Auto Analytics

# Requests for New Automotive Events in Quantum Metric (QM)

**Aug 2023**

# Overview – New QM Event Requests

This report serves as a formal request to create new quantum metric events.

**UXR**

# Automotive – FITTED PDP Add to Cart DISPLAYED

**Event Description:** Triggers when ADD TO CART is successfully displayed on a FITTED Auto SKU PDP
**Other Comments:** Need to be able to **differentiate** from automotive general merchandise (non-fitted) ATC display vs fitted.

## Automotive PDP (fitted) ATC display



**Fitted Vehicle**

## Auto - PDP General merch (non-fitted) ATC display



**Add to Cart DISPLAYED**
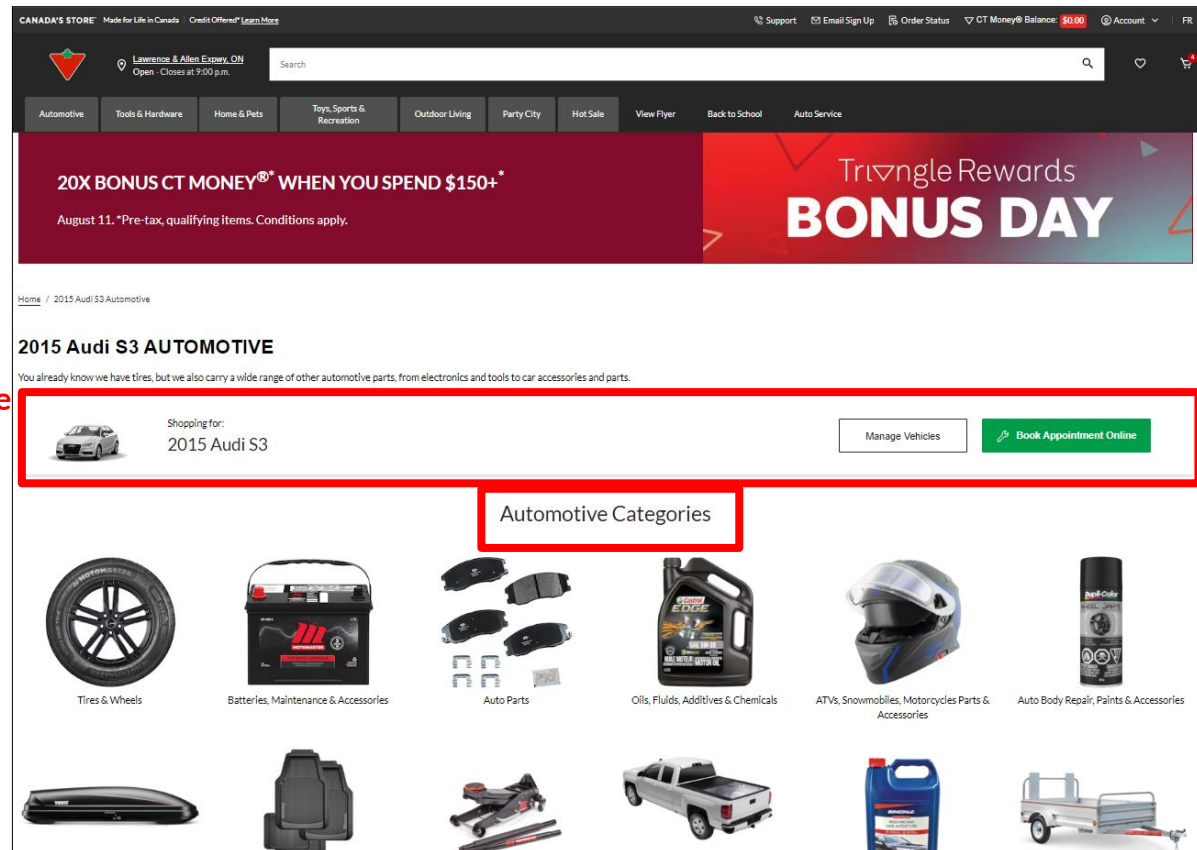
**Add to Cart DISPLAYED**

**UXR**

# Automotive - FITTED Category Page

**Event Description:** Captures when a category page is a FITTED automotive category

**Other Comments:**
- required to know when a fitted auto page is being displayed
- This event duplicates "Automotive - Vehicle Selector Displayed" but with a fitted vehicle on an automotive category page.

# Automotive - Packages Flow

**Event Description:** Captures when a user enters the packages flow for tires/wheels.

**Other Comments:**
- URL: https://www.canadiantire.ca/en/automotive/tires-wheels/tires-wheels-packages.html
- Values captured: Captures TIRE or WHEEL selection first, previous page/entry point, and vehicle information.

# Automotive - Shop without Vehicle Selector

**Description:** Triggers when user shops by a variant or SKU. Value captured is "PDP" if occurred on PDP and "Non-PDP" otherwise.

**Other Comments:**

- This is replacing the event "Automotive - Shop w No Vehicle Click".

Example of product we want captured



This message will likely occur.

Vehicle selector not present in most cases.

Add to Cart available