Example of Adobe Analytics implementation for mobile app

Variable friendly name	Definition	Variable type	Acceptable values	Context data name	Gudance for implementation
Login	Count of successful login's	Event > Counter	Positive Integer - Increments by 1 per occurrence	loginSuccessful	Trigger after login credentials are verified and the process is successful
Logoff	Count of successful logoff	Event > Counter	Positive Integer - Increments by 1 per occurrence	logoffSuccessful	Trigger after logoff button is pressed and the client has successfully logged off the app
Login Method	Identifies whether password or biometric was used to login	eVar > Alphanumeric value	Fingerprint; Facial Recognition; Password	loginMethod	Populate during the login process, and login value sent when a successful login occurs
Account Locked Due to Password	Count of accounts getting locked due to failed security	Event > Counter	Positive Integer - Increments by 1 per occurrence	accountLocked	Trigger after user enters X failed passwords on the login screen. Captured on page load of screen showing "Account Locked Due to Password" message
Account Restored	Count of accounts successfully restored through additional security questions	Event > Counter	Positive Integer - Increments by 1 per occurrence	AccountRestored	Trigger after user restores access to the account. Captured on page load of screen showing "Account has been Recovered" message
Two Factor Authenication Presented	Counts how many times client were presented with two factor authenication	Event > Counter	Positive Integer - Increments by 1 per occurrence	twoFactorPresented	Trigger after two factor authenication is presented. Captured on page displaying 2FA step
App Section	Categorizes the section of the app that is navigated	eVar > Alphanumeric value	Account Summary; Transaction History; Login; Product Overview	appSection	App section category to be populated on each page loaded
Contact Us	Counts the number of times the client contacts us through the app	Event > Counter	Positive Integer - Increments by 1 per occurrence	contactUs	After "Contact Us" is pressed, trigger when client confirms to leave application and dials the phone number
In-App Messaging	Counts the number of times the client sends through the app	Event > Counter	Positive Integer - Increments by 1 per occurrence	appMessaging	Trigger when client presses "Send" within messaging. Captured when message is successfully sent and confirmation page is presented
Transaction Type	Categorizes the type of transaction	eVar > Alphanumeric value	Purchase; Exchange; Redeem; Deposit	transactType	Type of transaction category to be populated during each page of the transaction flow
Transaction Step	Categorizes the step of the transaction	eVar > Alphanumeric value	Committed Start; Review & Submit; Confirmation Complete	transactStep	Step of transaction to be populated during each page of the transaction flow