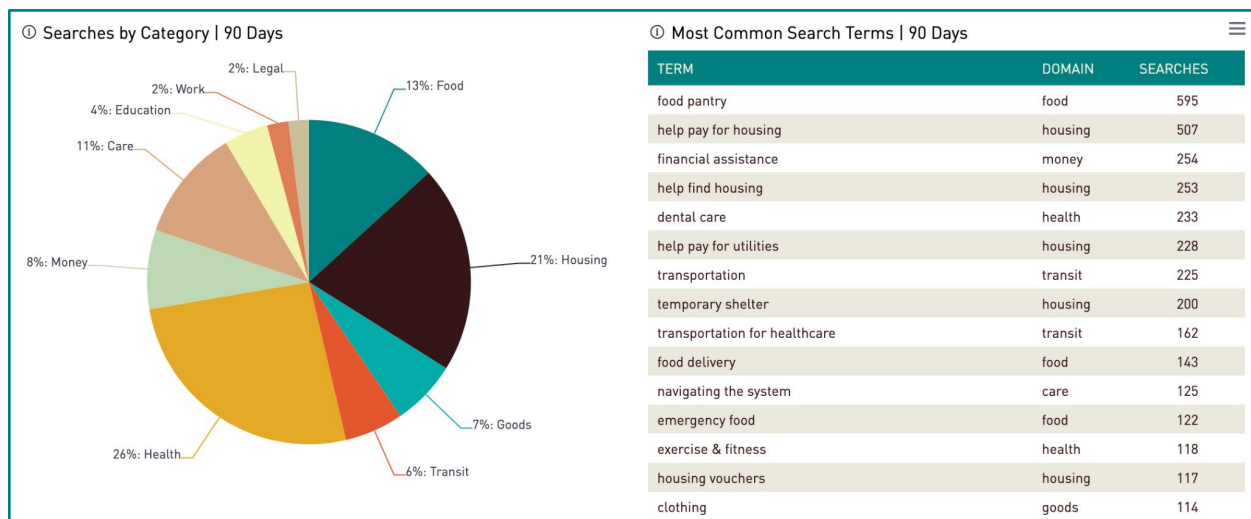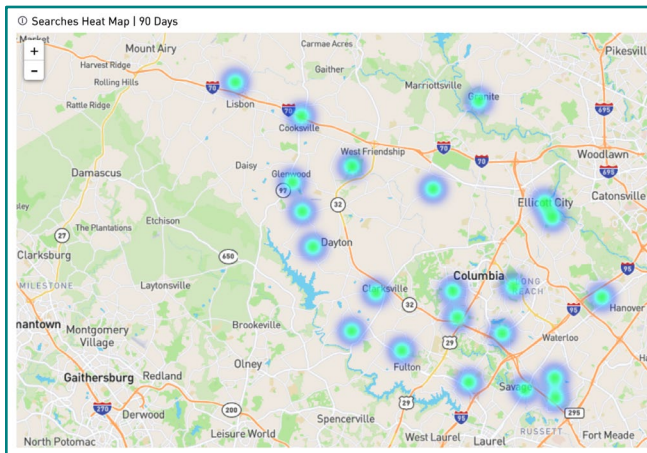# CAREAPP Program Analytics

Identify Community Needs

Search Trends Dashboard

The Search Trends Dashboard gives you insight into the needs of the people you are serving, and the ability to share this insight on how your program service(s) may be meeting a specific area of need in your community. The dashboard shows search activity and trends for the last 90 days in the geographic area that your program serves. You can download the data directly from the dashboard, or use screenshots to support presentations, grant proposals and donor reports.


