirements

To use the Analytics Suite, a FormAssembly user must

- be part of an Essentials plan or higher
- purchase the Analytics Suite Add-on
- have the Audit permission "Analytic Suite: Access Analytics Suite Features" enabled for the user account

Note: When the Analytics Suite Add-on is purchased, the following occurs:

- The "Form Analytics" permission in the Audit package will be converted to the "Access Analytics Suite Features" permission, and the "Form Analytics" permission is removed from the User page.
- Access to existing Form Analytics functionality and the new Analytics Suite functionality is controlled by the "Access Analytics Suite Features" permission.

- The state of the “Form Analytics” permission (enabled or disabled) will be applied to “Access Analytics Suite Features”. If “Form Analytics” is enabled, “Access Analytics Suite Features” will be enabled at the time of purchase.

Analytics Suite Dashboard

Note: The Analytics Suite is in Beta.

Upon login, users with the Analytics Suite permissions enabled will be routed to the **Analytics Suite Dashboard**, rather than the standard Forms List page. The Analytics Suite Dashboard can also be accessed by selecting Analytics Dashboard from the main menu on the left-hand side of the application.

Charts on the Analytics Dashboard automatically refresh every 30 seconds to show up-to-date data.

Charts available within the Analytics Suite Dashboard are the following:

- [Conversion Rate and Abandonment Rate](#)
- [All Forms Performance](#)
- [Connector Errors](#)
- [Drop-offs](#)
- [Bounced Views](#)
- [Validation Errors](#)
- [Geolocation](#)
- [Device Type](#)
- [Browser](#)
- [Time Per Submission](#)

Note:

- Data displayed in the Analytics Dashboard is limited to data for forms that the user **owns** or is a **collaborator** on.
- Archived and deleted forms are not included in the analytical data on the Analytics Dashboard.

Filter by Date Range

Metrics can be viewed over a certain period, with the following view options available in the dropdown menu at the top of the dashboard:

- Last 7 Days
- Last 30 Days (default)
- Last 3 Months
- Last 6 Months
- Last 12 Months

Conversion Rate and Abandonment Rate

The Conversion and Abandonment Rate chart shows how many form views result in submissions across all forms.

- **Conversion Rate** is the percentage of form views that resulted in submissions
- **Abandonment Rate** is the percentage of form views that did not result in submissions



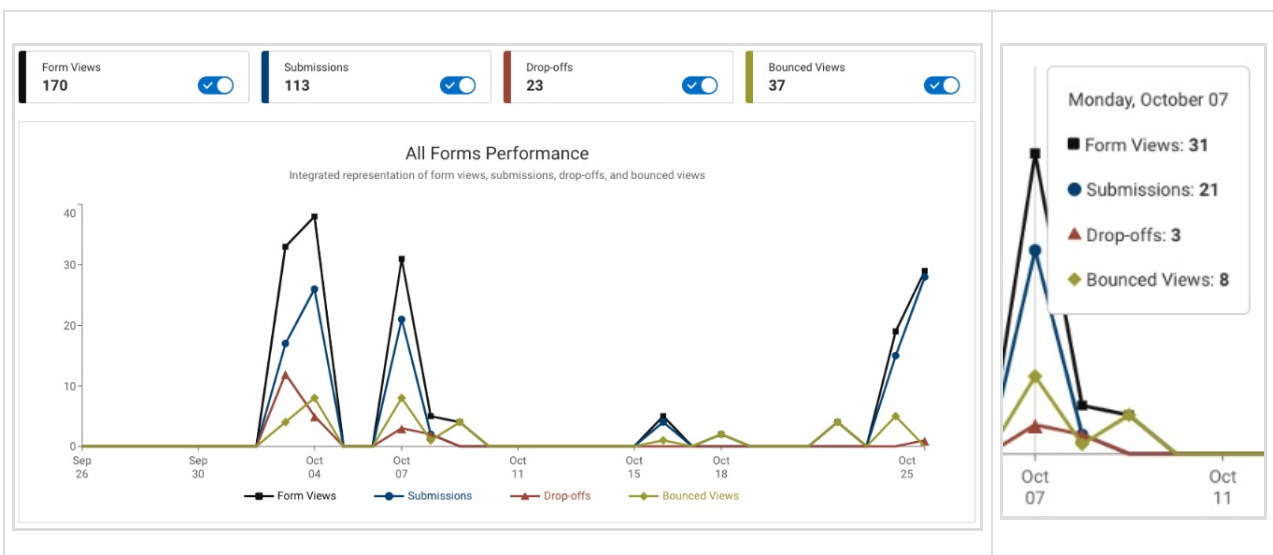
All Forms Performance

The All Forms Performance chart overlays Form Views, Submissions, Drop-offs, and Bounced Views on a line graph. Each metric can be toggled on or off for a focused view.

