REVENUE TRACKING									
Feature	Event	attr_float	attr_bool	attr_str1	attr_str2	attr_str3	User ID	Date joined	Last login
Chat	Sent message		<promoted>	<promoted chat name>					
	Typed message		<promoted>	<promoted chat name>					
	Used template		<promoted>	<promoted chat name>					
Sticker	Used sticker			<pack name>					
	Purchased sticker pack	<price in USD>		<pack name>					
Rich content	Searched		<promoted>	<type (meme, sticker, gi	<name>	<share method>			
	Viewed		<promoted>	<type (meme, sticker, gi	<name>	<share method>			
	Shared		<promoted>	<type (meme, sticker, gi	<name>	<share method>			
	Created		<promoted>	<type (meme, sticker, gi	<name>	<share method>			

RETENTION TRACKING									
Feature	Event	attr_str1	attr_str2	attr_bool	attr_int1	User ID	Date joined	Last login	Timestamps (x3)
Chat	Sent message	<message recipient>	<promoted chat name>	<bot>	<recipient userID>				
	Received message	<message sender>	<promoted chat name>	<bot>	<sender userID>				
Rich content	Used	<type (sticker, gif, meme...)>	<name>						
Bot	Added bot	<bot name>							
Kik	Open app								
	Close app								
	Settings	<previous setting>	<saved setting>						
	Add user	<method>	<username>	<used QR code>	<userID>				
	Invite	<method>							

LEGEND		
not used	event modifier	meta data