

[DATA][Membership] PCN-45270 Benefits page during onboarding

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What This Document Covers

This document is a **central data-focused brief** for the monitoring of the feature, covering everything needed for a successful monitoring post launch. It ensures all stakeholders are aligned on:

1. **How We Measure Success**
2. **Monitoring Requirements** (Tools, logic, importance)
3. **Data Requirements** (Traits & Events)
4. **Dashboard & Reporting Plan** (Tools, tables, schema needs)
5. **Challenges and Decisions** (e.g. when something can't be measured or monitored)

[🔗 Feature Overview](#)

[Problem Statement:](#)

We need to define event tracking requirements for the upcoming implementation of new **“First Benefits” pages** within the *Install to Sign-In* user journey. This page will showcase rewards messaging and Pampers Club app features through GIFs or videos. The screen will include **two**

critical CTAs “Create Account” and “Sign In” positioned at the bottom half of the page. Data tracking is required to ensure we can capture user interactions with each CTA effectively.

Solution:

Setup an event every time a user interacts with the CTAs on the new “First Benefits” pages. Specifically, an event should be fired when the **“Create Account”** or **“Sign In”** CTA is clicked, so that interactions can be tracked seamlessly in BDU or Mixpanel.

Important Links:

Item	Link / Details
JIRA EPIC Ticket	PCN-45145: FE & BE // ONBOAR DING - [FIRST PAGE] Implement Fi rst Benefits Pages during the onboa rding DONE
JIRA Data Requirement Ticket	PCN-45270: DATA// Data require ments for the new onboarding new benefits page DONE
Figma Design	Membership - Design FY2526H1
Feature Name	Implement first benefits pages during onboarding
Release Date	Commercial Discovery

Open Questions, Challenges & Decisions

	Date	Question / Challenge	Owner	Status	Answer
1	18 Sept 2025	Are the 3 step carousel clickable? if the user can swipe it, can we implement a CTA clicked event?	@Kartikey Rai	DONE	Carousel will be swipeable. Dev team has the capacity to capture swipe gesture.
2	18 Sept 2025	In contentful do you have a category	@Kartikey Rai /	DONE	Image/Video name would be passed

		name ot identify the slide content? (Earn, parenting, redemption, etc)	@Waseem Shahzad		
3	6 Oct 2025	FE Developer stated that it would be difficult to map scrolls on the carousel as it can overlap with the automatic progression	@Waseem Shahzad	DONE	SUGGESTION: consider automatic progression as default and in case if it overlaps with manual progression, consider auto progression event properties

✓ How Will We Measure Success?

📘 What are we measuring and how will this impact our core KPIs to move the needle

Metric Type	Description
Feature Objective	Improve Install to Sign In KPI and reduce drop off on animation screens while highlighting key features and benefits of the app
Primary Success Metric	CTA clicked, Screen Viewed
Supporting Metrics	Success Signup, Success Login
Evaluation Timeframe	30 days
Benchmarks or Baselines	
Key Segments/Filters	All Markets

Business Questions

What are the Business Questions?

Objective	What we want to measure?	How do we measure this?	KPI Impact
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Can showing “Create Account” or “Sign In” CTAs on the new First Benefits pages measurably increase conversions from install to successful sign-in, and which CTA, placement, and message variant drives the highest lift?	Manual interaction with the video carousel, how many users are swiping across these creatives?	Carousel Swipe → carousel_id	Install to SI
	How many users are clicking on “Create an account” and “Sign In” CTA?	CTA clicked → CTA → “Create an account” CTA clicked → CTA → “Sign In”	
How many users engage with the creative via manual carousel interactions?	Carousel swipes based on ‘manual’ or ‘automatic’ slide action	Carousel slide action	

Operational Monitoring Requirements

	Failure Point	Tool (Mixpanel / Power BI)	Data Logic	Comments	Importanc e for Release (H/M/L)
1	CTA clicked and Screen Viewed events firing on previous animation	Mixpanel		The previous animation screens are reduced and replaced by the	H


	screens: earn_animation, mpf_animation, parenting_animation			new benefits page, the older animation screens must not be visible to the users post new benefits page release	
2	New benefits page receiving Screen Viewed and CTA Clicked events and properties, screen_name: onboarding_first _benefits_page CTA : create_an_account, sign_in	Mixpanel		The events and properties proposed for this new feature must receive event volumes after release	H