These metrics are defined as the following:

- **Form View:** The respondent loads the form.
- **Submission:** The respondent submits the form successfully.
- **Drop-off:** The respondent interacts with the form before leaving without submission.
- **Bounced View:** The respondent does not interact with the form before leaving without submission.

Hovering over the chart will display the number of form views, submissions, drop-offs, and bounced views on the date aligned with the cursor on the x-axis.



Connector Errors

The Connector Errors chart shows up to 10 forms with the most connector errors. Each chart is a stacked bar graph that shows the connector type that encountered errors.

Hovering over each column displays the total number of connector errors across all connectors used on that form, and a count of errors by connector type.

The x-axis legend includes hyperlinks to the Form Builder for each form shown in the chart.

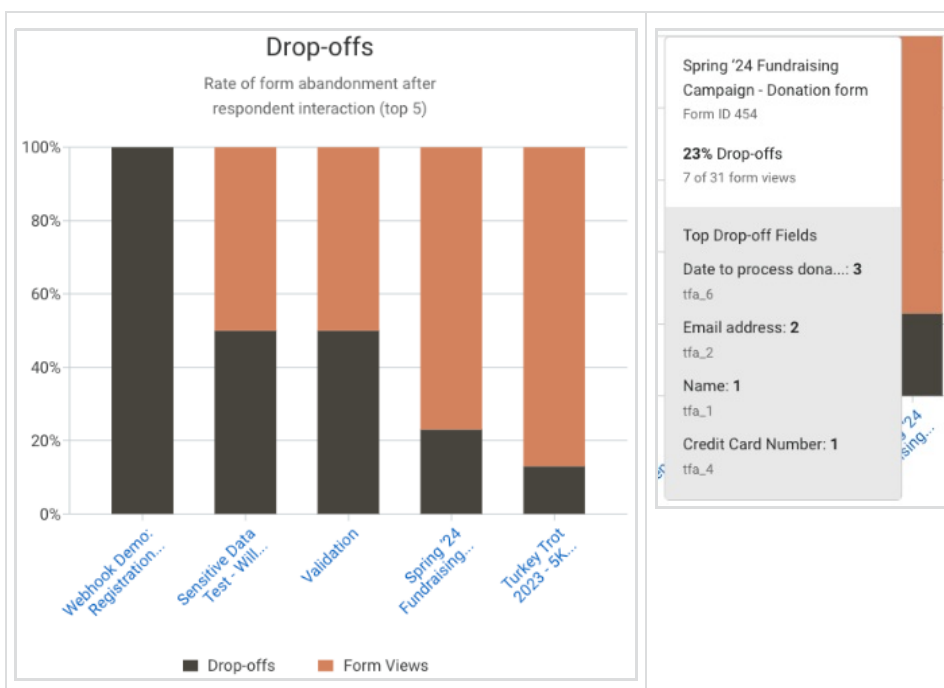


Drop-offs

The Drop-offs chart shows up to five forms with the highest rate of drop-off events (determined by drop-off events divided by total form views). A drop-off is when the respondent interacts with a form but leaves the page before submitting the form.

Hovering over the columns displays the drop-off rate as a percentage, and up to five Top Drop-off Fields.

The x-axis legend includes hyperlinks to the Form Builder for each form shown in the chart.