ⓘ Searches Heat Map | 90 Days

ⓘ Searches by Category | 90 Days

- 13%: Food
- 21%: Housing
- 7%: Goods
- 6%: Transit
- 26%: Health
- 8%: Money
- 11%: Care
- 4%: Education
- 2%: Work
- 2%: Legal

ⓘ Most Common Search Terms | 90 Days

TERM	DOMAIN	SEARCHES
food pantry	food	595
help pay for housing	housing	507
financial assistance	money	254
help find housing	housing	253
dental care	health	233
help pay for utilities	housing	228
transportation	transit	225
temporary shelter	housing	200
transportation for healthcare	transit	162
food delivery	food	143
navigating the system	care	125
emergency food	food	122
exercise & fitness	health	118
housing vouchers	housing	117
clothing	goods	114

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Measure Engagement

Claimed Program Dashboard

The "Claimed Program Dashboard'' shows trends in how different people are interacting with your programs. Use the information in this dashboard to quantify the different ways people are interacting with your program(s), and illustrate the volume of clicks, shares, and connections with your program through CAREAPP.

findhelp
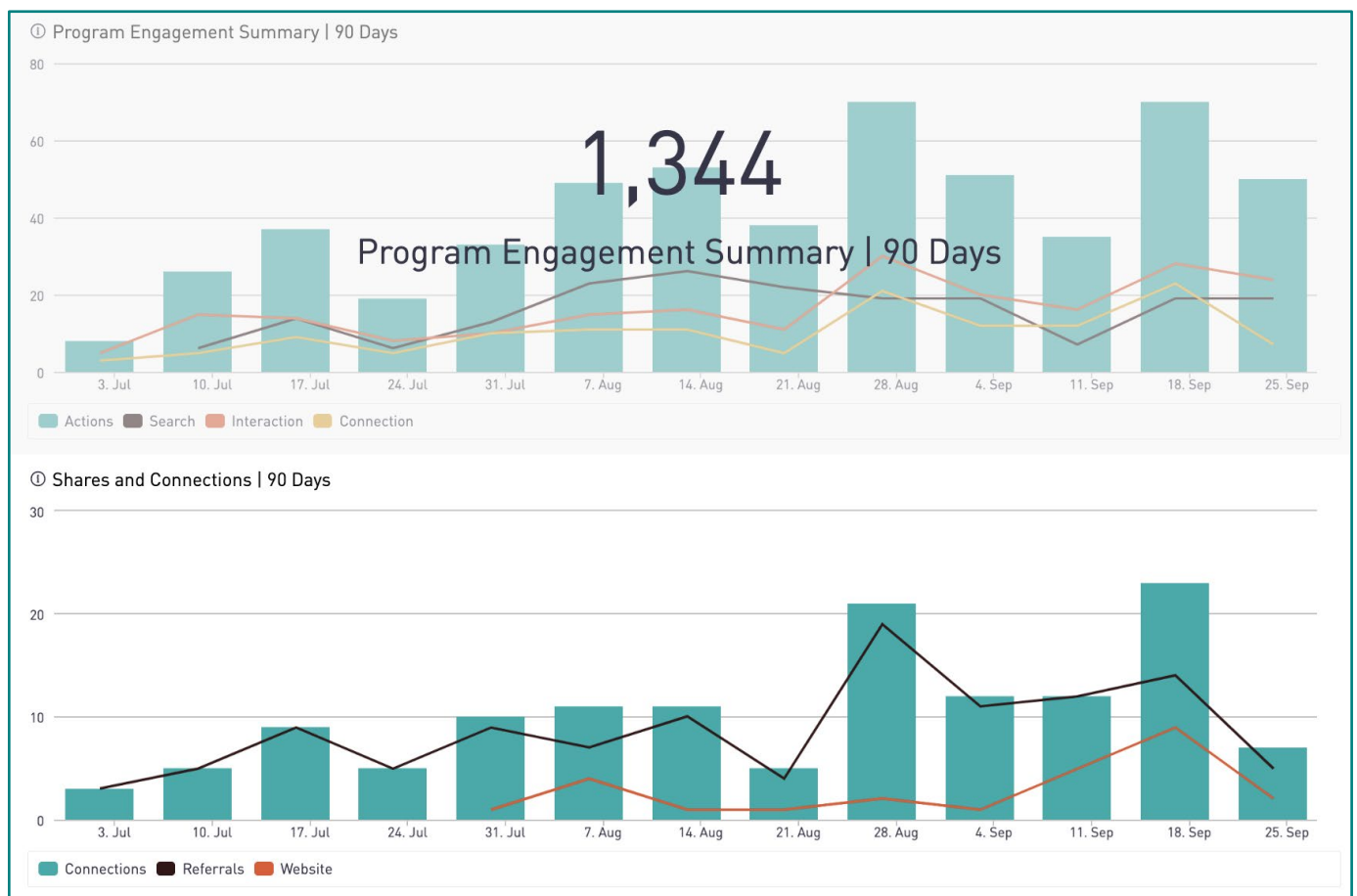
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Quantify Impact

