



Understand your custom onboarding data insights

Custom onboarding allows you to create tailored, multi-step onboarding experiences for different roles in your organization. [Read more about custom onboarding](#). The onboarding hub provides clear data insights to help you track engagement and effectiveness.



Custom onboarding is available on Premium and Enterprise plans.

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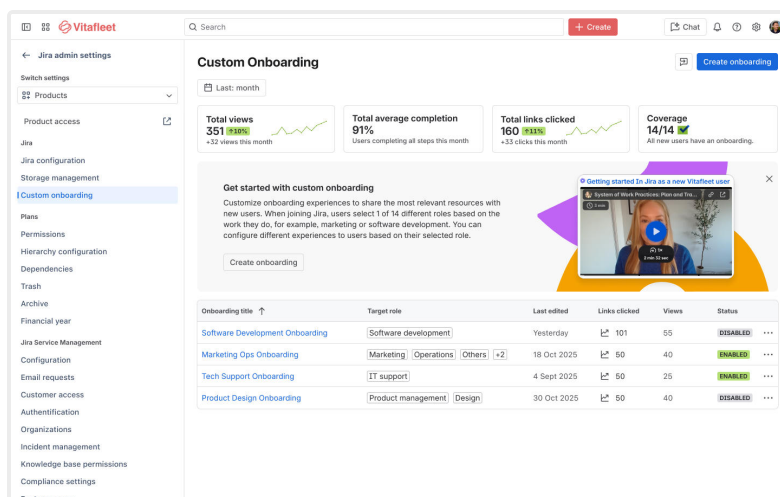
View your custom onboarding insights

To access the custom onboarding hub:

1. Select **Settings** (⚙️), then select **Jira apps** (if you can't see **Jira apps**, select **Products**).
2. Select **Custom onboarding** in the sidebar.
3. Use the calendar picker to change the period.

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Get a snapshot of overall onboarding performance

At the top of the onboarding hub, you'll see a summary of key onboarding metrics for the selected period:

- **Total views:** The number of times all custom onboarding experiences have been viewed. You'll also see whether this number has increased or decreased compared to the previous period.
- **Average completion rate:** The percentage of people who completed every step in all your custom onboarding experiences. This metric helps you gauge how many users are making it all the way through. You'll also see how this rate has changed over time.
- **Total links clicked:** The total number of times people have clicked on links in your onboarding experiences. This can show you how often people are engaging with your recommended resources.
- **Coverage:** This shows how many of the 14 available roles you've created custom onboarding for. It's a quick way to see if there are any roles you might want to add onboarding for in the future.

Understand your experience-level insights

Below the summary, you'll find a table that breaks down data for each individual onboarding experience you've created. For each experience, you can see:

- The **target roles** assigned (for example, design, finance, or marketing).
- The **date last edited**, so you know how current each experience is.
- The **number of links clicked** within that experience.
- The **number of views** it has received.
- The **status** of the experience (enabled or disabled).

These details allow you to compare the performance of different onboarding journeys, spot trends, and decide where to focus your improvements.

Taking action

Regularly reviewing these onboarding insights can help you create better experiences for your new users. Here are some ways you can interpret and act on the data:

- If you notice an onboarding experience has a high number of views but a low number of clicked links, consider whether the links are relevant or accurately named. Try replacing them with resources that are more useful for the user role or updating the messaging to highlight why those links matter.
- A low completion rate might mean your onboarding experiences are too long or confusing. Review the content and see if you can simplify the steps, break up information, or add more engaging elements like videos or images.
- For experiences with high link clicks and completion rates, reflect on what's working well, such as the type of resources shared or the structure of the onboarding steps. Consider how you might apply those best practices to other onboarding experiences.

By regularly reviewing and acting on your onboarding insights, you can make targeted improvements that help new users feel confident, supported, and ready to get started in Jira.

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