

Track Events - Phase 1 Integration

Ecommerce Events

These events are generic activity events - clickstream and orderstream and not dependent on medium

PRODUCT CLICKED

Triggered when a user clicks on a product in PLP, Home Page or any other CTA where navigation to PDP happens.

Type- **Core Event**

```
{
  "type": "track",
  "event": "Product Clicked",
  "properties": {
    "click_source": "Category List",
    "product_id": "52efg-7f",
    "sku": "SD-henleyredL",
    "product_name": "SuperDry Henley Full - Red",
    "l1_category": "Fashion & Lifestyle",
    "l1_category_id": "16578",
    "l2_category": "Men",
    "l2_category_id": "10890",
    "l3_category": "Westernwear",
    "l3_category_id": "10189",
    "l4_category": "T-shirts",
    "l4_category_id": "97878",
    "l5_category": "Henley",
    "l5_category_id": "7896",
    "brand": "SuperDry",
    "brand_id": "90876",
    "quantity": 1,
    "price": 1299.00,
    "value": 1299.00,
    "url": "https://www.ajio.com/superdry-waffle-long-sleeve-henley-t-shirt/p/4103",
    "img_url": "https://assets.ajio.com/medias/sys_master/root/20231111/tJjY/654fa",
    "generic_article_id": "12345678",
    "EAN": "4006381333931",
    "variant_article_number": 12345678-001,
    "meta": {
      "sleeve_type": "full",
      "fabric": "cotton blend",
      "pattern_type": "solid",
      "colour": "red",
      "wash_type": "softner wash",
      "pack_type": "single",
      "size": "L"
    }
  }
}
```

PRODUCT VIEWED

Triggered when a user views a product on a page, screen or preview mode

Type- **Core Event**

```
{
  "type": "track",
  "event": "Product Viewed",
  "properties": {
    "product_id": "52efg-7f",
    "sku": "SD-henleyredL",
    "product_name": "SuperDry Henley Full - Red",
    "l1_category": "Fashion & Lifestyle",
    "l1_category_id": "16578",
    "l2_category": "Men",
    "l2_category_id": "10890",
    "l3_category": "Westernwear",
    "l3_category_id": "10189",
    "l4_category": "T-shirts",
    "l4_category_id": "97878",
    "l5_category": "Henley",
    "l5_category_id": "7896",
    "brand": "SuperDry",
    "brand_id": "90876",
    "quantity": 1,
    "price": 1299.00,
    "value": 1299.00,
    "url": "https://www.ajio.com/superdry-waffle-long-sleeve-henley-t-shirt/p/4103",
    "img_url": "https://assets.ajio.com/medias/sys_master/root/20231111/tJjY/654fa",
    "generic_article_id": "12345678",
    "EAN": "4006381333931",
    "variant_article_number": 12345678-001,
    "meta": {
      "sleeve_type": "full",
      "fabric": "cotton blend",
      "pattern_type": "solid",
      "colour": "red",
      "wash_type": "softner wash",
      "pack_type": "single",
      "size": "L"
    }
  }
}
```

PRODUCT ADDED

Triggered when a user adds a product to their cart

Type- **Core Event**

```

{
  "type": "track",
  "event": "Product Added",
  "properties": {
    "cart_id": "3j2h3j4gh-3472dbsjk",
    "position": 1,
    "product_id": "52efg-7f",
    "sku": "SD-henleyredL",
    "product_name": "SuperDry Henley Full - Red",
    "l1_category": "Fashion & Lifestyle",
    "l1_category_id": "16578",
    "l2_category": "Men",
    "l2_category_id": "10890",
    "l3_category": "Westernwear",
    "l3_category_id": "10189",
    "l4_category": "T-shirts",
    "l4_category_id": "97878",
    "l5_category": "Henley",
    "l5_category_id": "7896",
    "brand": "SuperDry",
    "brand_id": "90876",
    "quantity": 2,
    "price": 1299.00,
    "value": 2598.00,
    "url": "https://www.ajio.com/superdry-waffle-long-sleeve-henley-t-shirt/p/4103",
    "img_url": "https://assets.ajio.com/medias/sys_master/root/20231111/tJjY/654fa",
    "generic_article_id": 12345678,
    "EAN": 4006381333931,
    "variant_article_number": 12345678-001,
    "meta": {
      "sleeve_type": "full",
      "fabric": "cotton blend",
      "pattern_type": "solid",
      "colour": "red",
      "wash_type": "softner wash",
      "pack_type": "single",
      "size": "L"
    }
  }
}