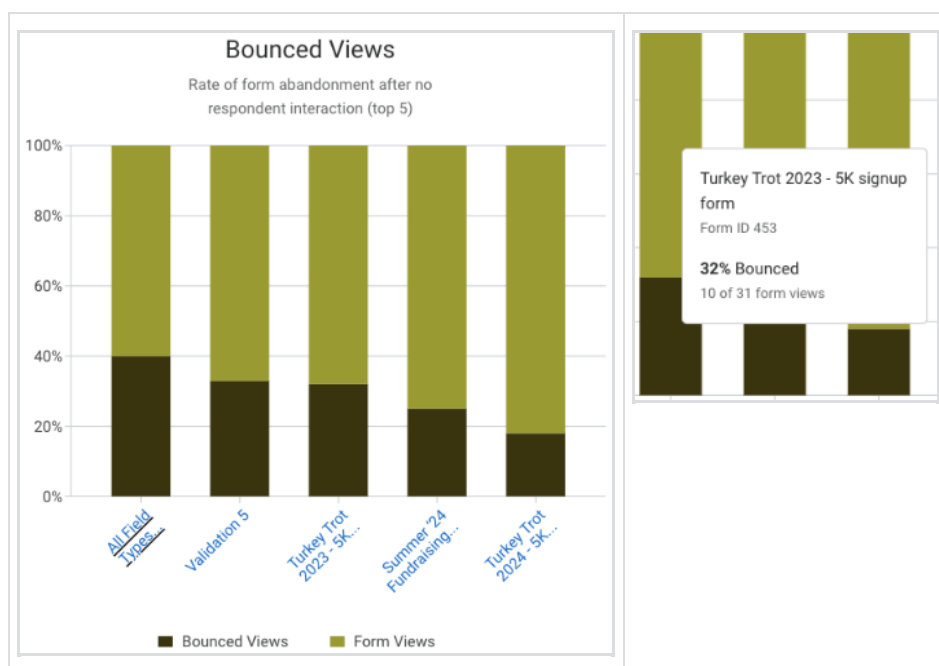


Bounced Views

The Bounced Views chart shows up to five forms with the highest rate of bounced view events (determined by bounced views divided by total form views). A bounced view is when the respondent loads the form, does not interact with the form, and leaves.

Hovering over the columns will show the number of bounced and total views.

The x-axis legend includes hyperlinks to the Form Builder for each form shown in the chart.



