| Event Name | Event Description | Trigger | Description | Tracking Goal | KPIs |
|---|---|---|---|---|---|
| Add to cart | A product/products is added to cart | Clicks on add-to-cart-btn [1] | Click on Add to cart button on different products | Which products or amount of products are added | Amount and type of products added and also purchased |
| **Our Chocolates** Link Click | User clicks on the "Our Chocolates" Menu Item | Click on the "Our Chocolates" menu item | Click on the Our Chocolates item on the menu | Users to read the "Our Chocolates" Link | Total number of clicks on the "Our Chocolates" menu item |
| **About Us** Link Click | User clicks on the About Us Menu and reads the content | Clicks on the menu item: <li><a href='/reviews'>Reviews</a></li> | Click on the About Us item on the menu | Users to read the "About" Link by the amount of clicks received | Total number of clicks on the "About Us" menu item |
| **Reviews** Link Click | User clicks on the "Reviews" Menu Item | Click on the "Review" Menu item / Clicks on the element: href='/reviews'>Reviews</a></li> [2] | Click on the Review item on the menu | Users to read the Reviews | Total number of clicks on the "Reviews menu item |
| Contact Form Submission | User submits the contact form | Clicks and fills out element: <form id="newsletter-form"> <input placeholder="email" /> <input type="submit" /> [3] | Click on Contact Form Submission | Drive users to fill the contact for submission | Total number of contact form submissions and type of queries |
| Newsletter suscriptions | User subscribes to the newsletter. | Clicks and fills out element: form id="newsletter-form"> <input placeholder="email" /> <input type="submit" /> | Enter e-mail address in the input field and click on the submit button | More Newsletter suscriptions | Total number of newsletter subscriptions |
| Send an e-mail | User sends an e-mail | Clicks on element: <a href="mailto: fake@chocolate-shop.com [4] | Click on the chocolate shop e-mail address link | | Amount of emails sent/received |
| Make a phone call | Users makes a phone call | Clicks element containing <a href="tel: 0049123456">+49 123456</a> [5] | Click on the chocolate shop number | Telephone numbers clicks | Amount of clicks on the number |
| | | | | | |

[1] add-to-cart-btn

[2] href='/reviews'>Reviews</a></li>

[3] <form id="newsletter-form">
        <input placeholder="email" />
        <input type="submit" />

[4] <a href="mailto:fake@chocolate-shop.com

[5]     <a href="tel:0049123456">+49 123456</a>