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Digital Marketing & Social Media II

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TASK 1

Events hold a crucial part of analytics , they are the foundation for tracking user interactions on a website or app .Unlike Universal Analytics , which categorize interactions under hit types .Events track customer interactions on the website such as page views , scroll depth , and session starts .This data helps us as marketers measure engagement, identify user preferences , and optimize content strategies to improve retention and conversions

What do events hold?

page_view	tracks when a user loads a page on our website
Scroll	captures when a user scrolls to a certain depth
user_engagement	Measures active user interaction , such as staying on a page for a certain duration
session_start	marks the beginning of a user session when they first visit our website.
first_visit	tracks when a user lands on the web for the first time.

Application of Events in My Microsite