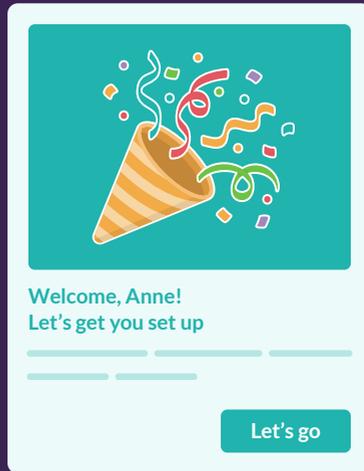
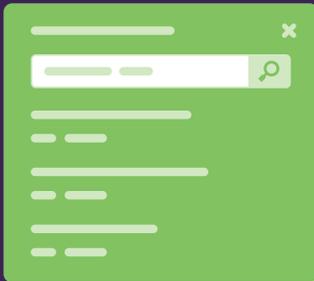
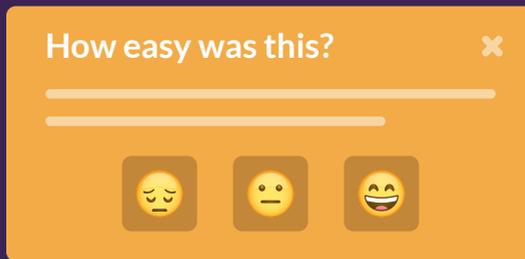


Product Tour Benchmarks & Best Practices



“

*It's gotten easier to start a SaaS company,
but harder to get real traction*

- Wes Bush, author of Product-Led Growth

Insights from 15 million product experiences



We no longer live in a world where sales reps and feature sets are the reason your product wins or loses customers. Research from ProfitWell indicates that features have lost 70% of their value in the last 5 years, as it gets faster to build software and mimic competitors.

With selling power and functionality no longer the true SaaS differentiators, we're seeing product-led growth come to the forefront – a SaaS model that prioritizes using data-driven in-product prompts to educate users, drive conversions and grow revenue, over one-to-one or human interactions.

This groundbreaking report looks at the best practices for these in-product experiences, generalized as **Product Tours**. Product Tours are used in almost every web app, simple to advanced, but hard data on engagement, performance and conversion power is scarce.

By using averages from over 15 million product experiences, we've uncovered key factors that impact the success of Product Tours, so you can create better in-product experiences for user onboarding, feature releases and other key flows.

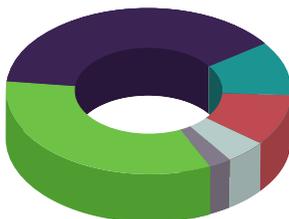
About this report

Chameleon is a platform for in-product user experiences, to allow teams to create Product Tours, run experiments, collect user feedback and reduce support load. Chameleon automatically collects performance data to help teams create improvements. We've used this anonymized data from across our customers base to put together benchmarks on user engagement with tours and a set of recommendations to maximize impact.

For more information please visit trychameleon.com.

We analyzed 15 million user interactions with Product Tours deployed by companies, which can be broken down by their monthly active users (MAUs) to give context to the data:

Studied Companies by Monthly Active Users (MAUs)



Under 1,000
33.7%

1,000-2,000
38.3%

2,001-5,000
10.7%

5,001-15,000
9.9%

15,001-50,000
4.9%

50,000+
2.5%

Highlights

How many users see product tours through to completion?

The average completion rate for product tours is 61%

How often do users take multiple tours in succession?

28% of users will take two Product Tours in one session, with an average 13-minute break between

How does tour length impact engagement?

User attention drops off sharply after 4 steps. The completion rate of a 4-step tour is 46%, compared to 23% for 5 steps.

How long do users spend on product tours?

The average completion time is 12 seconds.

How does design impact engagement?

Progress indicators and media improve engagement with tours.

How does context impact engagement?

Users are 123% more likely to complete tours they start themselves versus a tour that appears automatically, and 38% more likely to complete a tour triggered by an event they just completed.

