

Platter Analytics

Events Reference

Umami Event Tracking - Full Funnel Documentation
Bitroot.org | February 2026

The Conversion Funnel

| | |
|---------------|---|
| AWARENESS | platter_view on bitroot.org homepage |
| ARRIVAL | bitroot_view when referred from bitroot.org |
| ENGAGEMENT | showcase_view, pricing_view, faq_view (q1-q7) |
| MICRO-INTENT | currency_toggle, cta_banner_click |
| INTENT | annual_cta, insider_cta |
| CONVERSION | annual_purchase, insider_purchase |
| POST-PURCHASE | portal_signup, guide_download, priority_email_click |

Total events tracked: 16 unique events across 3 pages

Homepage Events (bitroot.org)

AWARENESS

platter_view

| | | |
|--------|--|---------|
| Where: | bitroot.org - Hero section | |
| | Platter chip scrolls into viewport (IntersectionObserver, 50% threshold) | Fires w |
| | None (visibility) or {action: "click"} (on click) | Data: |
| | Measures awareness - how many homepage visitors see the Platter announcement. The click variant separates active interest from passive exposure. | Insight |
| | Compare view vs click ratio. Low click rate = chip copy needs work. | Pro tip |

Platter Landing Page (platter.bitroot.org)

ARRIVAL

bitroot_view

| | | |
|--------|--|---------|
| Where: | platter.bitroot.org - Page load | |
| | Page loads with document.referrer containing "bitroot.org" (excludes platter subdomain) | Fires w |
| | {referrer: "https://bitroot.org/..."} | Data: |
| | Tracks referral traffic from the main site. If low relative to platter_view clicks, visitors are dropping off between click and page load. | Insight |

ENGAGEMENT

showcase_view

| | | |
|--------|---|---------|
| Where: | platter.bitroot.org - "What's on the Platter" section | |
| | Partner icon marquee scrolls into viewport (IntersectionObserver, 30% threshold) | Fires w |
| | None | Data: |
| | Measures social proof visibility. If showcase_view is high but pricing_view is low, visitors are bouncing mid-page. | Insight |

pricing_view

| | | |
|--------|--|---------|
| Where: | platter.bitroot.org - Pricing section | |
| | Pricing section enters viewport (25% threshold). Fires once per session. | Fires w |
| | None | Data: |
| | High-intent signal - visitor is evaluating price. Compare to CTA clicks for pricing-to-intent conversion rate. | Insight |
| | High pricing_view but low CTA clicks = pricing or value prop needs work. | Pro tip |

faq_view

| | | |
|--------|--|---------|
| Where: | platter.bitroot.org - FAQ section | |
| | FAQ section enters viewport (25% threshold). Fires once per session. | Fires w |
| | None | Data: |
| | Visitor has questions/objections. High faq_view relative to pricing_view means the content above didn't fully convince them. | Insight |

ENGAGEMENT - FAQ GRANULARITY

faq_view (per question)

| | | |
|--------|---|---------|
| Where: | platter.bitroot.org - Individual FAQ accordion items | |
| | User opens a specific FAQ question (not closes). Fires each time. | Fires w |
| | {question: "q1"- "q7", label: "short description"} | Data: |
| | Reveals exact objections/concerns. The most-opened questions are your biggest friction points. | Insight |
| | q1=What is Platter q2=Eligibility q3=What deals q4=Cancel policy q5=How different q6=Need to be client q7=Insider tools | Pro tip |

FAQ Interpretation Guide:

| | |
|--------------|---|
| q1 dominates | Product unclear - improve hero messaging |
| q3 dominates | Want specifics - add partner logos above pricing |
| q4 dominates | Trust/refund concern - make policy more prominent |
| q5 dominates | Differentiation unclear - strengthen comparison |
| q7 dominates | Insider interest high - highlight insider benefits more |

MICRO-INTENT

currency_toggle

| | | |
|--------|--|---------|
| Where: | platter.bitroot.org - Pricing section currency toggle | |
| | User clicks currency toggle. Only visible to non-US visitors. | Fires w |
| | {switched_to: "USD" or local code e.g. "INR", "EUR"} | Data: |
| | International interest signal. Shows which markets engage and whether local pricing helps or hurts conversion. | Insight |
| | High toggle-to-USD = price comparison. Staying local = geo-pricing works. | Pro tip |

cta_banner_click

Where: platter.bitroot.org - Bottom "Ready to Get Started?" CTA
User clicks "Get Access Now" in the bottom CTA banner
None
Visitor scrolled past everything and still clicked - extremely high intent. If this fires often, the bottom CTA is pulling its weight.

Fires w
Data:
Insight

INTENT

annual_cta

Where: platter.bitroot.org - Annual pricing card
Clicks Razorpay payment button in Annual card (event delegation on injected button)
None
Direct purchase intent for Annual. Compare to annual_purchase for checkout completion rate.

