



KPIs For Your AI Assistant

this guide breaks down the most important KPIs to monitor across your website, Betty INSIGHTS dashboard, and Google Analytics.

In Betty INSIGHTS – What to Watch For

Total Questions Answered & Unique Users

Shows how many members are engaging with Betty and how often. Are people coming back? Are new users trying Betty out? All of this can be captured when looking at: Daily Unique Users, Total Unique Users, Daily Questions, Total Questions, and Average messages/conversation

Return Rate and User Retention

Are users coming back to Betty after their first visit? High return rates signal that members find value in Betty's answers and are making her part of their routine.

Top Questions or Topics

Understand what members are most curious about; helps guide future content strategy.

Content Coverage %

Percentage of user questions successfully answered from the ingested knowledge base. (Note: greetings or small talk are excluded from this stat.)

Conversation Reports:

Identify knowledge gaps: Search "I'm sorry" as this will show anytime Betty was unable to answer the question.

Filter by feedback: Use the filters to look for conversations with positive or negative feedback

Analyze Trends by Date: Filtering by date range can help you spot patterns, i.e. time around event registration or renewal



Betty Landing Page Traffic

Track engagement on pages where your Betty is embedded: Views, Active users, Average engagement time, Events: click, scroll, first_visit, etc.

Website Traffic + Landing Page(s) Traffic

Track page views on your LMS, resource library, blog pages, etc. Most Bettys' goals are to increase use of specific resources, so monitor those resource pages' traffic.

Monitor your "contact us" page or equivalent as Bettys' goals are to decrease inquiries to your staff.

Traffic Source Breakdown

Track page views on your LMS, resource library, blog pages, etc. Most Bettys' goals are to increase use of specific resources, so monitor those resource pages' traffic.

Click Events via GTM

Set up custom event tracking for:

- Clicking suggested prompts
- Clicking linked resources from Betty responses

Conversion Events (Optional)

Define actions like "Download Resource," "Join Now," or "Register for Event" to tie AI interactions to measurable results.

Date Range Notes

Make sure to specify the time frame you're reporting on (e.g., "Q2 2025" or "Jan-Mar 2025") when sharing results internally.



PowerPoint Template Structure

Present your Betty analytics to your Executive team and BOD.

Slide 1: Title + Date Range

- Your logo + Betty logo
- Title: “[Betty Name]: KPI Review”
- Subtitle: “Covering [insert date range]”

Slide 2: Overview

- Key goals of Betty for your organization (e.g., improve access, reduce staff time, increase member value)

Slide 3: Betty INSIGHTS Metrics

- Total Conversations + Total Messages + Average Messages per Conversation + Unique Users
- Top Topics (Use visual bars or pie charts to display trends if you have them)

Slide 4: Feedback + Content Gaps

- Content Coverage % + Feedback stats (thumbs up/down)
- Commonly asked questions not yet covered
- Opportunity areas for adding content

Slide 5: Web Analytics Summary

- Page view increases on key content
- Widget interaction volume (via GTM events)
- Top traffic sources
- Resource page performance

Slide 6: Key Takeaways + Next Steps

- What updates you’ll make to the content or placement
- How this ties into broader goals (e.g., membership growth, resource use)