```

PRODUCT REMOVED

Triggered when a user removes an item from the cart

Type- **Core Event**

```

{
  "type": "track",
  "event": "Product Removed",
  "properties": {
    "cart_id": "3j2h3j4gh-3472dbsjk",
    "position": 1,
    "product_id": "52efg-7f",

```

```

    "sku": "SD-henleyredL",
    "product_name": "SuperDry Henley Full - Red",
    "l1_category": "Fashion & Lifestyle",
    "l1_category_id": "16578",
    "l2_category": "Men",
    "l2_category_id": "10890",
    "l3_category": "Westernwear",
    "l3_category_id": "10189",
    "l4_category": "T-shirts",
    "l4_category_id": "97878",
    "l5_category": "Henley",
    "l5_category_id": "7896",
    "brand": "SuperDry",
    "brand_id": "90876",
    "quantity": 1,
    "price": 1299.00,
    "value": 1299.00,
    "url": "https://www.ajio.com/superdry-waffle-long-sleeve-henley-t-shirt/p/4103",
    "img_url": "https://assets.ajio.com/medias/sys_master/root/20231111/tJjY/654fa",
    "generic_article_id": 12345678,
    "EAN": 4006381333931,
    "variant_article_number": 12345678-001,
    "meta": {
      "sleeve_type": "full",
      "fabric": "cotton blend",
      "pattern_type": "solid",
      "colour": "red",
      "wash_type": "softner wash",
      "pack_type": "single",
      "size": "L"
    }
  }
}

```

ORDER COMPLETED

This event is triggered when an order is completed by the user.

Type- **Core Event**

```

{
  "type": "track",
  "event": "Order Completed",
  "properties": {
    "order_id": "3j2h3j4gh-2323b2b3",
    "cart_id": "3j2h3j4gh-3472dbsjk",
    "cart_total": 3897.00,
    "items": 3,
    "other_charges": 2.00,
    "discount": 50.00,
    "order_total": 3849.00,
    "order_payment_breakup": [
      {
        "payment_amount": 3800.0,

```

```
        "mop": "UPI"
    },
    {
        "payment_amount": 49.0,
        "mop": "Sodexo"
    }
],
"products": [{
    "position": 1,
    "product_id": "52efg-7f",
    "sku": "SD-henleyredL",
    "product_name": "SuperDry Henley Full - Red",
    "l1_category": "Fashion & Lifestyle",
    "l1_category_id": "16578",
    "l2_category": "Men",
    "l2_category_id": "10890",
    "l3_category": "Westernwear",
    "l3_category_id": "10189",
    "l4_category": "T-shirts",
    "l4_category_id": "97878",
    "l5_category": "Henley",
    "l5_category_id": "7896",
    "brand": "SuperDry",
    "brand_id": "90876",
    "quantity": 1,
    "price": 1299.00,
    "value": 1299.00,
    "url": "https://www.ajio.com/superdry-waffle-long-sleeve-henley-t-shirt/p/",
    "img_url": "https://assets.ajio.com/medias/sys_master/root/20231111/tJjY/6",
    "generic_article_id": 12345678,
    "EAN": 4006381333931,
    "variant_article_number": 12345678-001,
    "meta": {
        "sleeve_type": "full",
        "fabric": "cotton blend",
        "pattern_type": "solid",
        "colour": "red",
        "wash_type": "softner wash",
        "pack_type": "single",
        "size": "L"
    }
},
{
    "position": 2,
    "product_id": "52efg-7l",
    "sku": "SD-henleyyellowL",
    "product_name": "SuperDry Henley Full - Yellow",
    "l1_category": "Fashion & Lifestyle",
    "l1_category_id": "16578",
    "l2_category": "Men",
    "l2_category_id": "10890",
    "l3_category": "Westernwear",
    "l3_category_id": "10189",
    "l4_category": "T-shirts",
    "l4_category_id": "97878",
```

```

        "l5_category": "Henley",
        "l5_category_id": "7896",
        "brand": "SuperDry",
        "brand_id": "90876",
        "quantity": 2,
        "price": 1299.00,
        "value": 2598.00,
        "url": "https://www.ajio.com/superdry-waffle-long-sleeve-henley-t-shirt/p/
        "img_url": "https://assets.ajio.com/medias/sys_master/root/20231111/tJjY/6
        "generic_article_id": 12345679,
        "EAN": 4006381333932,
        "variant_article_number": 12345678-011,
        "meta": {
            "sleeve_type": "full",
            "fabric": "cotton blend",
            "pattern_type": "solid",
            "colour": "yellow",
            "wash_type": "softner wash",
            "pack_type": "single",
            "size": "L"
        }
    }
}
]
}
}

