☒ Owl Analytics enabled in all accounts

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It's been just over a year since we fully released our Owl Analytics feature, and it has been incredibly helpful to a lot of our customers.

However, there is a large section of our customers that haven't yet turned it on and are missing its benefits completely.

Since we've seen an ongoing trend of support conversations that we *could* have answered if only Owl Analytics had been turned on, we've decided to turn it on for all existing customers. Since this is a big change, we wanted to alert you to it.

Owl Analytics automatic rollout

We'll begin the process of enabling Owl Analytics in all accounts on September 15, 2026. It will be a slow rollout, so you likely won't see Owl Analytics turned on automatically on exactly that day.

If you're already using Owl Analytics, we won't change anything about your settings.



Take matters into your hands
You don't have to wait for us to turn it on if you're not yet using it. You can turn it on yourself in **KB Settings** > **Owl Analytics** to enable it. Refer to Set up Owl Analytics for more information.

Here's the fine print on what we won't do in this change:

- We will **not** turn on reader tracking. If you want to use this feature, you'll need to turn it on yourself.
- If you've previously turned Owl Analytics on, then off again, **we won't turn it back on**. This tells us that you made a choice not to use it and we want to respect that choice.
- We won't turn on Owl Analytics for any knowledge bases with the word “sandbox” in their name.

If you have any questions or concerns about this please contact us.



Learn more
We hosted a free learning sessions about how to you can turn your Owl Analytics data into action on September 16, 2026. Watch the recording.

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How to opt out

We'll be turning Owl Analytics on for accounts who haven't ever saved changes to their Owl Analytics settings. If you don't want us to turn on Owl Analytics in your account, make a settings change like this to opt your knowledge base out of our automated rollout:

1. Go to **KB settings > Owl Analytics**.
2. Turn the toggle at the very top to **Enable analytics [knowledge base name]** on.
3. **Save** your changes.
4. Then immediately toggle that **Enable analytics [knowledge base name]** control back off.
5. **Save** your changes.

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