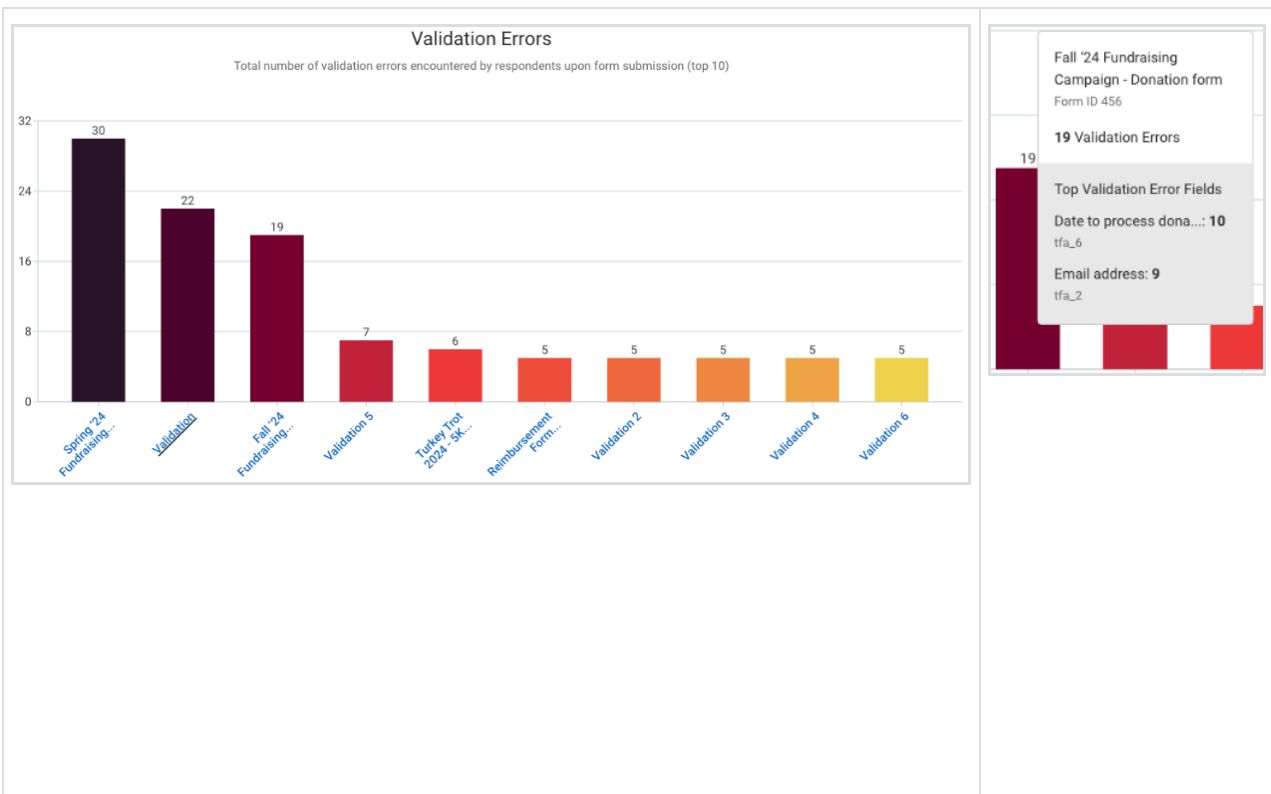
Validation Errors

The Validation Errors chart shows up to 10 forms with the most form validation errors. Validation errors are the messages displayed to respondents when the field value entered does not meet the Validation Rule criteria set up in the Form Builder (i.e., invalid date).

Charts are arranged left to right from most validation errors to least validation errors.

Hovering over each column displays the total number of validation errors across all connectors used on that form, and lists up to five fields that encountered the most validation errors.

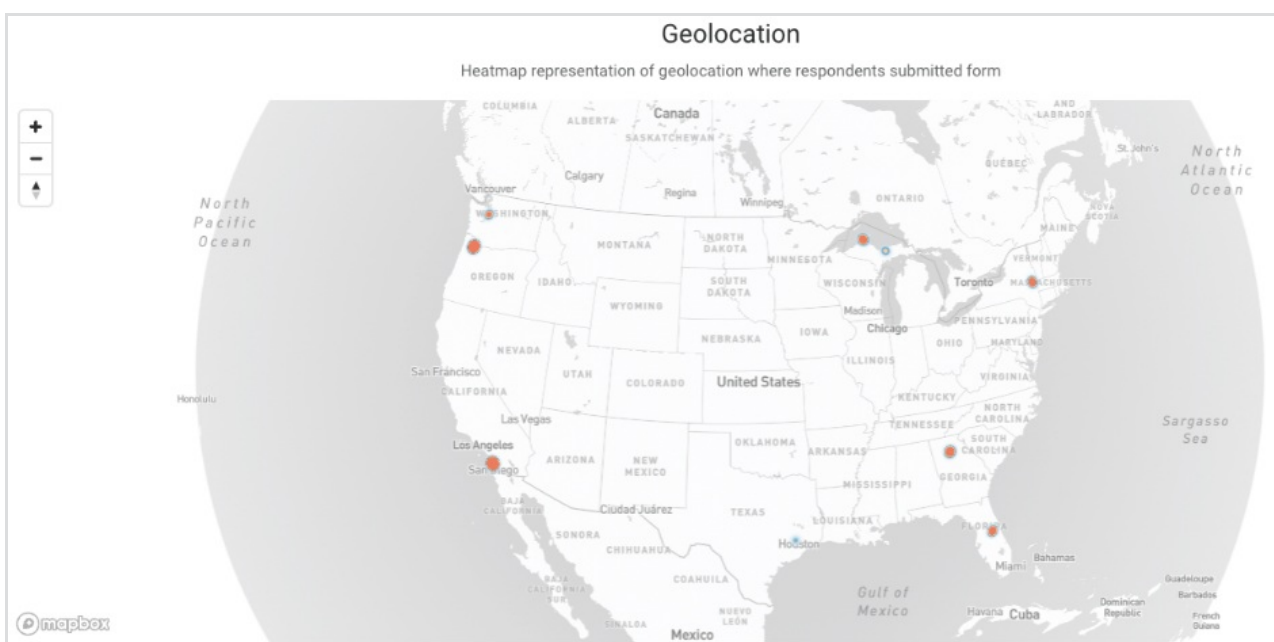
The x-axis legend includes hyperlinks to the Form Builder for each form shown in the chart.