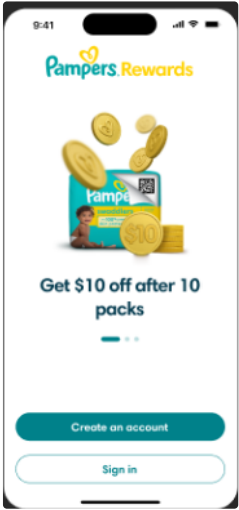
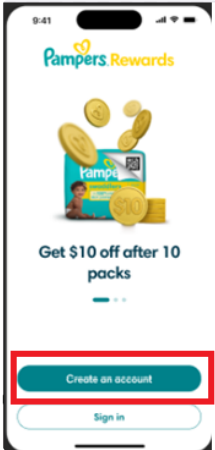
Data Requirements

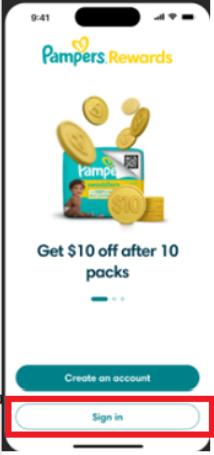
Traits

Trait Name	Description	Values	Source

Events

 Depending on the markets, the event can flow from Rudderstack or Segment

Event Name	Description	Property Name	Property Description / Values	Source	Image
Screen Viewed	Any screen that the user is on	screen_name	Description: The name of the screen. Value: onboarding_first_benefits_page	iOS/Android	
		DeviceOrientation	Description: Enables us to know when the user visits a page and what orientation they move the device on Value: <ul style="list-style-type: none"> • portrait • landscape 		
CTA Clicked	The CTA Button they have clicked on	CTA	Description: The CTA button clicked Values: create_an_account	iOS/Android	
		screen_name	Description: Name of the screen Value: onboarding_first_benefits_page		
		CarouselPosition <small>NEW PROPERTY</small>	Description: To identify the ordering position for which the content was applied on in the carousel. Values: 1,2,3,... Data type: Number		

CTA Clicked	The CTA Button they have clicked on	CTA	Description: The CTA button clicked Values: sign_in	iOS/ Andr oid	
		screen_name	Description: Name of the screen Value: onboarding_first_benefits_page		
		CarouselPosition NEW PROPERTY	Description: To identify the ordering position for which the content was applied on in the carousel. Values: 1,2,3,...		
Carousel Swiped NEW EVENT	captures a confirmed change of the active slide caused by a user's swipe gesture or automatic progression	CarouselPosition NEW PROPERTY	Description: To identify the ordering position for which the content was applied on in the carousel. Values: 1,2,3,... Data type: Number	iOS/ Andr oid	
		CarouselSlideAction NEW PROPERTY	Description: Whether the carousel slide was moved through automatic progression or was manual (slide by user) Values: automatic manual		



TRIGGER RULES:
Fire Carousel swiped

only when the index / carousel_id changes
If the auto carousel slide has completed to the last screen and starts again , don't fire Carousel Swiped again unless user manually

CarouselSlideType

NEW PROPERTY

Description: Media format used in the carousel slides.

Values: animation, image

CarouselContentTitle

NEW PROPERTY

Description: Name of the content that is displayed to the user based on the name in contentful

Values: {Contentful Name}

ScreenName

Description: Screen Name

Values:
onboarding_first_benefits_page

DeviceOrientation

Description: Enables us to know when the user visits a page and what orientation they move the device on

Value:

- **portrait**
- **landscape**

Braze Onboarding Preselector Benefit Screen NEW EVENT	<div>swipes it.</div> <p>triggers when the user is on the preselector /first benefit page. This will be triggered to Braze through Braze SDK (i.e. not via segment events).</p> <p>Purpose: To enable braze campaign team to trigger any campaign when the user lands on this screen (e.g. pop-up - @Waseem Shahzad to confirm)</p>				Braze SDK	
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	<div>@Kartikey</div> <div>Rai</div> <div>@Mary</div> <div>Simpson</div> <p>as per discussion with Pierre, we should the same exisitng approach to trigger the events to Braze via segment. so this direct event is not required.</p>			
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Dashboard & Reporting Plan

Item	Description / Details
Tool for Reporting	BDU
Views / Dashboards Needed	No
Ready for Launch?	Yes
New Table Needed in BDU?	No
Table Name	NA
Table Schema	NA
Data to be shown	NA

Example Schema Table (if applicable):

Field Name	Data Type	Description
NA		

Sign Off

Stakeholder	Sign Off Status	Comments
PM	<input type="checkbox"/>	
Data Lead	<input type="checkbox"/>	
Data Ops	<input type="checkbox"/>	