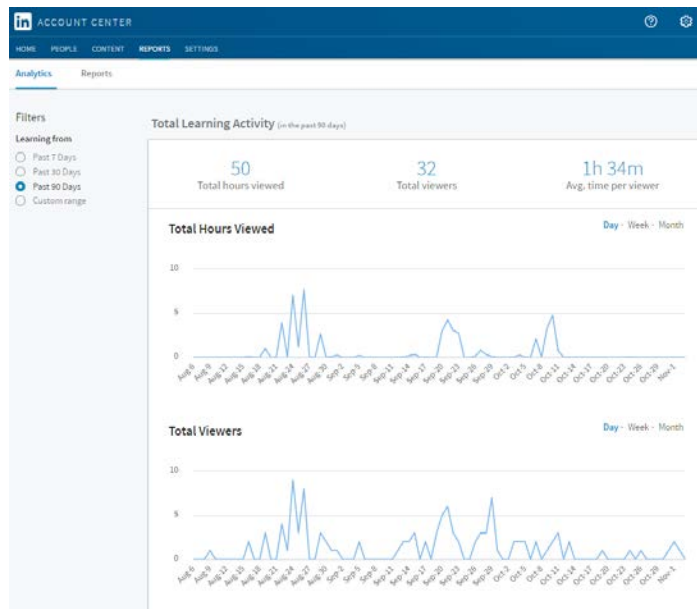


Measuring usage

Running reports and monitoring metrics that align with your learning goals helps ensure the success of LinkedIn Learning. 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 LinkedIn Learning admin account, navigate to the **Reports** tab.
- In the **Analytics** section, you can view at-a-glance metrics of **Learning Activity** (total hours, total viewers, average hours per viewer) in selected timeframes.
- In the **Reports** section, you can understand the most popular courses, courses completed and much more, then download the results.



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 LinkedIn Learning](#), which is designed to help any user learn about our service.
- **Host live overview sessions.** Use these to inform learners about LinkedIn Learning and answer questions.
- **Assign Learning Paths.** Provide individualized Learning Paths to a learner or group of learners.
- **Encourage self-directed learning.** Develop skills for professional growth.
- **Utilize the mobile apps.** Download the LinkedIn Learning mobile app available on both [iOS](#) and [Android](#) operating systems.