This report is a window into how product tours generally perform, and how to get ahead of the curve by adhering to best practices and taking goal-driven approach. Leverage this data to improve free trial conversion, user onboarding, and feature discovery, driving product-led growth.

The main use cases for Product Tours



User onboarding

Educate and market to new users to drive activation



Feature adoption

Highlight unused features with compelling reasons to try them.



Feature announcements

Alert users to new features and point them out in the interface.



Feedback collection

Send NPS, CSAT, and other surveys in-app..



Marketing promotion

Get opt-ins, webinar signups, and blog visits.



Change management

Let users know that the interface or feature set is changing, and what to expect.

The average product tour completion rate is 61%

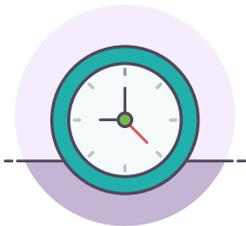
How many users see Product Tours through to completion? On average, 61%. As we'll look at, the completion rate depends on factors like:



The tour's **timing** and **placement** should leverage the user's context and goals



Design and **content** impact the user's engagement and attention span, affecting how long a user is willing to spend on a tour.



The **length** of a tour determines how likely a user is to read it all to the end, and how much time is spent on each individual step

It figures that users who takes tours are likely to take more tours; a user who has already taken one tour is 38% more likely to take a second, and those users are 98% more likely to take a third.

This effect can also be seen with checklists. Checklists provide a self-serve way to give users feature tours, onboarding guides, and more. Users who check off one checklist item and trigger a tour are 21% more likely to complete it, and 60% will go on to complete another.

💡 Leverage progressive disclosure, and make your first tour short, so users can be eased into what to expect when using your guidance, and will be more likely to engage.

Getting started items ✕

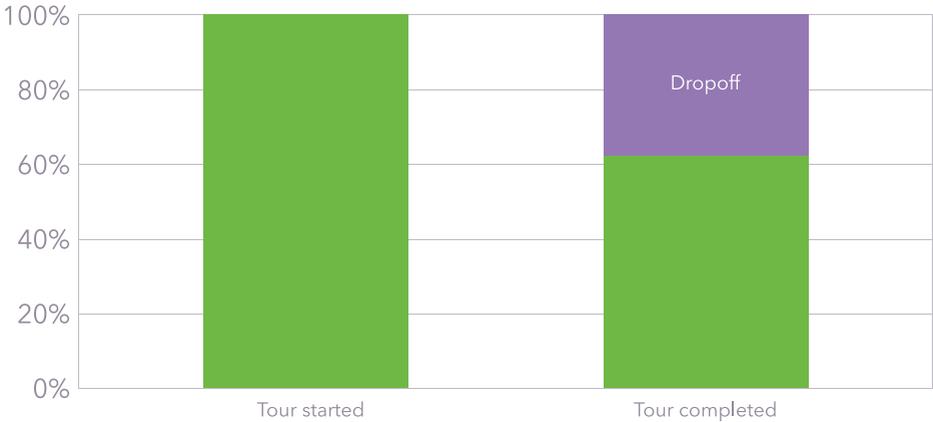
- ✔ Complete your profile
— —
- ✔ Create your first project
— —
- Run an A/B test
— —

Checklists are a highly motivational tool that encourage repeat engagement from the user with your guidance, and are self-serve (low pressure/interruption). Try showing new users a list of setup tasks they can work through to reach “aha!”

Learn more about how Chameleon empowers Product teams to build effective checklists: trychameleon.com/features/user-onboarding-checklists

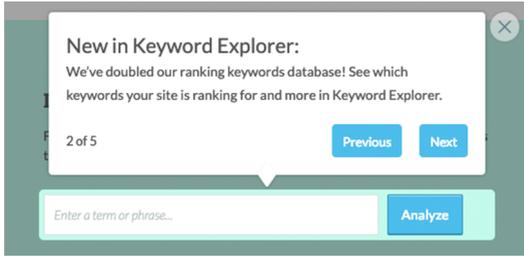


Average Product Tour Completion Rate



How does tour length impact engagement?