```

ORDER CANCELLED

This event is triggered when an order is cancelled by the user

Type- **Core Event**

```

{
  "type": "track",
  "event": "Order Cancelled",
  "properties": {
    "order_id": "3j2h3j4gh-2323b2b3",
    "cart_id": "3j2h3j4gh-3472dbsjk",
    "cart_total": 3897.00,
    "items": 3,
    "other_charges": 2.00,
    "discount": 50.00,
    "order_total": 3849.00,
    "order_payment_breakup": [
      {
        "payment_amount": 3800.0,
        "mop": "UPI"
      },
      {
        "payment_amount": 49.0,
        "mop": "Sodexo"
      }
    ],
    "cancellation_reason": "Defective Product",
  }
}

```

```
"cancelled_amount" : 3897.00,
"products": [{
  "position": 1,
  "product_id": "52efg-7f",
  "sku": "SD-henleyredL",
  "product_name": "SuperDry Henley Full - Red",
  "l1_category": "Fashion & Lifestyle",
  "l1_category_id": "16578",
  "l2_category": "Men",
  "l2_category_id": "10890",
  "l3_category": "Westernwear",
  "l3_category_id": "10189",
  "l4_category": "T-shirts",
  "l4_category_id": "97878",
  "l5_category": "Henley",
  "l5_category_id": "7896",
  "brand": "SuperDry",
  "brand_id": "90876",
  "quantity": 1,
  "price": 1299.00,
  "value": 1299.00,
  "url": "https://www.ajio.com/superdry-waffle-long-sleeve-henley-t-shirt/p/",
  "img_url": "https://assets.ajio.com/medias/sys_master/root/20231111/tJjY/6",
  "generic_article_id": 12345678,
  "EAN": 4006381333931,
  "variant_article_number": 12345678-001,
  "meta": {
    "sleeve_type": "full",
    "fabric": "cotton blend",
    "pattern_type": "solid",
    "colour": "red",
    "wash_type": "softner wash",
    "pack_type": "single",
    "size": "L"
  }
},
{
  "position": 2,
  "product_id": "52efg-7l",
  "sku": "SD-henleyyellowL",
  "product_name": "SuperDry Henley Full - Yellow",
  "l1_category": "Fashion & Lifestyle",
  "l1_category_id": "16578",
  "l2_category": "Men",
  "l2_category_id": "10890",
  "l3_category": "Westernwear",
  "l3_category_id": "10189",
  "l4_category": "T-shirts",
  "l4_category_id": "97878",
  "l5_category": "Henley",
  "l5_category_id": "7896",
  "brand": "SuperDry",
  "brand_id": "90876",
  "quantity": 2,
  "price": 1299.00,
```

```

      "value": 2598.00,
      "url": "https://www.ajio.com/superdry-waffle-long-sleeve-henley-t-shirt/p/
      "img_url": "https://assets.ajio.com/medias/sys_master/root/20231111/tJjY/6
      "generic_article_id": 12345679,
      "EAN": 4006381333932,
      "variant_article_number": 12345678-011,
      "meta": {
        "sleeve_type": "full",
        "fabric": "cotton blend",
        "pattern_type": "solid",
        "colour": "yellow",
        "wash_type": "softner wash",
        "pack_type": "single",
        "size": "L"
      }
    }
  ]
}

```

ORDER REFUNDED

This event is triggered when an order that has been cancelled by the user gets a refund.

