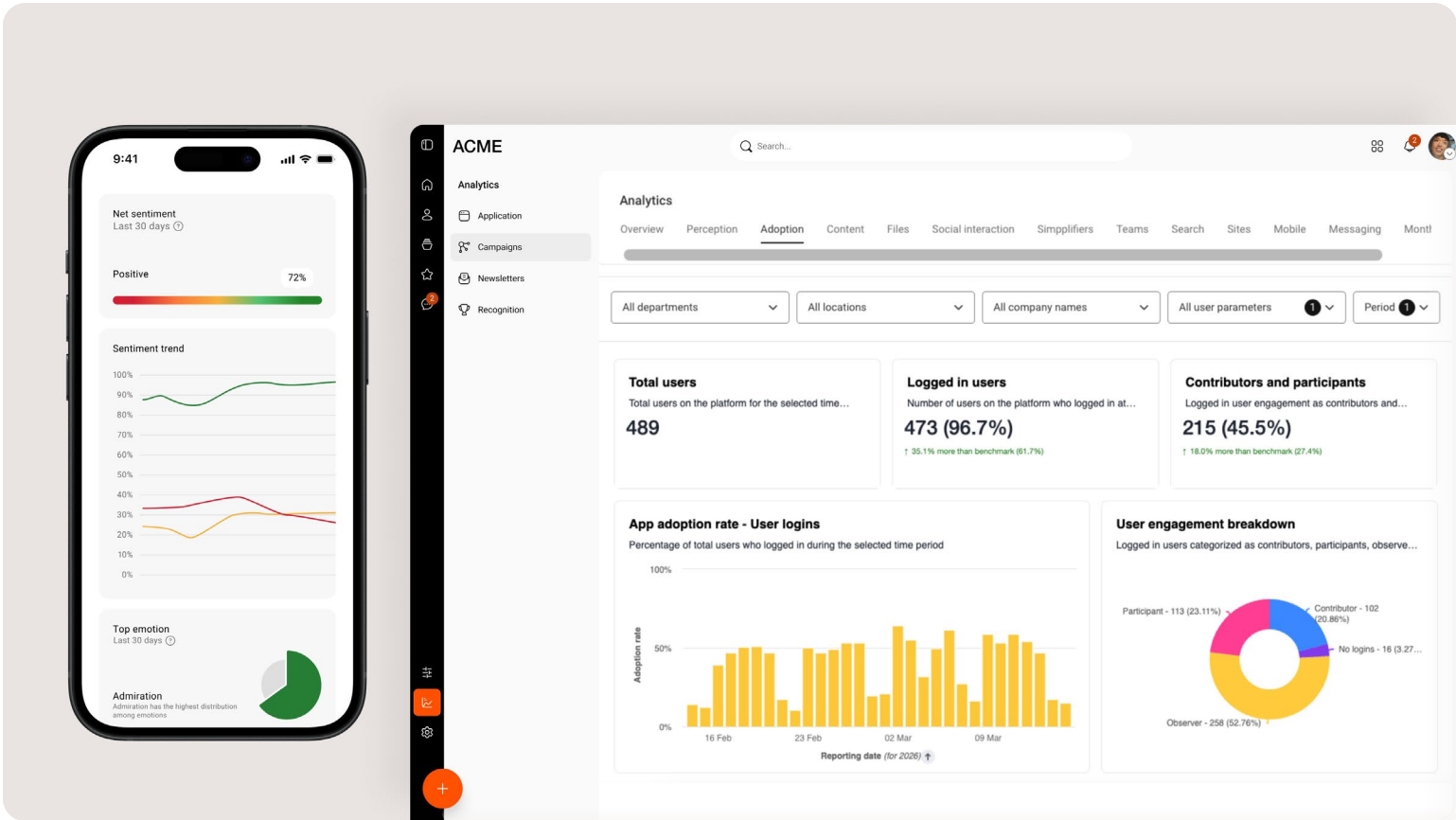


Analytics

Turn insights into action for a better employee experience

Simplplr Analytics is an operational system for understanding and improving employee experience in real time. Track engagement with content and communications, uncover gaps across audiences, and take targeted action to improve reach and impact.



