



UXR

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.

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.


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

Back to Results | Home / Automotive / Car Cleaning / Car Wash & Dry / Car Wash / SIMONIZ 2-in-1 Car Wash & Wax, 1.89-L

Simoniz

SIMONIZ 2-in-1 Car Wash & Wax, 1.89-L #039-4590-0

★★★★☆ 4.4 (184)



\$16.99

TESTED Top Rated

Get it in store: 10 In Stock — Aisle 4

Free Pick Up

Curbside Pick Up Available

Lawrence & Allen Expwy, ON

Ready for pick up by 03:00 p.m., Aug 11

Find stores with inventory

Ship to home

+

- 1 +

Add to Cart

♥

Potential CT Money® ▼ \$5.07

View Offers

Reward yourself with the Triangle Mastercard

Add to Cart
DISPLAYED



Automotive PDP (fitted) ATC display

Performance Tire For Passenger & CUV #208-0082-2

\$411.99 Each

Set Of 4 \$1,647.96

Plus \$5.50 Tire Recycle Fee Per Tire^h

\$25 Bonus CT Money®

Best Seller

Size: 235/35ZR19 91Y

Road Rated - 99.8

W+1

♥

This part fits your 2015 Audi S3

Only available online at Lawrence & Allen Expwy, ON

Free Pick Up

Curbside Pick Up Available

Lawrence & Allen Expwy, ON

Ready to Ship by Aug 12 - Aug 16

Yonge & Steeles, ON

1 In Stock

Find stores with inventory

Ship to home

Unfortunately, this product is not eligible for Ship to Home.

Book Online for Tire Installation

6 year, nationwide tire warranty is included when you install at Canadian Tire!

To book an appointment online, look for your link included in the "Tires are Ready" email.