Type- **Core Event**

```

{
  "type": "track",
  "event": "Order Refunded",
  "properties": {
    "order_id": "3j2h3j4gh-2323b2b3",
    "cart_id": "3j2h3j4gh-3472dbsjk",
    "cart_total": 3897.00,
    "items": 3,
    "other_charges": 2.00,
    "discount": 50.00,
    "order_total": 3849.00,
    "order_payment_breakup": [
      {
        "payment_amount": 3800.0,
        "mop": "UPI"
      },
      {
        "payment_amount": 49.0,
        "mop": "Sodexo"
      }
    ],
    "cancellation_reason": "Defective Product",
    "refund_amount": 3847.00,
    "refund_payment_breakup": [
      {
        "payment_amount": 3800.0,
        "mop": "UPI"
      },
    ],
  }
}

```



```
{
  "payment_amount": 49.0,
  "mop": "Sodexo"
},
"products": [{
  "position": 1,
  "product_id": "52efg-7f",
  "sku": "SD-henleyredL",
  "product_name": "SuperDry Henley Full - Red",
  "l1_category": "Fashion & Lifestyle",
  "l1_category_id": "16578",
  "l2_category": "Men",
  "l2_category_id": "10890",
  "l3_category": "Westernwear",
  "l3_category_id": "10189",
  "l4_category": "T-shirts",
  "l4_category_id": "97878",
  "l5_category": "Henley",
  "l5_category_id": "7896",
  "brand": "SuperDry",
  "brand_id": "90876",
  "quantity": 1,
  "price": 1299.00,
  "value": 1299.00,
  "url": "https://www.ajio.com/superdry-waffle-long-sleeve-henley-t-shirt/p/",
  "img_url": "https://assets.ajio.com/medias/sys_master/root/20231111/tJjY/c",
  "generic_article_id": 12345678,
  "EAN": 4006381333931,
  "variant_article_number": 12345678-001,
  "meta": {
    "sleeve_type": "full",
    "fabric": "cotton blend",
    "pattern_type": "solid",
    "colour": "red",
    "wash_type": "softner wash",
    "pack_type": "single",
    "size": "L"
  }
},
{
  "position": 2,
  "product_id": "52efg-7l",
  "sku": "SD-henleyyellowL",
  "product_name": "SuperDry Henley Full - Yellow",
  "l1_category": "Fashion & Lifestyle",
  "l1_category_id": "16578",
  "l2_category": "Men",
  "l2_category_id": "10890",
  "l3_category": "Westernwear",
  "l3_category_id": "10189",
  "l4_category": "T-shirts",
  "l4_category_id": "97878",
  "l5_category": "Henley",
  "l5_category_id": "7896",
```

```

        "brand": "SuperDry",
        "brand_id": "90876",
        "quantity": 2,
        "price": 1299.00,
        "value": 2598.00,
        "url": "https://www.ajio.com/superdry-waffle-long-sleeve-henley-t-shirt/p/
        "img_url": "https://assets.ajio.com/medias/sys_master/root/20231111/tJjY/6
        "generic_article_id": 12345679,
        "EAN": 4006381333932,
        "variant_article_number": 12345678-011,
        "meta": {
            "sleeve_type": "full",
            "fabric": "cotton blend",
            "pattern_type": "solid",
            "colour": "yellow",
            "wash_type": "softner wash",
            "pack_type": "single",
            "size": "L"
        }
    }
}
]
}
}

```

CHECKOUT STARTED

Triggered when a user starts the checkout process for the items in their cart. This event can be fired when a user clicks on the “Proceed to buy” or any other variation of the option.