Claimed Program Dashboard

If you have enabled any of CAREAPP's intake tools for your program(s), the claimed program dashboard can also demonstrate your organization's impact in the community by showing the number of referrals you have received and the number of people you have assisted as documented through the "current referral statuses" chart. If you are actively updating referral statuses in your "inbound referrals" tool, these reports will automatically update and allow you to tangibly show how many people your organization has helped within your community.
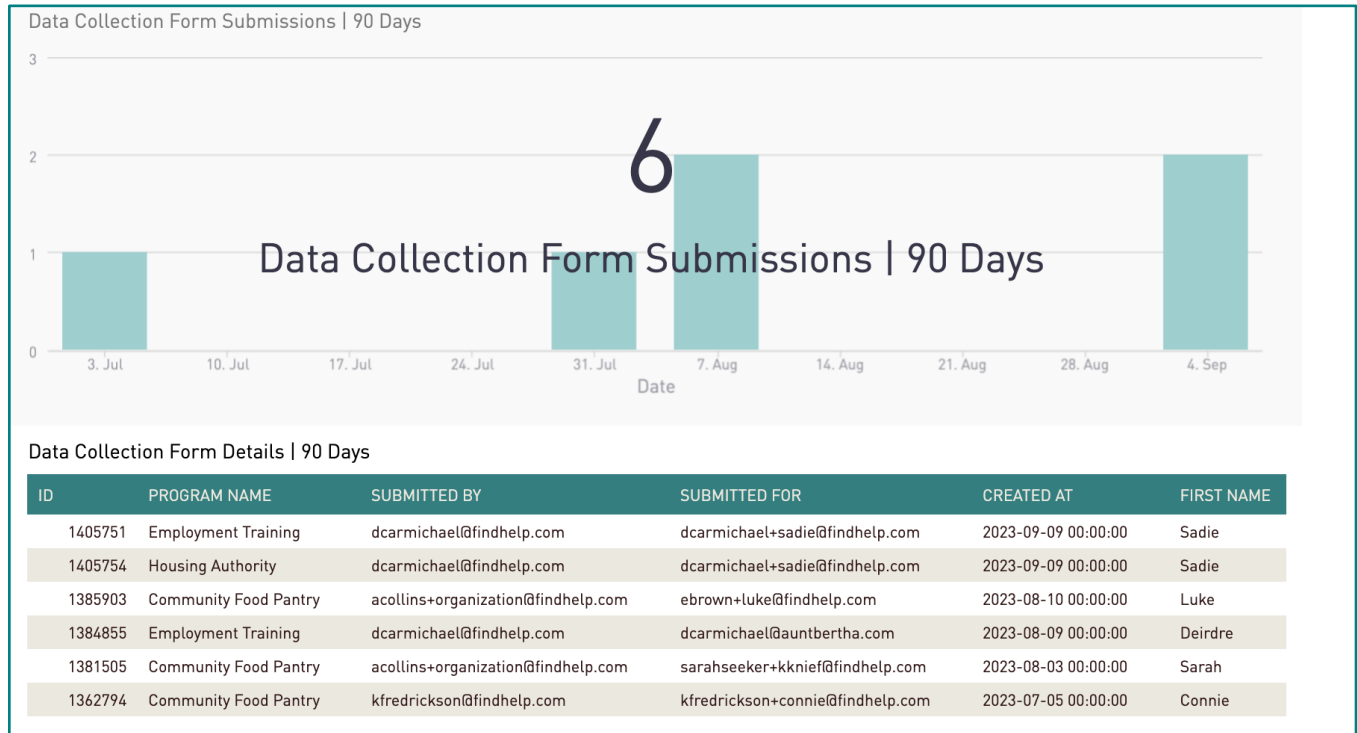
findhelp