Product Tours are made up of one or more **steps**. A step could be a modal, survey, or tooltip like the below:



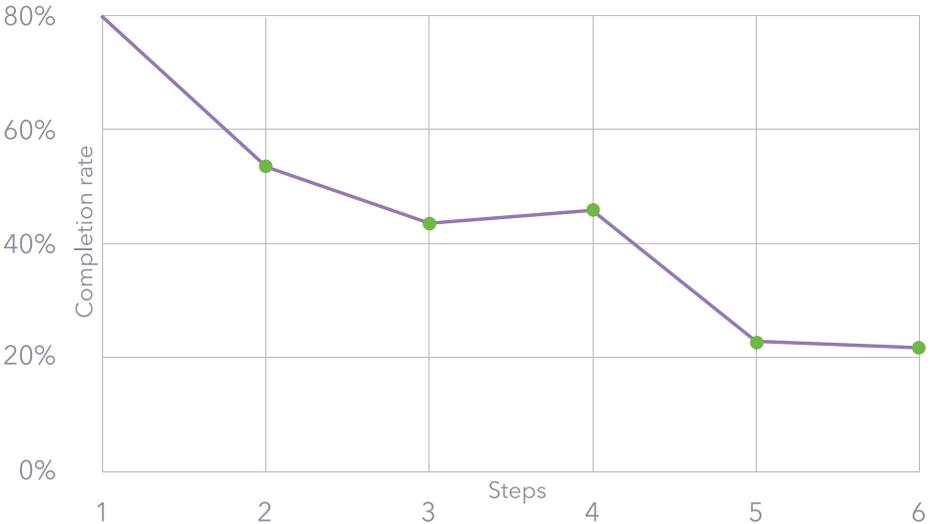
The more steps a tour has, the less likely it is that it will be taken all the way through to completion.

But – in the interest of including as much content as possible without it having a negative impact of engagement – how long can a product tour afford to be?

💡 A 3-step tour is twice as likely to be completed as a 6-step tour.

Keep tours no longer than 4 steps, and try to break long flows into shorter contextually/optionally-triggered tours, to improve read rate.

Product Tour Completion Rate by Number of Steps



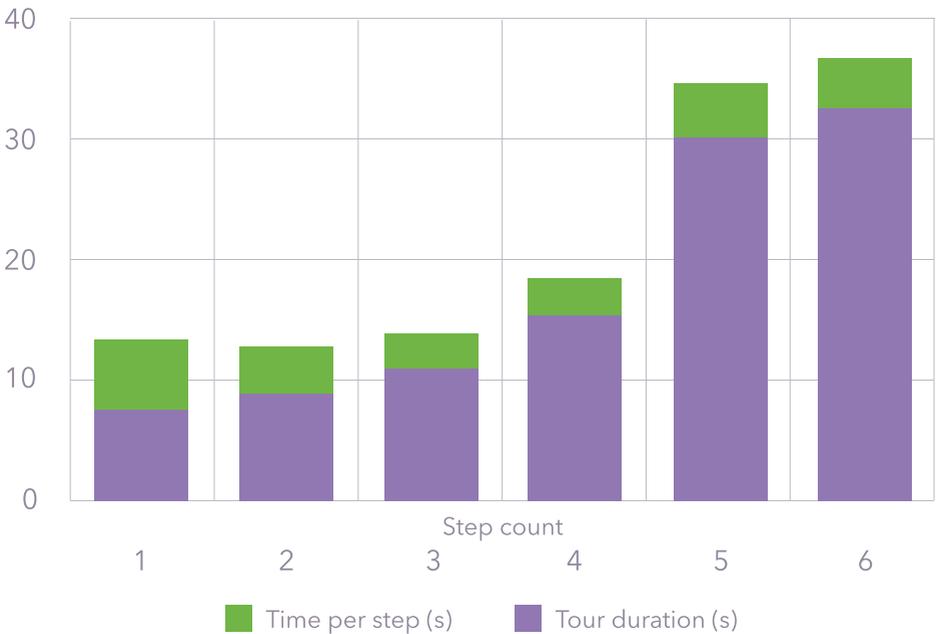
How long do users spend on Product Tours?

