Use Event	Event Friendly Name	Event Names	Event Trigger	Required Parameters
Article interaction				
TRUE	View Article (Article Impression)	view_article	a user views an article	article_name
				section
				author
				tags
TRUE	Share	share	when a user shares your content	article_name
				section
				author
				tags
TRUE	Comment Article	comment_article	a user leaves a comment in an article	article_name
				section
				author
				tags
Video				
TRUE	Video Start	video_start	video play	video_current_time
				video_duration
				video_percent
				video_title
				video_url
TRUE	Video Complete	video_complete	video complete	video_current_time
				video_duration
				video_percent
				video_title
				video_url
Registration/Login				
TRUE	Sign Up	sign_up	when a user signs up	method
TRUE	Login	login	when a user logs in successfully	method
TRUE	Purchase	purchase	when a user buys a product	item name
				item_category
				item_id
				price
				currency
				payment_method
				promotional_code
TRUE	Newsletter Subscribe	newsletter_subscription	when a user subscribes to a newsletter	subscription
				is_logged
Search				
TRUE	Search	search	when a user searches your content	search_term
				article_name
				section
Navigation				
TRUE	Page View	page_view	a user navigates to a new page	page_title
				page_path
TRUE	Scroll	scroll_depth	the percentage of scroll depth	page_title
				page_path
				percentage