CAREAPP
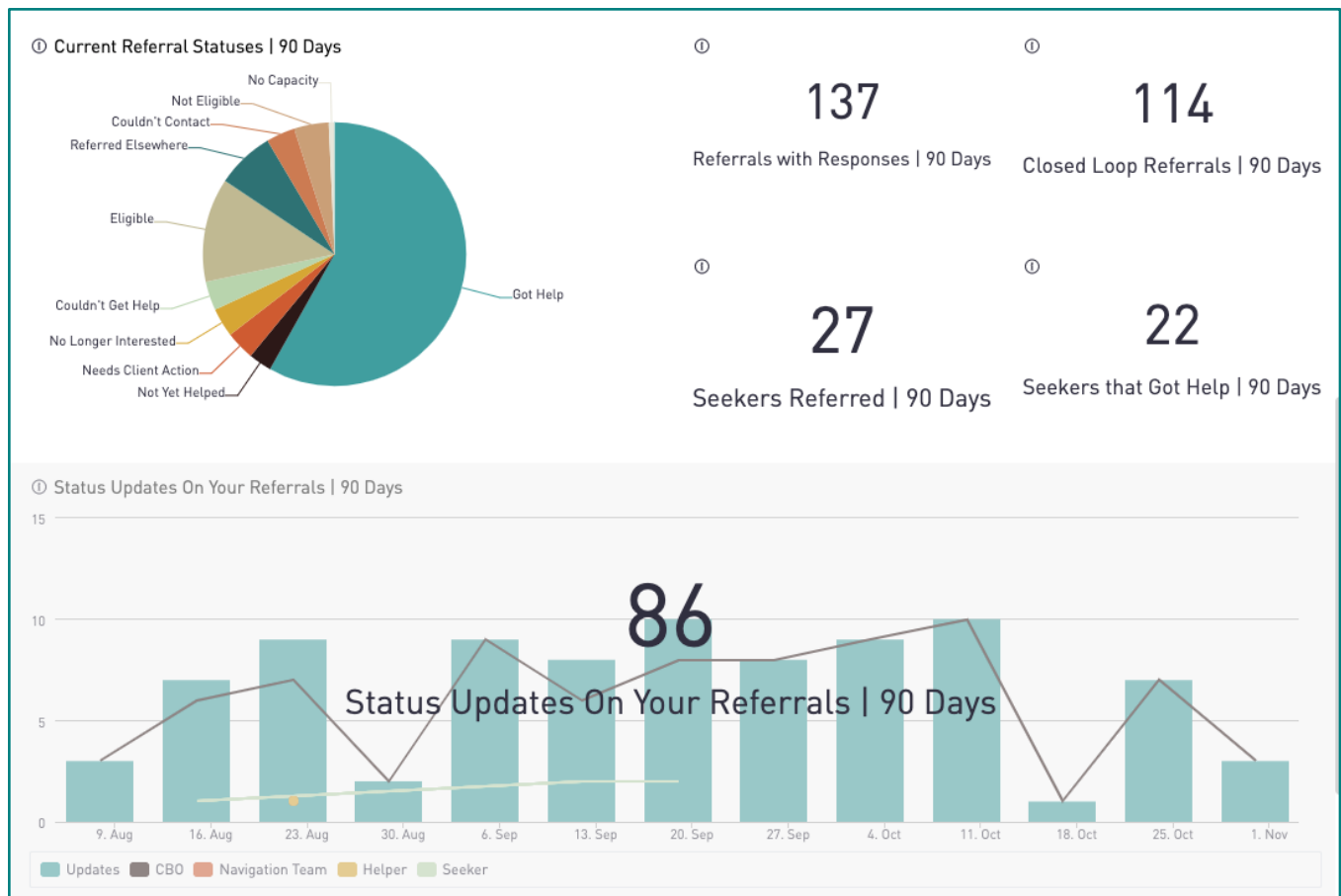
Screener Dashboard

Screeners are customizable eligibility forms that allow claimed programs to gather additional information from people seeking your program's services. If your programs utilize the screener feature, you