Geolocation

The Geolocation chart shows the general location of your respondents based on IP address. To protect the privacy of respondents, locations are generalized and the Geolocation chart will not show data until at least 10 responses are received.

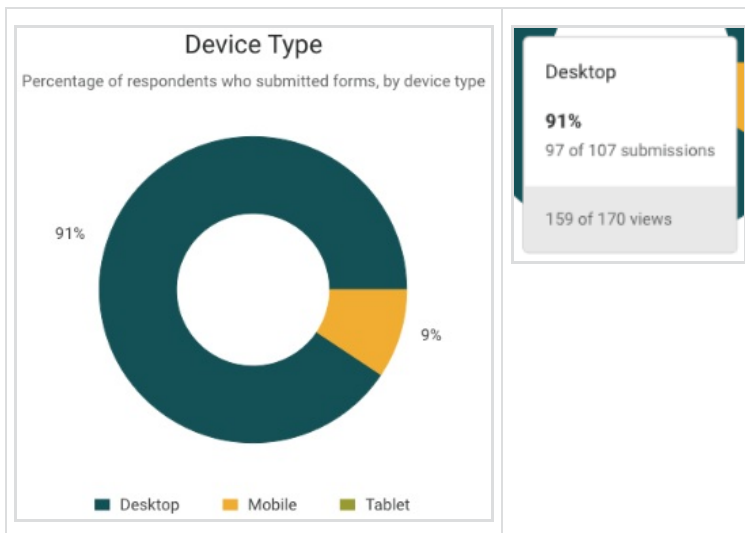
The Geolocation Chart features an interactive map. To change the focused area, click on the map and drag. To zoom in to a specific area, use the + or - buttons in the upper left corner, or scroll up and down with your mouse or trackpad.



Device Type

The Device Type chart shows which device type respondents used to complete your forms. Data on this chart is aggregated across all forms. Device types are represented in three categories: desktop, mobile, and tablet.

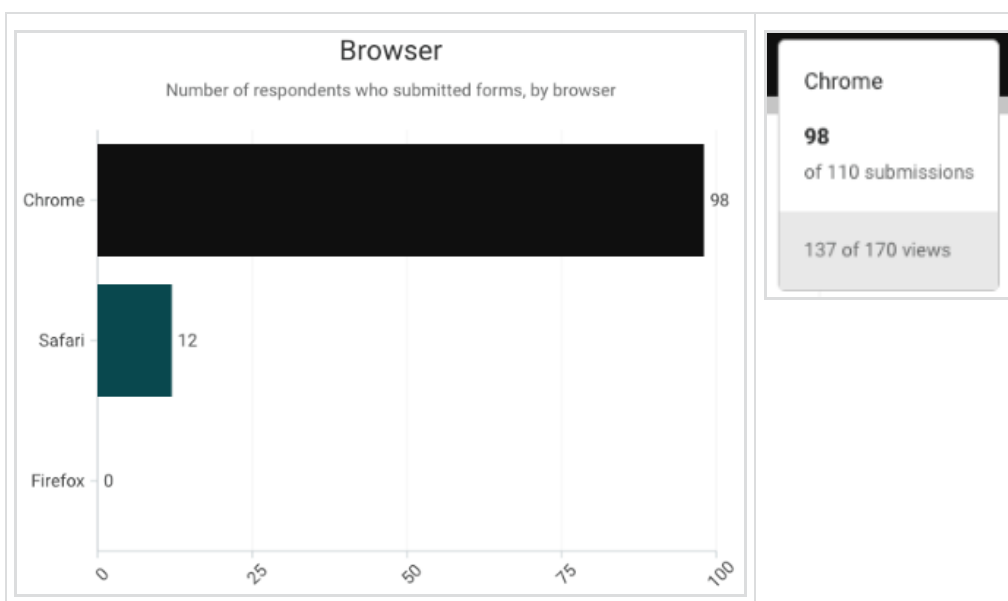
Hovering over the Device Type chart shows the number of submissions and form views made with each device type across all forms.



Browser

The Browser chart shows which browser respondents use to complete your forms. Data on this chart is aggregated across all forms. This chart will list the four most commonly used browsers, and show any additional browsers in an “Other” category.

