

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: 16 unique events across 3 pages

Homepage Events (bitroot.org)

AWARENESS

platter_view

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

Platter Landing Page (platter.bitroot.org)

ARRIVAL

bitroot_view

Where: platter.bitroot.org - Page load

Fires when: Page loads with referrer containing "bitroot.org" (excludes platter subdomain)

Data: {referrer: "https://bitroot.org/..."}
Insight: Tracks referral from main site. Low vs platter_view clicks = drop-off between click and load.

ENGAGEMENT

showcase_view

Where: platter.bitroot.org - "What's on the Platter" section

Fires when: Partner icon marquee enters viewport (IntersectionObserver, 30% threshold)

Data: None

Insight: Social proof visibility. High showcase_view but low pricing_view = mid-page bounce.

pricing_view

Where: platter.bitroot.org - Pricing section

Fires when: Pricing section enters viewport (25% threshold). Once per session.

Data: None

Insight: High-intent signal. Compare to CTA clicks for pricing-to-intent rate.

Pro tip: High pricing_view + low CTA clicks = pricing or value prop needs work.

faq_view

Where: platter.bitroot.org - FAQ section

Fires when: FAQ section enters viewport (25% threshold). Once per session.

Data: None

Insight: Visitor has objections. High faq_view vs pricing_view = content didn't fully convince.

ENGAGEMENT - FAQ GRANULARITY

faq_view (per question)

Where: platter.bitroot.org - Individual FAQ accordion items

Fires when: User opens (not closes) a FAQ question. Fires each time.

Data: {question: "q1"- "q7", label: "short description"}

Insight: Reveals exact objections. Most-opened questions = biggest friction points.

Pro tip: q1=What is Platter | q2=Eligibility | q3=What deals | q4=Cancel | q5=How different | q6=Client req | q7=Insider tools

FAQ Interpretation Guide:

q1 dominates Product unclear - improve hero messaging

q3 dominates Want specifics - show partner logos above pricing

q4 dominates Trust concern - make cancel policy more prominent

q5 dominates Differentiation unclear - strengthen comparison

q7 dominates Insider interest high - highlight insider benefits

MICRO-INTENT

currency_toggle

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

cta_banner_click

Where:	platter.bitroot.org - Bottom "Ready to Get Started?" CTA
Fires when:	User clicks "Get Access Now" in the bottom CTA banner.
Data:	None
Insight:	Scrolled past everything and still clicked - extremely high intent.

INTENT

annual_cta

Where:	platter.bitroot.org - Annual pricing card
Fires when:	Clicks Razorpay button in Annual card (event delegation).
Data:	None
Insight:	Purchase intent for Annual. Compare to annual_purchase for checkout completion.

insider_cta

Where:	platter.bitroot.org - Insider pricing card
Fires when:	Clicks Razorpay button in Insider card (event delegation).
Data:	None
Insight:	Purchase intent for Insider. Compare annual_cta vs insider_cta for plan preference.
Pro tip:	insider_cta > annual_cta = Insider positioning is strong.

Success Page (platter.bitroot.org/success)

CONVERSION

annual_purchase

Where: Success page - Valid payment, plan != insider
Fires when: Valid Razorpay payment ID (pay_ + 14 alphanumeric chars).
Data: {payment_id: "pay_XXXXXXXXXXXXXXX"}
Insight: Confirmed Annual conversion. payment_id for Razorpay cross-reference.

insider_purchase

Where: Success page - Valid payment, plan = insider
Fires when: Valid Razorpay payment ID and plan=insider.
Data: {payment_id: "pay_XXXXXXXXXXXXXXX"}
Insight: Confirmed Insider conversion. Compare to insider_cta for checkout completion.

POST-PURCHASE

portal_signup

Where: Success page - Success state
Fires when: Clicks "Sign Up on Portal" button OR inline perks.bitroot.org link.
Data: {plan: "annual"/"insider", source: "step_1_link" (if inline)}
Insight: Key activation metric. Low signup vs purchases = onboarding friction.
Pro tip: Most clicks from "step_1_link" = inline link more compelling than button.

guide_download

Where: Success page - Success state
Fires when: Clicks "Download Instructions" PDF button.
Data: {plan: "annual"/"insider"}
Insight: Are buyers reading the guide? Low downloads = steps are clear without PDF.

priority_email_click

Where: Success page - Success state (Insider only)
Fires when: Clicks platter.priority@bitroot.org. Insider plan only.
Data: None
Insight: How fast Insiders reach out. Very high immediately = confusion about next steps.

ERROR TRACKING

payment_error

Where: Success page - Error state
Fires when: Error state visible (invalid/missing payment ID).
Data: {had_payment_id: true/false, had_plan: true/false}
Insight: had_payment_id=true but invalid = Razorpay redirect issue. false = manual visit.
Pro tip: If this spikes, check Razorpay integration or URL params.

error_contact_click

Where:	Success page - Error state
Fires when:	Clicks contact.bitroot@gmail.com in error state.
Data:	None
Insight:	Frequent = users may have paid but redirect broke. Check Razorpay for orphaned payments.

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

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