The average amount of time users spend on Product Tours is 12 seconds. That's not a lot of time to convince a user to upgrade plans or use a feature!

Plus, the more steps a tour has, the less time a user will typically spend on each. Our data shows that attention drops off after a tour is more than two steps long.

💡 *Keep copy short – assume users will scan and not read. We recommend using a single font size with 2 lines max, rather than multiple paragraphs or separate header and body text.*

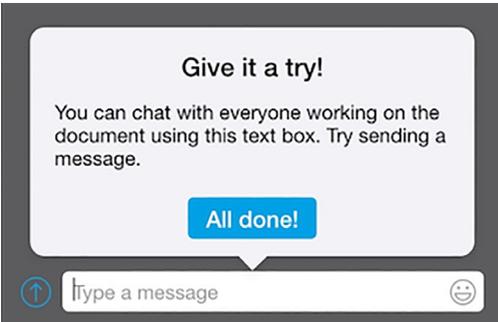
Product Tour Duration by Number of Steps



How does design impact engagement?

We looked at Product Tours built by Chameleon customers that include common design elements like progress indicators, lightboxes, images, and animations, to see whether they had a positive or negative impact on tour engagement.

Lightboxes



On a step featuring a lightbox:

- 70% fully complete the tour
- 30% dismiss it or exit in some way

On a step not featuring a lightbox:

- 57% fully complete the tour
- 43% dismiss it or exit in some way

However, this shouldn't be taken as advice to bombard users with lightboxes!

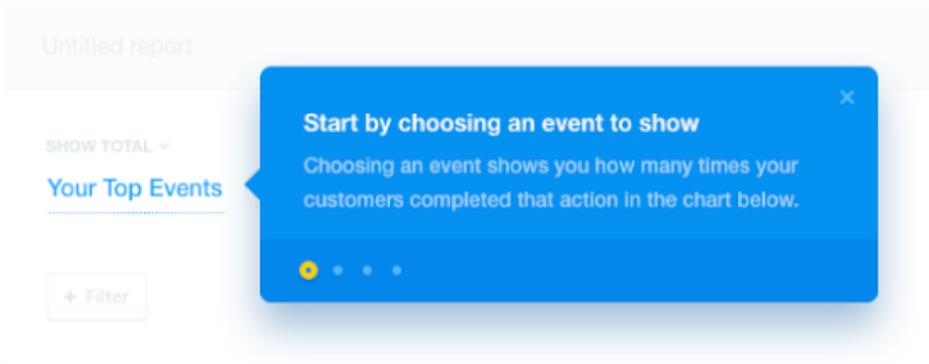
💡 *Around 20% of lightbox tours were dismissed on the first step, whereas tours without lightboxes were only dismissed at first sight 15% of the time.*

Users also spend an average of 2 seconds longer on tours that don't use lightboxes, which speaks to their increased likeliness of being dismissed when they first appear.

Research from NN Group also claims that content-blocking features on in-app modals can be anti-user, and should be deployed sparingly:

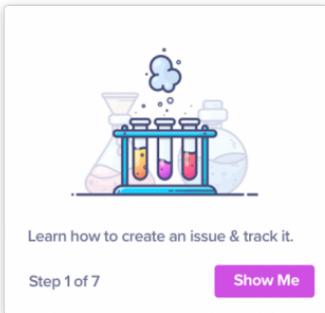
*“Since the dialogs place the system in a different mode, users cannot continue what they are doing until they acknowledge the dialog. [...] **Avoid unnecessarily interrupting users and disrupting their workflows.** Make it easier for users to solve problems and accomplish their goals.”*

Tour progress indicators



Progress indicators improve tour completion rate by 12% and decrease the rate at which a tour is dismissed by 20%.