Type- **Core Event**

```

{
  "type": "track",
  "event": "Checkout Started",
  "properties": {
    "order_id": "3j2h3j4gh-2323b2b3",
    "cart_id": "3j2h3j4gh-3472dbsjk",
    "cart_total": 3897.00,
    "items": 3,
    "other_charges": 2.00,
    "discount": 50.00,
    "order_total": 3849.00,
    "products": [{
      "position": 1,
      "product_id": "52efg-7f",
      "sku": "SD-henleyredL",
      "product_name": "SuperDry Henley Full - Red",
      "l1_category": "Fashion & Lifestyle",
      "l1_category_id": "16578",
      "l2_category": "Men",
      "l2_category_id": "10890",
      "l3_category": "Westernwear",
      "l3_category_id": "10189",
      "l4_category": "T-shirts",
    }
  ]
}

```

```
"l4_category_id": "97878",
"l5_category": "Henley",
"l5_category_id": "7896",
"brand": "SuperDry",
"brand_id": "90876",
"quantity": 1,
"price": 1299.00,
"value": 1299.00,
"url": "https://www.ajio.com/superdry-waffle-long-sleeve-henley-t-shirt/p/

"generic_article_id": 12345678,
"EAN": 4006381333931,
"variant_article_number": 12345678-001,
"meta": {
  "sleeve_type": "full",
  "fabric": "cotton blend",
  "pattern_type": "solid",
  "colour": "red",
  "wash_type": "softner wash",
  "pack_type": "single",
  "size": "L"
}
},
{
  "position": 2,
  "product_id": "52efg-7l",
  "sku": "SD-henleyyellowL",
  "product_name": "SuperDry Henley Full - Yellow",
  "l1_category": "Fashion & Lifestyle",
  "l1_category_id": "16578",
  "l2_category": "Men",
  "l2_category_id": "10890",
  "l3_category": "Westernwear",
  "l3_category_id": "10189",
  "l4_category": "T-shirts",
  "l4_category_id": "97878",
  "l5_category": "Henley",
  "l5_category_id": "7896",
  "brand": "SuperDry",
  "brand_id": "90876",
  "quantity": 2,
  "price": 1299.00,
  "value": 2598.00,
  "url": "https://www.ajio.com/superdry-waffle-long-sleeve-henley-t-shirt/p/

"generic_article_id": 12345679,
"EAN": 4006381333932,
"variant_article_number": 12345678-011,
"meta": {
  "sleeve_type": "full",
  "fabric": "cotton blend",
  "pattern_type": "solid",
  "colour": "yellow",
  "wash_type": "softner wash",
  "pack_type": "single",
```

```

        "size": "L"
      }
    }
  ]
}

```

Mobile Events

These events are specific to mobile application activity

APPLICATION INSTALLED

This event is fired when an application is opened for the first time after installation. It is a one time event. Should be fired on successful sign up/ sign in along with the Sign up/ Sign in Track event (taking into consideration anonymous users we do not deal with)

```

{
  "type": "track",
  "event": "Application Installed",
  "properties": {
    "application": "Jiomart",
    "version": "18.0.1",
    "build": "23",
    "platform": "iOS"
  }
}

```

Key name	Data type	Possible Values	Example/ Description
properties.app lication	varchar(100)		Name of the platform or application whose application is installed
propeties versi on	varchar(50)		Version of the application installed
properties.buil d	varchar(50)		Build number of the application installed
properties.platf orm	varchar(20)	iOS, Android	

APPLICATION OPENED

This event is fired when an application is opened or brought to the foreground after first open. It is fired along with any other Login Track events. (This event should be fired in all instances of application being opened/ brought to the foreground except for the first instance where Application Installed is fired)

```

{

```

```

    "type": "track",
    "event": "Application Opened",
    "properties": {
      "application": "Jiomart",
      "from_background": false,
      "not_running": true,
      "version": "18.0.1",
      "build": "23",
      "platform": "iOS"
    }
  }
}

