

The Chocolate Shop Tracking Measurement Plan

Event Name	Event Description	Trigger	Description	Tracking Goal	KPI(s)
Add to Cart from homepage	add item to cart from "Featured Chocolates" section of homepage	clicks on Add to Cart button		to allow for tracking the origin of the add to cart trigger by page	number of clicks per page
Add to Cart from our chocolate page	add item to cart from "Our Chocolates" page	user clicks on Add to Cart button		to allow for tracking the origin of the add to cart trigger by page	number of clicks per page
Add to cart specific item	user adds a specific type of chocolate	clicks on Add to Cart button		to allow for tracking the type of chocolate added to the cart	number of clicks per item
Contact request	form is used to contact The Chocolate Shop	clicks on Submit		to allow for additional demographic information of the customer making contact	number of requests
Newsletter subscription	form is used to sign up for the newsletter	clicks on Submit		start logging additional demographic information of the customers signing up to optimize marketing	numbers of sign ups
Email contact	hyperlink is used to contact through customer's email	clicks on email hyperlink		to allow for linking of demographic information of the customer making contact	number of contacts
Phone contact	hyperlink is used to call phone number	clicks on phone number hyperlink		to allow for linking of demographic information of the customer making contact	number of contacts
About us page	customer scrolls through to read about The Chocolate Shop	scrolls to read "Aboout us" page	relevant on smaller breakpoints like mobile	to let us know how engaging our text is	percentage of page scrolled