Fires w
Data:
Insight

insider_cta

Where: platter.bitroot.org - Insider pricing card
Clicks Razorpay payment button in Insider card (event delegation on injected button)
None
Direct purchase intent for Insider. Compare annual_cta vs insider_cta for plan preference.
insider_cta > annual_cta = Insider positioning is strong.

Fires w
Data:
Insight
Pro tip

Success Page (platter.bitroot.org/success)

CONVERSION

annual_purchase

Where: platter.bitroot.org/success - Page load (valid payment)
Valid Razorpay payment ID (pay_ + 14 chars) and plan is NOT "insider"
{payment_id: "pay_XXXXXXXXXXXXXXX"}
Confirmed Annual conversion. payment_id enables Razorpay cross-reference.

Fires w
Data:
Insight

insider_purchase

Where: platter.bitroot.org/success - Page load (valid payment)
Valid Razorpay payment ID and plan=insider
{payment_id: "pay_XXXXXXXXXXXXXXX"}
Confirmed Insider conversion. Compare to insider_cta for checkout completion rate.

Fires w
Data:
Insight

POST-PURCHASE

portal_signup

Where: platter.bitroot.org/success - Success state
Clicks "Sign Up on Portal" button OR inline perks.bitroot.org link in Step 1
{plan: "annual"/"insider", source: "step_1_link" (if inline link)}
Key activation metric. Low signup relative to purchases = onboarding friction. Source field reveals if users prefer the button or step link.
Most clicks from "step_1_link" = inline link more compelling than button.

Fires w
Data:
Insight
Pro tip

guide_download

Where: platter.bitroot.org/success - Success state
Clicks "Download Instructions" PDF button
{plan: "annual"/"insider"}
Are buyers reading the guide? Compare annual vs insider. Low downloads may mean the steps are clear enough without the PDF.

Fires w
Data:
Insight

priority_email_click

Where: platter.bitroot.org/success - Success state (Insider only)
Clicks priority support email (platter.priority@bitroot.org). Insider plan only.
None
How quickly Insiders reach out. High = expect white-glove service. Very high immediately = possible confusion about next steps.

Fires w
Data:
Insight

ERROR TRACKING

payment_error

Where: platter.bitroot.org/success - Error state
Page loads with error state visible (invalid/missing payment ID)
{had_payment_id: true/false, had_plan: true/false}
Tracks failed attempts. had_payment_id=true but invalid = Razorpay redirect issue. had_payment_id=false = user landed here manually.
If this spikes, check Razorpay integration or URL parameter handling.

Fires w
Data:
Insight
Pro tip

error_contact_click

Where: platter.bitroot.org/success - Error state
Clicks contact.bitroot@gmail.com in error state
None
Are failed users reaching support? Frequent fires = they may have paid but redirect broke. Cross-check Razorpay dashboard for orphaned payments.

Fires w
Data:
Insight

Quick Reference - All 16 Events

| Event | Page | Stage | Data Keys |
|----------------------|---------------------|---------------|--------------------------|
| platter_view | bitroot.org | AWARENESS | action |
| bitroot_view | platter.bitroot.org | ARRIVAL | referrer |
| showcase_view | platter.bitroot.org | ENGAGEMENT | - |
| pricing_view | platter.bitroot.org | ENGAGEMENT | - |
| faq_view | platter.bitroot.org | ENGAGEMENT | question, label |
| currency_toggle | platter.bitroot.org | MICRO-INTENT | switched_to |
| cta_banner_click | platter.bitroot.org | MICRO-INTENT | - |
| annual_cta | platter.bitroot.org | INTENT | - |
| insider_cta | platter.bitroot.org | INTENT | - |
| annual_purchase | platter/success | CONVERSION | payment_id |
| insider_purchase | platter/success | CONVERSION | payment_id |
| portal_signup | platter/success | POST-PURCHASE | plan, source |
| guide_download | platter/success | POST-PURCHASE | plan |
| priority_email_click | platter/success | POST-PURCHASE | - |
| payment_error | platter/success | ERROR | had_payment_id, had_plan |
| error_contact_click | platter/success | ERROR | - |

Key Metrics to Watch

| | |
|---|--------------------------------|
| <code>platter_view(click) / platter_view(view)</code> | = Chip click-through rate |
| <code>pricing_view / bitroot_view</code> | = Landing page engagement rate |
| <code>(annual_cta+insider_cta) / pricing_view</code> | = Pricing-to-CTA rate |
| <code>insider_cta / annual_cta</code> | = Plan preference ratio |
| <code>annual_purchase / annual_cta</code> | = Annual checkout completion |
| <code>insider_purchase / insider_cta</code> | = Insider checkout completion |
| <code>portal_signup / total_purchases</code> | = Onboarding activation rate |
| <code>guide_download / total_purchases</code> | = Guide engagement rate |
| <code>payment_error / success_page_loads</code> | = Error rate |