- 1 +

Add to Cart

♥

Potential CT Money® ▼ \$6.65

View Offers

Fitted Vehicle



Add to Cart
DISPLAYED



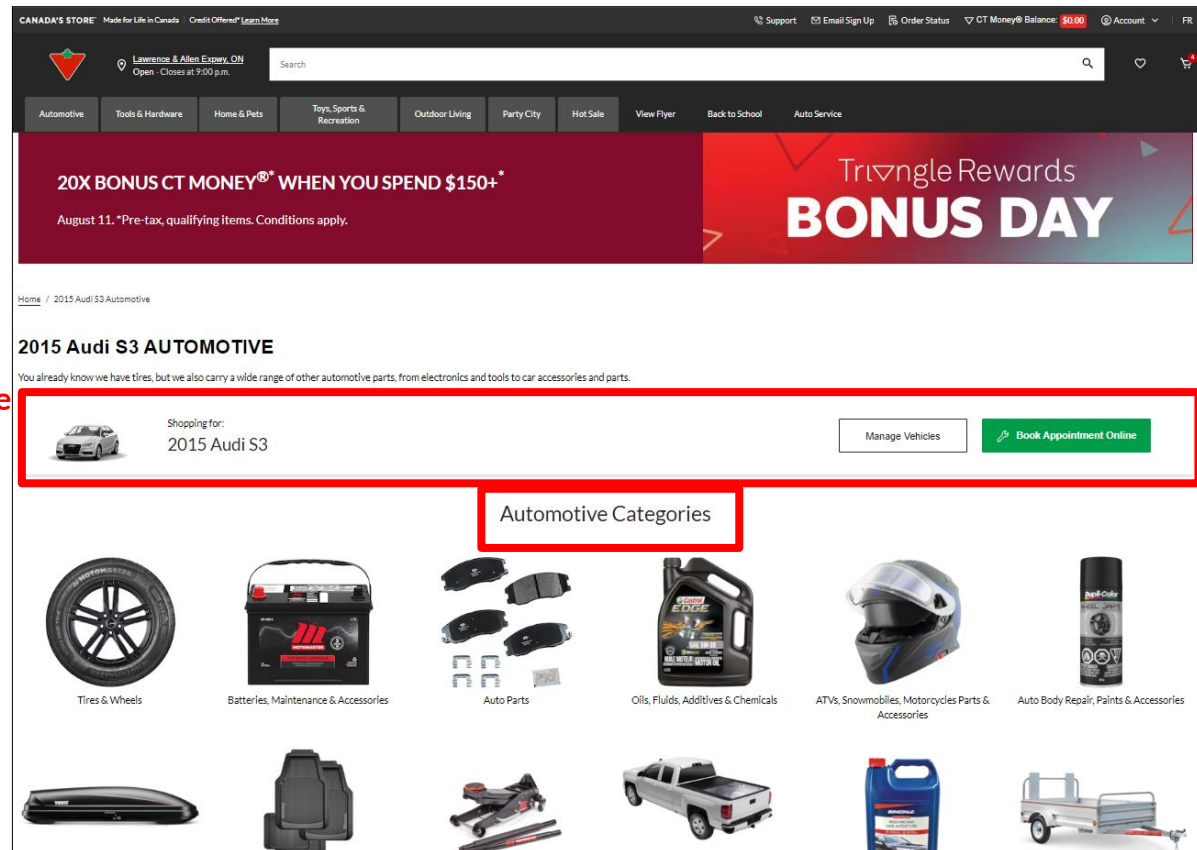
Automotive - FITTED Category Page

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.

Fitted Vehicle



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.

The screenshot displays the Canadian Tire website's interface for selecting tires or wheels for a 2015 Audi S3. The top navigation bar includes links for Support, Email Sign Up, Order Status, Join Triangle Rewards, Sign In, and FR. A search bar and a location indicator for Lawrence & Allen Expy, ON are also present. Below the navigation bar, a breadcrumb trail reads: Home / Automotive / Tires & Wheels / 2015 Audi S3 Tires & Wheels Packages.

The main heading is "2015 Audi S3 TIRES & WHEELS PACKAGES". Below this, a section shows the user is shopping for a "2015 Audi S3" with a "Manage Vehicles" button and a "Book Appointment Online" button. A message states: "We need a few more pieces of information about your vehicle". Below this, a dropdown menu labeled "Option" and an "Update Vehicle" button are visible.

The main content area is titled "Start By Selecting A Wheel Or A Tire". It features two columns. The left column shows a wheel icon and the text "Start your package by selecting a Wheel", with a "Select a Wheel" button highlighted by a red rectangle. The right column shows a tire icon and the text "Start your package by selecting a Tire", with a "Select a Tire" button highlighted by a red rectangle.

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

Automotive

Tools & Hardware

Home & Pets

Toys, Sports & Recreation

Outdoor Living

Party City

Hot Sale

View Flyer

Back to School

Auto & Store Services


[Back to Results](#) | [Home](#) / [Automotive](#) / [Batteries, Maintenance & Accessories](#) / [RV Batteries](#) / MOTOMASTER NAUTILUS Group...



MotoMaster Nautilus

MOTOMASTER NAUTILUS Group Size 27 Deep Cycle Battery

#010-2792-8 | Part #NAU27DC

★★★★☆ 4.3 (61)





\$199.99

Plus \$20.00 Core Charge (0)

Top Rated

Exclusive

1

We can't confirm this part fits your vehicle. Confirm fitment by providing your vehicle information

[Shop by Vehicle](#)

Get it in store: Only 2 Left! - Limited Stock

Free Pick Up

Curbside Pick Up Available

Lawrence & Allen Expwy. ON

Ready for pick up by 01:00 p.m., Sep 1

[Find stores with inventory](#)

Ship to home

Unfortunately, this product is not eligible for Ship to Home.

- 1 +

Add to Cart

Need Installation

Auto Services are available at participating locations

[View More](#)

Potential CT Money®

\$4.80

This message will likely occur.

Vehicle selector not present in most cases.

Add to Cart available