

SPECIFICATIONS FOR MYTOUCHPOINT TRACKING & ATTRIBUTION IMPLEMENTATION

1. Project Context

a) Company Overview

- **Company Name:** InTouch SA
- **Industry:** Financial Services
- **Solution:** MyTouchPoint – A cross-wallet money transfer platform offering :
 - **Money Transfers:** Send and receive funds across different mobile wallets.
 - **Merchant Payments:** Pay merchants digitally.
 - **Airtime & Bill Payments:** Recharge credit, pay utility bills, and other services.

b) Current Challenges

1. **Limited User Journey Visibility:**
 - No structured tracking from **onboarding to conversion & churn**.
 - No **drop-off analysis** to detect friction points in the user journey.
2. **Lack of Retention & Engagement Insights:**
 - No **Cohort Retention Analysis** to track user behavior over time.
 - No automated **re-engagement campaigns** for inactive users.
3. **Inaccurate Marketing Attribution:**
 - No clear understanding of **which channels drive high-value users & transactions**.

2. Objectives of the Tracking Implementation

- ✓ **User Journey Analysis** → Identify where users drop off & optimize onboarding.
- ✓ **Conversion & Revenue Tracking** → Capture transaction amounts, fees & payment methods.
- ✓ **Retention Cohort Analysis** → Measure how long users stay active after sign-up.
- ✓ **Marketing Channel Attribution** → Understand which ads & campaigns bring the best users.
- ✓ **Clevertap Setup** → Automate **user engagement & reactivation** campaigns.

3. Scope of Work

A) Full Tracking Implementation

1 Platforms to Track

- **Android App**
- **iOS App**
- **Web App** (<https://mytouchpoint.net>)

2 Tools & Technologies

- **Google Analytics 4 (GA4) & Firebase** → User behavior tracking
- **Google Tag Manager (GTM)** → Event tracking
- **Meta Pixel & Conversion API** → Facebook Ads tracking
- **Google Ads Conversion Tracking** → Paid campaign attribution
- **Adjust, AppsFlyer, or Branch.io** → Mobile attribution
- **CleverTap** → User engagement & retention automation

3 Key Events to Track

Onboarding & Registration

- App Install (Attributed to marketing channel)
- First App Open
- Registration Start & Completion
- KYC Verification

Transactions & Payments

- **Money Transfers** (Capture amount, fees, payment method & originating channel)
- **Merchant Payments** (Capture **merchant name, country & channel**)
- **Airtime & Bill Payments**

User Engagement & Retention

- App Opens (Daily, Weekly, Monthly Active Users)
- Notification Clicks & Conversions
- Session Duration
- User Drop-offs during **registration, transaction process & checkout**

Retention & Churn Analysis

- Cohort Analysis to measure **user retention & engagement over time**
- Identify **inactive users** & implement reactivation strategies

B) Marketing Channel Attribution

- ✓ Track Paid Campaigns (Google Ads, Facebook Ads, TikTok Ads, etc.)
- ✓ Track Organic Sources (SEO, Direct, App Store Search)
- ✓ Referral & Affiliate Tracking
- ✓ Multi-Touch Attribution Models

C) CleverTap Setup for Engagement & Reactivation

1 User Segmentation & Engagement Triggers

- Automated Push Notifications & SMS for **first-time users**.
- Dynamic **in-app messages** based on user behavior.
- Personalized offers for **high-value users**.

2 Reactivation Campaigns for Inactive Users

- Identify users who **haven't transacted in X days**.
- Send targeted offers & reminders via **push, email & SMS**.

3 Retention Cohort Analysis

- Track **user activity over 7, 14, 30 days** post-signup.
- Identify **churn reasons** & optimize retention strategies.

4. Deliverables

✓ 1. Full Tracking Setup

- Implement **GA4, Firebase, GTM, Meta Pixel & Adjust/AppsFlyer**.
- Ensure **cross-device tracking** (Android, iOS, Web).
- Implement **deep linking** for marketing campaigns.

✓ 2. Channel Attribution & Marketing Insights

- UTM tracking & **paid campaign source attribution**.
- Real-time dashboards for **lead sources & customer engagement**.

✓ 3. CleverTap Setup for User Engagement

- Configure **automated notifications & personalized offers**.
- Set up **retention cohort analysis** to track long-term engagement.

✓ 4. Testing, Debugging & Training

- Validate **data accuracy & troubleshoot tracking issues**.
- **Train internal teams** on analytics dashboards.
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5. Timeline & Next Steps



Phase 1: Tracking Implementation → 4-6 weeks



Phase 2: CleverTap Setup & Retention Analysis → 2-3 weeks



Phase 3: Testing & Optimization → 2 weeks

6. Questions



1. Are you comfortable handling both tracking setup & Clevertap automation?



2. What is your estimated timeline for full implementation (iOS, Android & Web)?



3. Do you have experience with retention cohort analysis in GA4 & CleverTap?



4. What dependencies do you need from our development team?