```

Key name	Data type	Possible Values	Example/ Description
properties.application	varchar(100)		Name of the platform or application whose application is installed
properties.from_background	boolean		Value for when the application is opened from background
properties.not_running	boolean		Value for when the application was not running on the background
properties.version	varchar(50)		Version of the application installed
properties.build	varchar(50)		Build number of the application installed
properties.platform	varchar(20)	iOS, Android	

APPLICATION BACKGROUNDED

This event is fired when the application is moved to background from the foreground after first open

```

{
  "type": "track",
  "event": "Application Backgrounded",
  "properties": {
    "application": "Jiomart",
    "platform": "iOS"
  }
}

```

Key name	Data type	Possible Values	Example/ Description
properties.app lication	varchar(100)		Name of the platform or application whose application is installed
properties.platf orm	varchar(20)	iOS, Android	

APPLICATION UPDATED

This event is fired when a user updates the application and opens it for the first time after an

```
{
  "type": "track",
  "event": "Application Updated",
  "properties": {
    "application": "Jiomart"
    "previous_version": "18.1.0"
    "previous_build": "24",
    "version": "19.0.0",
    "build": "10",
    "platform": "iOS"
  }
}
```

Key name	Data type	Possible Values	Example/ Description
properties.app lication	varchar(100)		Name of the platform or application whose application is installed
properties.pre vious_version	varchar(50)		Version of the application installed
properties.pre vious_build	varchar(50)		Build number of the application installed
propeties.versi on	varchar(50)		Version of the application installed
properties.buil d	varchar(50)		Build number of the application installed
properties.platf orm	varchar(20)	iOS, Android	

APPLICATION UNINSTALLED

This event is fired when a user uninstalls the application

```
{
  "type": "track",
```

```

    "event": "Application Uninstalled",
    "properties": {
      "application": "Jiomart",
      "platform": "iOS"
    }
  }

```

Key name	Data type	Possible Values	Example/ Description
properties.app lication	varchar(100)		Name of the platform or application whose application is installed
properties.platf orm	varchar(20)	iOS, Android	

APPLICATION CRASHED

This event is fired when a crash notification is fired from app. It is only meant supplant information for crashed users

```

{
  "type": "track",
  "event": "Application Crashed",
  "properties": {
    "application": "Jiomart",
    "platform": "iOS"
  }
}

```

Key name	Data type	Possible Values	Example/ Description
properties.app lication	varchar(100)		Name of the platform or application whose application is installed
properties.platf orm	varchar(20)	iOS, Android	

Context data and payload

The context data for apps and web will also vary as per the device being used. Below is an example for both the cases.

The standard structure is as follow -

1. campaign
2. device (mobile) / useragent (web)
3. screen (mobile) / page (web)
4. location (mobile) / ip (web)
5. channel: browser or mobile
6. os

Mobile

(Comments include thread where keys of context data and research links are added)

```
{
  "campaign": {
    "name": "Ajio Big Bold Sale",
    "source": "Sale banner",
    "medium": "push notifications",
    "content": "image link"
  },
  "device": {
    "adTrackingEnabled": true,
    "advertisingId": "0EE0AC3D-F204-4807-92CE-972CD19E3462",
    "id": "9DEE4E8E-ED3D-4C2F-BCF1-9A51149C773F",
    "manufacturer": "Apple",
    "model": "iPhone14,5",
    "name": "iPhone",
    "token": "f468984aa58aef5dfbfd6943dda709454cdea1b45a1f522a89c3809d236c8810",
    "type": "ios"
  },
  "screen": {
    "width": 1125,
    "height": 2436,
    "density": 3
  },
  "location": {
    "city": "Mumbai",
    "country": "India",
    "latitude": 19.116625,
    "longitude": 72.862358
  },
  "os": {
    "name": "iOS",
    "version": "17.2"
  },
  "channel": "mobile",
}
```