 *Increase tour engagement by showing users how far along the tour they are, to reduce anxiety and frustration.*

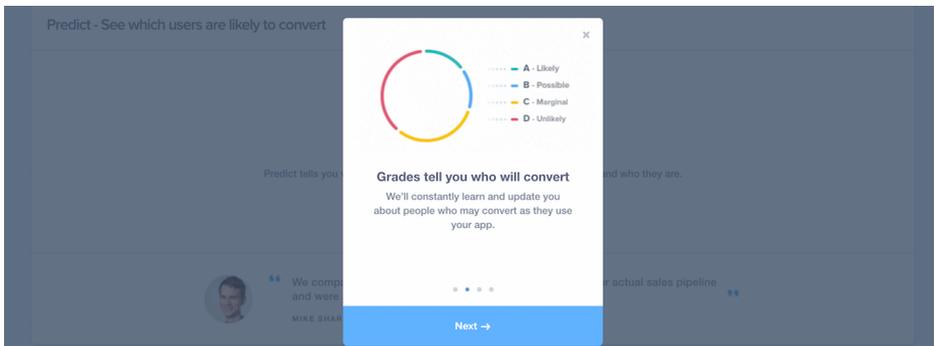


Build best-practice Product Tours with progress indicators, media, and custom styling using Chameleon.

Easily run effective product experiments and test these best practices for yourself to drive up your product KPIs.

Learn more: trychameleon.com/tours

Media



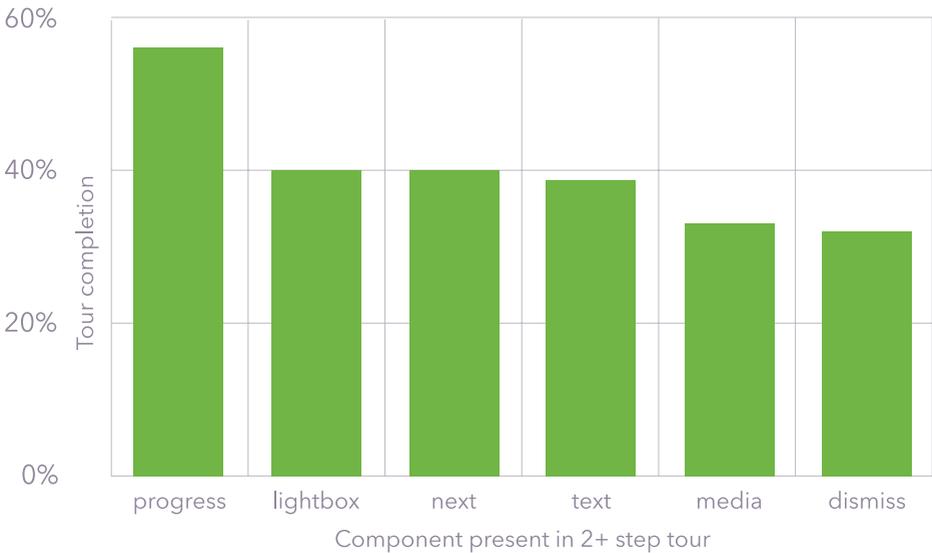
Users tend to spend around one second longer on steps with images. Since images are processed much faster than text, we recommend explaining features or conveying benefits with gifs and images.

Educational researcher Edgar Dane found that we're likely to retain 80% of visual information, but only be able to recall 25% of what we learn through reading. To teach and market to your users, visuals are a powerful tool to make sure that information is seen and retained.

"On average, users will have **time to read 28%** of the words if they devote all of their time to reading. More realistically, users will **read about 20% of the text** on the average page" - Jakob Nielsen

💡 *Since engagement is low for text, be sure that **even if a user only looks at the image they can comprehend the information you need to get across.***

Tour Completion Rate by Design Elements

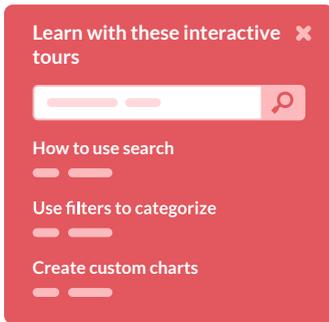


How does product tour context impact engagement?

