# Ad name: foodpanda Dash For Gold (DFG) – Fullscreen RM

# Orientation and Platform:

|  |  |  |  |
| --- | --- | --- | --- |
| Phone | | | |
| Scroller | Mob. web | IOS apps | Android apps |
| 4 | 3 | 2 | 1 |
|  |  |  |  |

# Key ad metric:

ER, CTR

# User funnel:

1. Image with animations appear
2. Users can click on the ‘Logo’ zone and ‘Background’ zone at any point of time and will be redirected to landing page.
3. Users can click on the CTA button ‘Order now’ at the bottom of the screen at any point of time and will be redirected to landing page.

# Custom events to be tracked:

|  |  |  |
| --- | --- | --- |
| Kibana name | Dashboard name | Trigger condition |
| **custom\_event\_1** | **Logo Click** | When user clicks on the Logo zone and gets redirected to landing page**.** |
| **custom\_event\_2** | **Background Click** | When user clicks on the Background zone and gets redirected to landing page**.** |
| **custom\_event\_3** | **CTA Click** | When user clicks on the CTA zone and gets redirected to landing page. |

# 3rd party trackers:

DV tags: https://drive.google.com/drive/folders/17f7j0aAiGLF9-7JTwJ\_PgSad5ouK4HV8

# Click areas:



LOGO CLICK

CTA CLICK

BACKGROUND CLICK