Web

(Comments include thread where keys of context data and research links are added)

```
{
  "campaign": {
    "name": "Ajio Big Bold Sale",
    "source": "Sale banner",
    "medium": "advertisement",
    "content": "image link"
  },
  "userAgent": "Mozilla/5.0 (Windows NT 10.0; Win64; x64) AppleWebKit/537.36 (KHTML, 1
  "page": {
```



```

    "url": "https://www.ajio.com/s",
    "title": "Ajio Big Bold Sale - 50_to_90 percent sale",
    "path": "50-to-90-percent-off-5399-78471",
    "referrer": "https://www.google.com/",
    "search": "?utm_source=google"
  },
  "ip": "115.117.121.194",
  "os": {
    "name": "Windows",
    "version": "11"
  },
  "channel": "browser",
}

```

Complete Track Call

Behaviour Events

A complete example of a Track Call (behaviour) with context data and properties

```

{
  "writeKey": "859f596fec469fae9a5644877d8a5840e53afbbaa415833d402a67f2f5ff29f9d",
  "messageId": "ajs-next-8a1f5afd38d23123d171bc94777e88b6",
  "request_id": "68443ea7-41bb-4cf9-bc6c-7467afbce5b6",
  "sent_at": "2024-04-26T09:45:13.695Z",
  "external_ids": [
    {
      "type": "rr_id",
      "id": "802e83d0-27bc-4d68-b403-3da6d3fa223a"
    }
  ],
  "application_ids": [
    {
      "type": "ajio_id",
      "id": "f225edcf-0fc9-4053-ba48-756813baa6fa"
    }
  ],
  "context": {
    "campaign": {
      "name": "Ajio Big Bold Sale",
      "source": "Sale banner",
      "medium": "push notifications",
      "content": "image link"
    },
    "device": {
      "adTrackingEnabled": true,
      "advertisingId": "0EE0AC3D-F204-4807-92CE-972CD19E3462",
      "id": "9DEE4E8E-ED3D-4C2F-BCF1-9A51149C773F",
      "manufacturer": "Apple",
      "model": "iPhone14,5",
      "name": "iPhone",

```

```
    "token": "f468984aa58aef5dfbfd6943dda709454cdea1b45a1f522a89c3809d236c8810",
    "type": "ios"
  },
  "screen": {
    "width": 1125,
    "height": 2436,
    "density": 3
  },
  "location": {
    "city": "Mumbai",
    "country": "India",
    "latitude": 19.116625,
    "longitude": 72.862358
  },
  "os": {
    "name": "iOS",
    "version": "17.2"
  },
  "channel": "mobile"
},
"type": "track",
"event": "Product Added",
"properties": {
  "cart_id": "3j2h3j4gh-3472dbsjk",
  "position": 1,
  "product_id": "52efg-7f",
  "sku": "SD-henleyredL",
  "product_name": "SuperDry Henley Full - Red",
  "l1_category": "Fashion & Lifestyle",
  "l1_category_id": "16578",
  "l2_category": "Men",
  "l2_category_id": "10890",
  "l3_category": "Westernwear",
  "l3_category_id": "10189",
  "l4_category": "T-shirts",
  "l4_category_id": "97878",
  "l5_category": "Henley",
  "l5_category_id": "7896",
  "brand": "SuperDry",
  "brand_id": "90876",
  "quantity": 2,
  "price": 1299.00,
  "value": 2598.00,
  "url": "https://www.ajio.com/superdry-waffle-long-sleeve-henley-t-shirt/p/41039359",
  "img_url": "https://assets.ajio.com/medias/sys_master/root/20231111/tJjY/654fa1bca",
  "generic_article_id": 12345678,
  "EAN": 4006381333931,
  "variant_article_number": 12345678-001,
  "meta": {
    "sleeve_type": "full",
    "fabric": "cotton blend",
    "pattern_type": "solid",
    "colour": "red",
    "wash_type": "softner wash",
    "pack_type": "single",
```

```
        "size": "L"
      }
    }
  }
```

