What Which parts of the website, what kind of events?	When What has to happen in order for the tracking to start collecting data?	Why What will the data you gather help you with specifically?	KPI What numbers should be reported in order to evaluate whether our goals are met for the respective event?
page_view	as soon as the page loads	to identify which pages are mostly visited	Total number of page views + Unique page views
active_user_session_duration	as soon user opens the page until the user leaves or close the tab	to identify how long a user visits the website	duration per website
page_view_duration	as soon user opens a page until it goes inactive or close	to identify how long each page is visited	duration per page
add_to_cart_click	as soon the add to cart button is clicked	to identify which items are mostly added to cart	order per visit
insert_to_cart_notification_click	as soon the user clicks Okay on notification	to identify user activity on purchasing	clicks on notification per order
contact_form_start (_homepage?)	as soon the user starts filling out the contact form	to identify how many user start filling out	total start of form filling out + unique
contact_form_submission (homepage?)	as soon the user clicks on submit for the contact form	to identify how many user submits contact form	total form filling out submission + unique
email_click	as soon the user clicks on email	to identify how many users interact with email	number of clicks on email
phone_number_click	as soon the user clicks on phone number	to identify how many users interact with phone number	number of clicks on phone number
newsletter_subscription_start	as soon the user start filling out newsletter field	to identify how many users interact with newsletter subsc	total start of form filling out + unique
newsletter_subscription_submission	as soon the user clicks on submit for the newsletter form	to identify how many user submits newsletter form	total form filling out submission + unique
scroll_depth	as soon the user reaches a certain % of page depth	to identify how many user scroll down a page	depth %
value_cart_over_20	if cart values reaches 20€	to identify how many times carts reach a selected amou	cart value over 20€
returning_visitor	if same visitor returns to page	to identify how many visitors return to website	number of returning visitors
bounce_rate_within_5_sec	if visitor leaves the page within 5 seconds	to identify pages bounce rate	number or page view duration below 5 seconds
item_id_add_to_cart	as soon as specific item is selected	to identify which items are mostly added to cart	as soon as specific item is added to cart
price_add_to_cart	as soon as specific item is selected	to identify value of carts per order	as soon as specific item is added to cart
quantity_add_to_cart	as soon as specific item is selected	to identify number of items added per order	as soon as specific item is added to cart