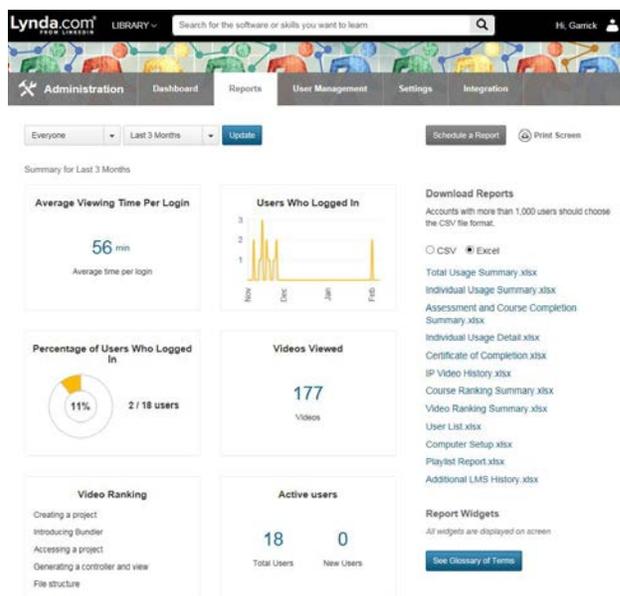


Measuring usage

Running reports and monitoring metrics that align with your learning goals helps ensure the success of Lynda.com. Usage rates are key to establishing a successful learning culture at your organization. Good usage rates illustrate positive return on investment (ROI) and reinforce the constructive narrative you're creating by championing training and professional development.

Running reports

- In your Lynda.com admin account, navigate to the dropdown menu on the top right of your screen.
- In the **View Reports** section, you can view at-a-glance metrics of **Learning Activity** (total active users, videos viewed, etc.) by adding report widgets to the page.
- Download **Reports** to understand the most popular courses, individual usage detail and much more.



Good usage rates by the numbers

$$\text{USAGE RATE} = \frac{\text{NUMBER OF USERS WHO VIEWED A COURSE IN LAST 30 DAYS}}{\text{NUMBER OF USERS ADDED TO LINKEDIN LEARNING}}$$

Good usage rates are key to establishing a successful learning culture at your organization and demonstrating positive return on investment (ROI). Consider it great when a large percentage of users log in and consume content. You should see a spike following the launch of a new account. Excitement and promotion lead to a lot of usage in a short time.

To achieve great usage rates:

- **Increase communications.** Reach learners through multiple channels ([check out our sample “Marketing and communications plan”](#)) to drive activations and remind learners to take advantage of LinkedIn Learning.
- **Share content.** Provide learners with a “getting started” course playlist or link to the course [How to Use Lynda.com](#), which is designed to help any user learn about our service.
- **Host live overview sessions.** Use these to inform learners about Lynda.com and answer questions.
- **Assign Playlists.** Provide individualized Playlists to a learner or group of learners.
- **Encourage self-directed learning.** Develop skills for professional growth.
- **Utilize the mobile apps.** Download the Lynda.com mobile app available on both [iOS](#) and [Android](#) operating systems.