Hovering over a browser row will show how many submissions and views across all forms were used by each browser.

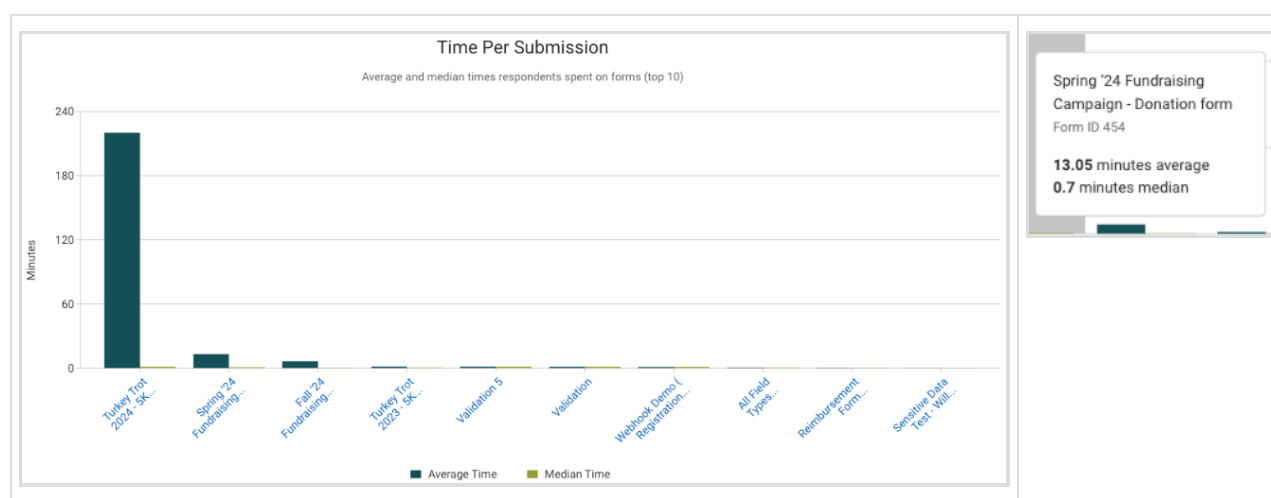


Time Per Submission

The Time Per Submission chart shows the time it took respondents to complete each form. This chart will show up to 10 forms that experienced the longest submission times, ordered from left to right, from longest submission time to shortest submission time. Each form represented in the chart shows a bar for both average submission time and median submission time.

Hovering over a column will show the average time per submission and median time per submission in minutes.

The x-axis legend includes hyperlinks to the form builder for each form shown in the chart.



Form Performance and Respondent Analytics

For insight related to individual forms, access **Analytics** from the Form Builder left-hand menu, or by selecting **Analytics** from the dropdown of a form from the Forms List.

Performance Analytics

For information about form performance, refer to our [article on Form Analytics](#).

Respondent Analytics

Note: Respondent Analytics is in Beta.

Select the **Respondent** tab to access Respondent Analytics.

Charts automatically refresh every 30 seconds to show up-to-date data. Data displayed is limited only to data collected on the currently selected form.

Charts available within Respondent Analytics are the following:

- [Device Type](#)
- [Browser](#)
- [Geolocation](#)
- [Average and Median Time](#)
- [Time Per Form Field](#)

Note: The Respondent Analytics page will show data from November 19, 2024 onwards. Previous form analytics data is not displayed.

Filter by Date Range

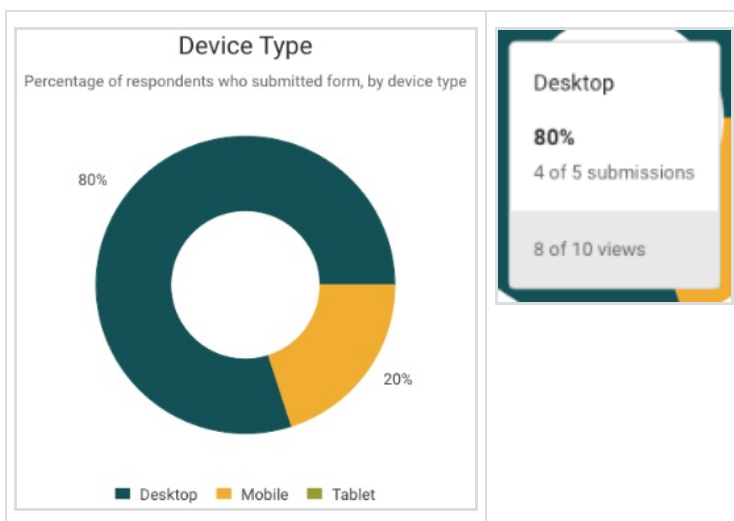
Metrics can be viewed over a certain period, with the following view options available in the dropdown menu at the top of the dashboard:

