**Why Use WalkMe Data**

*WalkMe Data* can measure a range of user actions and activities. This stored data can be used in a Rule to:

- Remember that a user has completed a certain action. A *Segment* can then be created that displays additional items such as *Walk-Thrus*, *Resources*, *Launcher*, or *ShoutOuts* after the action has been completed.

- Record the steps a user has completed in a process in order to resume a Walk-Thru where they left off instead of starting from the beginning.

- Implement *WalkMe Data* after an initial process has been completed and is sent for review by another person or a manager. *WalkMe Data* remembers that an item was sent for review and displays relevant *Walk-Thrus* once approval has been granted.

**Collecting Information about Users’ History**

Create a *WalkMe Data Super Step* to collect information about the user’s history. To create a Super Step, enter the following:

- **Key**: The key is the name of the data that you wish to store. In other words, it is what you are trying to measure.

**Best Practice**

When choosing a name for your Key, use the prefix “wm-” this way you can avoid any potential overlap with cookies from your site. For example, wm-logins. Do not use any spaces.
• **Value:** When WalkMe Data stores information in the browser, the Value will be an indication that the action has occurred.

  **Best Practice**
  Use “Yes” as the value if the action can only occur once. Use a number as the value if you are trying to identify how many times the user has completed a specific action.

• **Duration:** WalkMe only stores data for a specified amount of time. Specify the length of time you wish the information to be stored (in seconds).

• **Rule:** The Rule will determine when the information is planted in the browser. If the Rule is left blank, WalkMe Data will always be stored when the step is played.

  **Best Practice**
  If measuring whether a specific action has occurred, create a Rule based on an on screen element or URL to test whether the action has been completed.

**Use WalkMe Data to Contextualize WalkMe Items**

The utility of the WalkMe Data Super Step comes from the use of this information in a Rule. To create a Rule using the WalkMe Data Super step, choose the User Data Rule Type and then Select WalkMe Data.

**Recording Repeated Actions**

When measuring if a specific action has occurred more than once, use multiple WalkMe Data steps, all with the same Key. To measure the action the first time, create the WalkMe Data Super Step as described above and enter the Value as 1.

To measure that the action has occurred the second time, create the WalkMe Data Super Step as described above. Enter the same Key, this time with a Value of 2. Create the Rule the same way you did in the first step, and include an additional statement: That the WalkMe Data value is already one.
The following example shows the Rule For a WalkMe Data Super Step that is recording the 2nd login attempt:

For each time the action is measured, increase the Value in the WalkMe Data Super Step by one. The example below is a Rule for a WalkMe Data Super Step that is recording the 3rd login attempt: