

ClickLearn tracking and learning analytics

Overview of options when publishing materials produced with ClickLearn

Trackable content

ClickLearn is able to track a lot of information about the usage of a learning portal. The following table lists the trackable components of such a portal:

Component	Trackable events
Shelve web page	Page views
Book web page	Page views
Instruction web page	Page views
Word document	Link clicks (Open document)
PowerPoint document	Link clicks (Open document)
PDF document	Link clicks (Open document)
Presentation videos (non-interactive)	Video start event Video end event
Walkthrough videos (interactive with assistance)	Video start event Video end event Correct user progress clicks Incorrect user progress clicks Progress summary information
eLearning videos (interactive without assistance)	Video start event Video end event Correct user progress clicks Incorrect user progress clicks Progress summary information
Windows on-screen assistant (ClickLearn Assist)	Start assistant event End assistant event

The trackable events above also contains relevant information for the specific event.

Tracking subscribers

A tracking subscriber is a component that is subscribing to trackable events and reports those events back to a storage system for analysis, scoring, etc.

ClickLearn currently includes two standard components for public and private facing learning portals. More tracking subscribers can be created by using custom trackers.

SCORM compliant Learning Management Systems (LMS)

All SCORM compliant LMS systems are supported with ClickLearn by default. When producing a learning portal, it is possible to produce a complete SCORM package as well – ready for import into the Learning Management System of choice.

ClickLearn supports the following SCORM types:

- 2004 3rd edition
- 2004 3rd edition, Complete control
- Version 1.2
- Version 1.2, Complete control

Google Analytics for public facing learning portals

By entering a Google tracking ID, ClickLearn will report all trackable events back to Google Analytics.

Customers can use Google Analytics dashboards, Microsoft Excel, Microsoft PowerBI or other tools that supports Google Analytics as a data source, to create dashboards and create analytics.

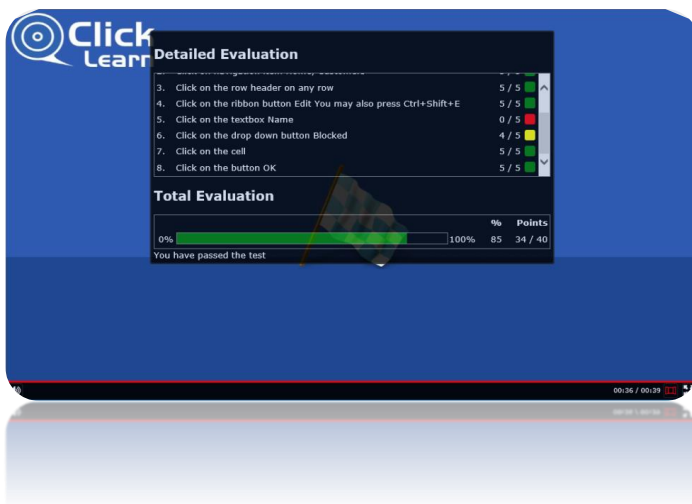
Microsoft SharePoint for private facing learning portals

By entering the name of a pre-defined SharePoint list, ClickLearn will report all trackable events back to SharePoint. This also includes the identity of the user triggering the events. This allows for user-level tracking and analytics.

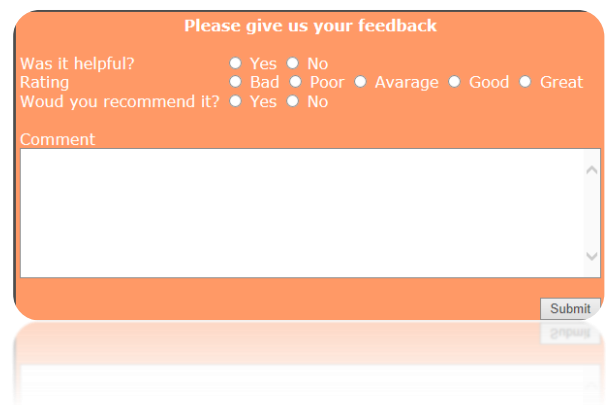
Customers can use SharePoint, Microsoft Excel, Microsoft PowerBI or other tools that supports SharePoint lists as a data source, to create dashboards and create analytics.

Custom trackers

By creating a custom tracking subscriber, you can support any type of custom scenario needed. Examples of custom tracking could be reporting to a custom back-end system, presenting the user with a questionnaire, rating or poll component after the process is finished, or allowing the user to enter comments or feedback for each step in an interactive video.



A custom summary used for interactive videos



Custom feedback used for web-based instructions

Implementing custom tracking and analytics

You add the custom components into the built-in Template system in ClickLearn. This ensures that all materials produced with ClickLearn, by any author, will include the custom components.



Our Customer Care team can answer any question related to standard or custom tracking and learning analytics. Our technical support can help with implementation and Template changes.

We also offer online training sessions in *Advanced Templating*, for people needing who needs custom trackers.

Get in touch with our Customer Care and support team on support@clicklearn.dk