can access the Screener Dashboard to view detailed, individual-level data on each Screener for your program, which can be downloaded for your own analyses.
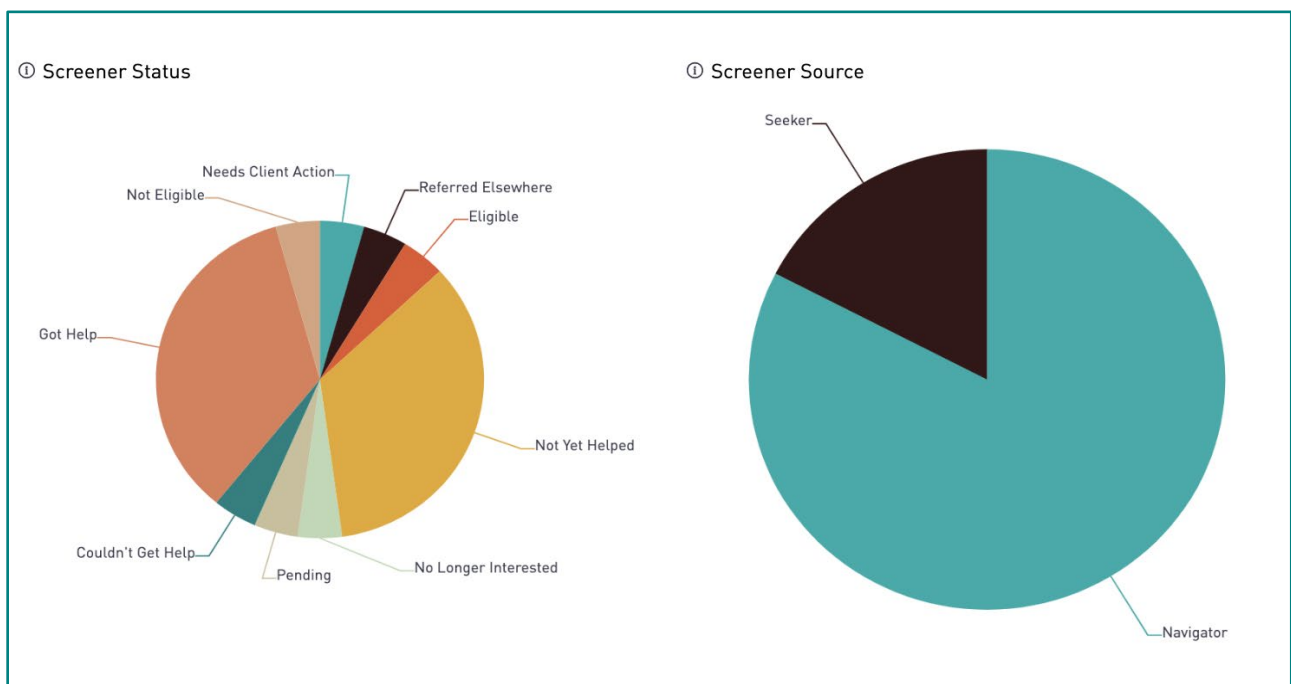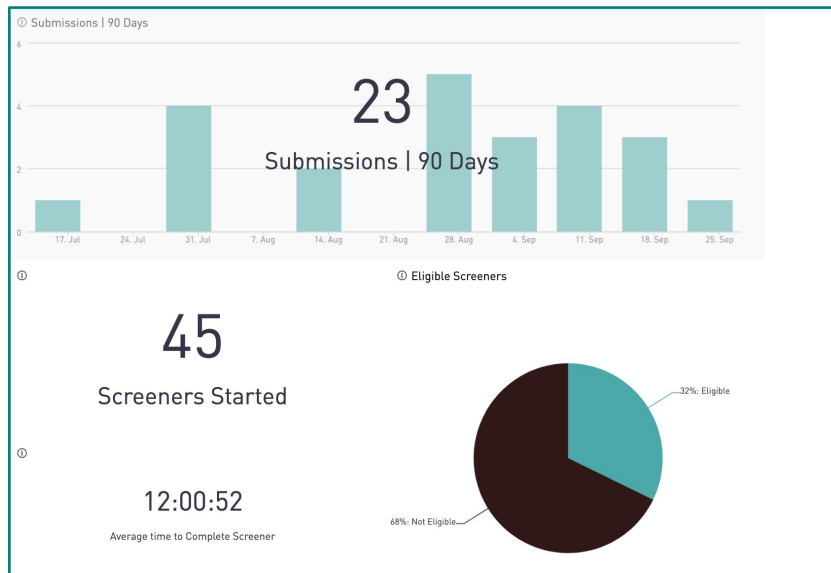
Data Collection Report