Context is always important in UX, product, and marketing. It's a difference between a tour being relevant and requested, or appearing at random. The statistics back this up:

Users are 123% more likely to complete tours they start themselves versus a tour that appears automatically.

Triggering a tour as the result of an event the user does (complete a task or click a button) improves completion rate by 38%.



Learn with these interactive tours

How to use search

Use filters to categorize

Create custom charts

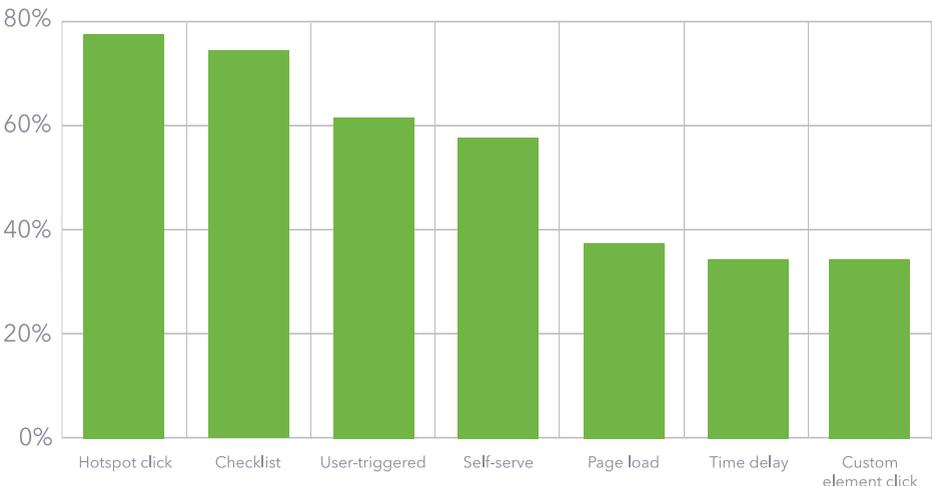
You can use a tool like Chameleon Launchers to build self-serve help into your web app and give your tours a way to be discovered, requested, and repeated.

Our data shows that self-serve tours are much more effective, and we know from customers that their users want a way to take Product Tours on-demand.

Learn more about Launchers here:
trychameleon.com/launchers

Learn more

Tour Completion Rate by Trigger



💡 *Self-serve guidance (triggered voluntarily by the user clicking a hotspot/coach mark) sees 123% higher completion rate than Tours triggered automatically by the product.*

Almost 60% of users will complete two tours triggered by an in-app checklist, in a row, and take an average of 3 minutes between steps. Nice engagement!

Conclusion

Whether a product tour sees good engagement or is simply ignored depends on its length, design, and context.

Our data suggests that **an ideal tour is 2 steps long, 2 lines of text per step, with a progress indicator and triggered by a user action.**

However, there's another factor that we weren't able to study in this report because the scope varies so much from company to company - whether Product Tours are driving up the desired KPIs. Since you're set with guidelines on design and deployment, check the next section for a short framework you can use to build better Product Tours that have measurable impact on your bottom line.

Next steps

How to make Product Tours work for you

1. Identify key action you need users to take to improve a KPI (activation, feature adoption, etc)
2. Brainstorm ways to educate and prompt users to take that action
3. Measure the conversion rate of your in-product marketing
4. Experiment and improve 🚀

Run product experiments at lightning speed with Chameleon

 Tours Multi-step flows with customized interactions	 Tooltips Simple hover and click help without dev time	 Launchers Checklists / announcements / self-serve help widgets	 Surveys NPS, CES, CSAT and other in-product feedback
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Improve your product tour impact to drive feature adoption, user onboarding, and adoption.

Chameleon makes it easy to build and test in-product UX like tours, tooltips, surveys, and self-serve support.

Get started at trychameleon.com