Mobile Events

A complete example of a Track Call (mobile) with context data and properties

```
{
  "writeKey": "859f596fec469fae9a5644877d8a5840e53afbbaa415833d402a67f2f5ff29f9d",
  "messageId": "ajs-next-8a1f5afd38d23123d171bc94777e88b6",
  "request_id": "68443ea7-41bb-4cf9-bc6c-7467afbce5b6",
  "sent_at": "2024-04-26T09:45:13.695Z",
  "external_ids": [
    {
      "type": "rr_id",
      "id": "802e83d0-27bc-4d68-b403-3da6d3fa223a"
    }
  ],
  "application_ids": [
    {
      "type": "ajio_id",
      "id": "f225edcf-0fc9-4053-ba48-756813baa6fa"
    }
  ],
  "context": {
    "campaign": {
      "name": "Ajio Big Bold Sale",
      "source": "Sale banner",
      "medium": "push notifications",
      "content": "image link"
    },
    "device": {
      "adTrackingEnabled": true,
      "advertisingId": "0EE0AC3D-F204-4807-92CE-972CD19E3462",
      "id": "9DEE4E8E-ED3D-4C2F-BCF1-9A51149C773F",
      "manufacturer": "Apple",
      "model": "iPhone14,5",
      "name": "iPhone",
      "token": "f468984aa58aef5dfbfd6943dda709454cdea1b45a1f522a89c3809d236c8810",
      "type": "ios"
    },
    "screen": {
      "width": 1125,
      "height": 2436,
      "density": 3
    },
    "location": {
      "city": "Mumbai",
      "country": "India",
      "latitude": 19.116625,
      "longitude": 72.862358
    }
  }
}
```

```
    },
    "os": {
      "name": "iOS",
      "version": "17.2"
    },
    "channel": "mobile"
  },
  "type": "track",
  "event": "Application Opened",
  "properties": {
    "application": "Jiomart",
    "from_background": false,
    "not_running": true,
    "version": "18.0.1",
    "build": "23",
    "platform": "iOS"
  }
}
```

	CONTEXT FIELD	ANALYTICS.JS	ANALYTICS-IOS	ANALYTICS-ANDROID
1	app.name		✓	✓
2	app.version		✓	✓
3	app.build		✓	✓
4	campaign.name	✓		
5	campaign.source	✓		
6	campaign.medium	✓		
7	campaign.term	✓		
8	campaign.content	✓		
9	device.type		✓	✓
10	device.id		✓	✓
11	device.advertisingId		✓	✓
12	device.adTrackingEnabled		✓	✓
13	device.manufacturer		✓	✓
14	device.model		✓	✓
15	device.name		✓	✓
16	library.name	✓	✓	✓
17	library.version	✓	✓	✓
18	ip*	✓	✓	✓
19	locale	✓	✓	✓
20	network.bluetooth			✓
21	network.carrier		✓	✓
22	network.cellular		✓	✓
23	network.wifi		✓	✓
24	os.name		✓	✓
25	os.version		✓	✓
26	page.path	✓		
27	page.referrer	✓		
28	page.search	✓		
29	page.title	✓		
30	page.url	✓		
31	screen.density			✓
32	screen.height		✓	✓
33	screen.width		✓	✓
34	traits		✓	✓
35	userAgent	✓		✓
36	userAgentData*	✓		
37	timezone	✓	✓	✓

Phase 1 Events to be received (Jiomart BAU)

Event Method	Name	Triggered by Jiomart Web App	Triggered by Jiomart Mobile App
Track	Order Completed	Yes	Yes
Track	Order Cancelled	Yes	Yes
Track	Order Refunded	Yes	Yes
Track	Product Viewed	Yes	Yes
Track	Product Added	Yes	Yes
Track	Product Removed	Yes	Yes
Track	Checkout Started	Yes	Yes
Page	Page Viewed	Yes	No
Screen	Screen Viewed	No	Yes
Track	Application Installed	No	Yes
Track	Application Opened	No	Yes
Track	Application Backgrounded	No	Yes
Track	Application Updated	No	Yes