If your organization leverages the Data Collection Form feature, you can access the Data Collection Report to view and download detailed information on all submitted Data Collection Forms for your program(s), and complete your own analysis of that data.

Data Collection Form Submissions | 90 Days

Data Collection Form Details | 90 Days

ID	PROGRAM NAME	SUBMITTED BY	SUBMITTED FOR	CREATED AT	FIRST NAME
1405751	Employment Training	dcarmichael@findhelp.com	dcarmichael+sadie@findhelp.com	2023-09-09 00:00:00	Sadie
1405754	Housing Authority	dcarmichael@findhelp.com	dcarmichael+sadie@findhelp.com	2023-09-09 00:00:00	Sadie
1385903	Community Food Pantry	acollins+organization@findhelp.com	ebrown+luke@findhelp.com	2023-08-10 00:00:00	Luke
1384855	Employment Training	dcarmichael@findhelp.com	dcarmichael@auntbertha.com	2023-08-09 00:00:00	Deirdre
1381505	Community Food Pantry	acollins+organization@findhelp.com	sarahseeker+kknief@findhelp.com	2023-08-03 00:00:00	Sarah
1362794	Community Food Pantry	kfredrickson@findhelp.com	kfredrickson+connie@findhelp.com	2023-07-05 00:00:00	Connie

Analytics Definitions

Metric	Definition
Users	The combination of Logged In and Anonymous Users
Search	Program searches occur when a user takes an action (such as selecting a category) that would provide a list of programs as a result. We break out "Search" into three categories now (see the table below for activity type to Engagement Bucket mapping): • **Program** (bucketed as "Search") - Program searches occur when a user takes an action (such as selecting a category) that would provide a list of programs as a result. This is bucketed as "Search" in the below activity type table. • **Postal** - Postal searches occur when a user enters only a zip code to begin searching for programs. The is bucketed as "Search-Postal" in the below activity type table. • **API -** Any search event that was initiated using our external API. This is bucketed as "Search-API" in the below activity type table.
Interaction	Activity that indicates a seeker or navigator is trying to learn more about a program, such as viewing program hours, visiting the program's website, starting a screener or using the Share button to sharing program information (e.g. email, text).

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Metric	Definition
Connection	Activity that indicates a seeker or navigator contacted a program listed on the platform. This can be • Clicking a phone or email on the program card • Printing program information • Sending an electronic referral or appointment (for oneself or for someone else), or an external connection by clicking through on a program that has its own application form or scheduling.
Referral	Any electronic referral tracked on the platform, including live, tracking-only (as a site setting and as a program setting), those with screeners, and those tied to appointments
Updated Referral	Any referral with any status update, meaning the status has changed from the original "**Not Yet Helped**" status on the referral.
In Progress Referral	Any referral with a status update that indicates the program has started addressing the referral but has not yet finished addressing the referral. This includes referrals with the following statuses: • Needs client action • Pending • Eligible
Closed Loop Referral	Any referral with a conclusive status indicating a *final* update, basically when the referral is considered done. This includes referrals with the following statuses: • Referred elsewhere • Got help • Couldn't contact • Not eligible • No capacity • Couldn't get help • No longer interested