- Last 7 Days
- Last 30 Days (default)
- Last 3 Months
- Last 6 Months
- Last 12 Months

Device Type

The Device Type chart shows what types of devices respondents used to complete your form. Device types are represented by three categories: **desktop**, **mobile**, and **tablet**.

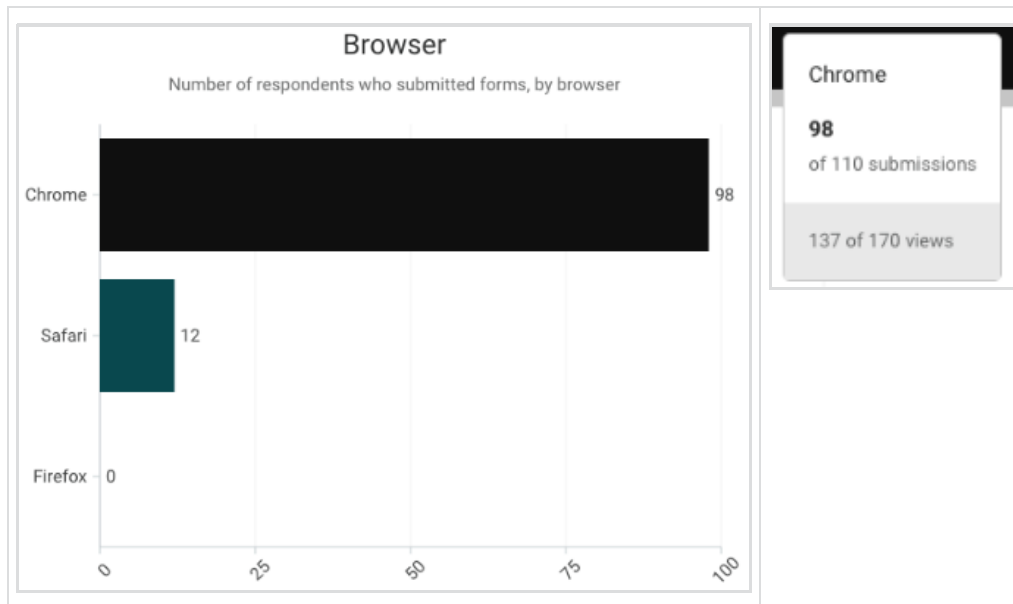
Hovering over the chart displays the number of submissions and how many form views were made with each device type.



Browser

The Browser chart shows which browsers respondents use to complete your form. The four most commonly used browsers are displayed by name, and any additional browsers are grouped under the “Other” category.

