

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	Fires when
	Platter chip scrolls into viewport (IntersectionObserver, 50% threshold)	Data:
	None (visibility) or {action: "click"} (on click)	Insight
	Measures awareness - how many homepage visitors see the Platter announcement. 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
 Page loads with document.referrer containing "bitroot.org" (excludes platter subdomain)
 {referrer: "https://bitroot.org/..."}
 Tracks referral traffic from the main site. If low relative to platter_view clicks, visitors are dropping off between click and page load.

Fires w:
 Data:
 Insight

ENGAGEMENT

[showcase_view](#)

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

Fires w:
 Data:
 Insight

[pricing_view](#)

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

Fires w:
 Data:
 Insight
 Pro tip

[faq_view](#)

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

Fires w:
 Data:
 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.
 {question: "q1"- "q7", label: "short description"}
 Reveals exact objections/concerns. The most-opened questions are your biggest friction points.
 q1=What is Platter | q2=Eligibility | q3=What deals | q4=Cancel policy | q5=How different | q6=Need to be client | q7=Insider tools

Fires w:
 Data:
 Insight
 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.
 {switched_to: "USD" or local code e.g. "INR", "EUR"}
 International interest signal. Shows which markets engage and whether local pricing helps or hurts conversion.
 High toggle-to-USD = price comparison. Staying local = geo-pricing works.

Fires w:
 Data:
 Insight
 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: "payXXXXXXXXXXXXXX"}
 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: "payXXXXXXXXXXXXXX"}
 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

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