Embedded across the employee experience

Analytics are built into the experience, from app, site, and page insights to search, campaigns, newsletters, recognition, and team views, so teams can act in context.



Real-time and contextual

See how employees respond to communication as it happens, and pinpoint where engagement is shifting so you know what to adjust next.



Perception and behavioral insights

Combine adoption and engagement signals with perception insights and feedback signals to understand what employees do, how content lands, and where experience is falling short.



Role-aware and actionable

Give comms teams, content owners, managers, and admins the insights they need, with governed views and practical next steps.



Key features

AI-powered interpretation

Go beyond raw data with AI-powered insights that surface sentiment, themes, and shifts, so you understand what's happening and why.

Guided and exploratory analysis

Start with a high-level view, then drill into department, location, region, and other attributes to pinpoint what is driving results.

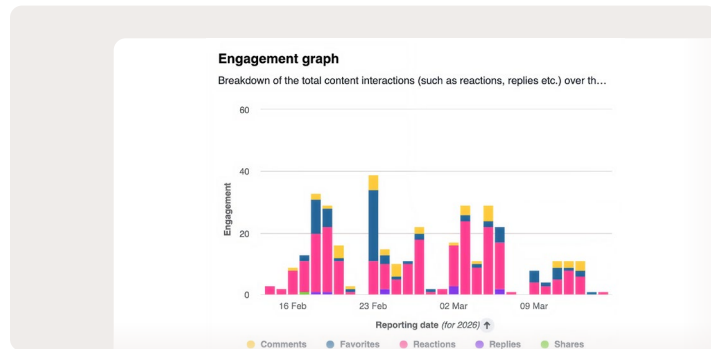
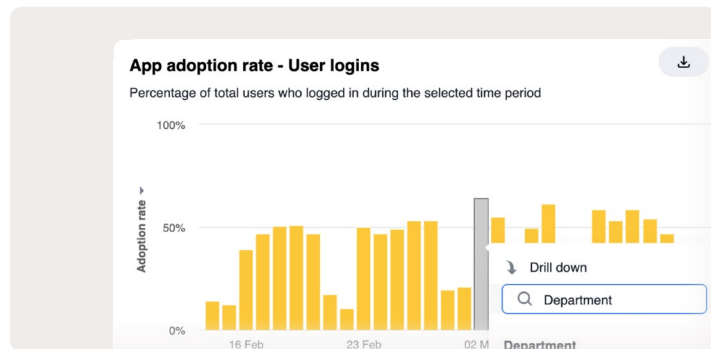
Governed, role-aware access

Tailor visibility so stakeholders get the right level of insight while sensitive views stay controlled.

Trends over time

Review performance over standard time windows and custom ranges to spot changes, seasonality, and progress.

What you can measure



Adoption and usage

Logins, active users, usage patterns over time, plus mobile usage signals

Content performance

Content creation and publishing volume, views and unique views, top and low-performing content

Page and site health

Page-level views, percent reached, referral sources, site membership and publishing counts, least viewed pages

Campaigns, newsletters, and recognition

Campaign reach and engagement, newsletter performance, and recognition activity trends

Search insights

Top search queries and trends, search success, and gaps where employees are not finding the right resources

Teams and manager signals

Direct report engagement signals, logins, content views, recognition activity, profile completion, work anniversaries and birthdays

What Simpplr analytics can unlock

Find adoption gaps by audience

Spot adoption, engagement, perception shifts by department, location, or audience.

Identify underperforming content and search gaps

Find low performing content, search gaps and improve topics, format, or distribution.

Prove communications impact

Measure reach and engagement over time, with CSV export for reporting.

Help managers act on team signals

Give leaders a quick view of team engagement, so they can follow up faster.

About Simpplr

Simpplr's AI-powered intranet unifies people, knowledge, apps, and agents into a coherent digital experience for communications and work. Learn more at simpplr.com.

+1.877.750.8330