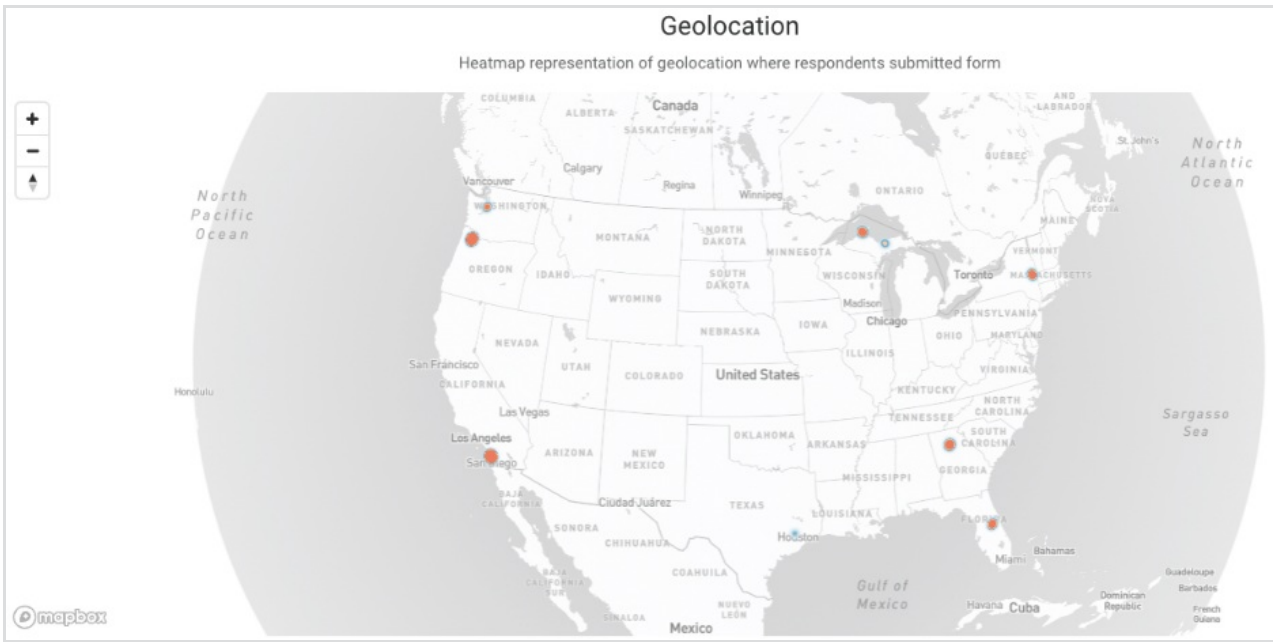
Hovering over a browser row will show how many submissions and views were through each browser.



Geolocation

The Geolocation chart shows the general location of your respondents based on IP address. To protect the privacy of respondents, locations are generalized and the Geolocation chart will not show data until at least 10 responses are received.

The Geolocation Chart features an interactive map. To change the focused area, click and drag on the map. To zoom in to a specific area, use the + or - buttons in the upper left corner, or scroll up and down with your mouse or trackpad.



Average and Median Time

The Average and Median Time charts show the average and median times respondents took to complete the form. Data in this chart is limited to respondent sessions that led to successful form submissions.

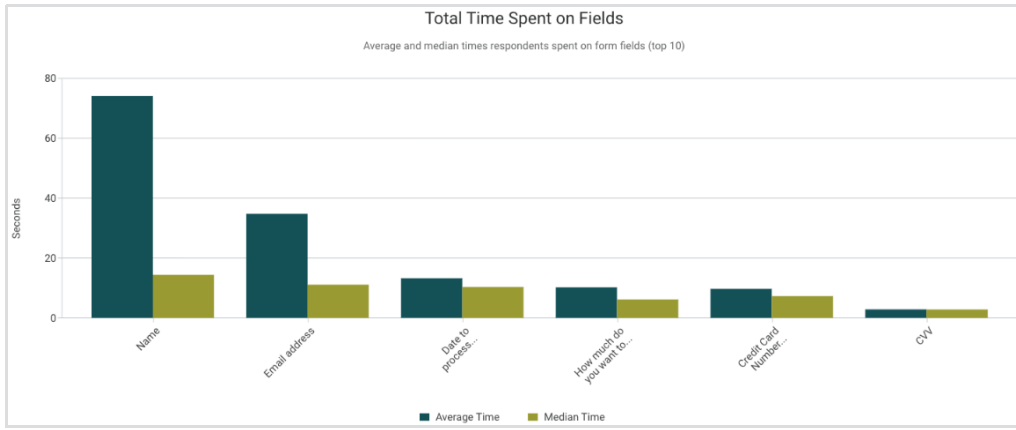


Total Time Spent on Fields

The Total Time Spent on Fields chart shows the time it took respondents to complete each field in the form. This chart will display up to 10 fields that experienced the longest interaction times.

Interaction time is the time it takes a respondent to complete each field. This is measured by the time between the final interaction with the previous field and the final interaction with the measured field.

Fields on this chart are ordered from left to right, from longest interaction to shortest interaction time. Each field shows a bar for the average and median interaction time. Hovering over a column will show the average and median time per interaction in minutes.



Email address
tfa_2

34.76 seconds average
11.08 seconds median