Bucket	Object	Action	Properties	Event Name		
Acquisition	Homepage	Viewed	URL, Referring URL, Page Title, Time Spent, User ID, User Location	viewedHomepage		
Acquisition	Homepage	Clicked on Link	Link Text, Link URL, User ID, User Location	clickedOnLinkHomepage		
Acquisition	Homepage	Signed Up for Newsletter	Email Address, User ID, User Location	signedUpForNewsletter		
Acquisition	Homepage	Viewed a Product or Promotion	Product or Promotion ID, Product or Promotion Name, User ID, User Location	viewedProductOrPromotionHomepage		
Acquisition	Product	Viewed	Product ID, Product Name, Product Category, Product Price, Product Image URL, User ID, User Location	viewedProduct		
Acquisition	Product	Shared on Social Media	Product ID, Product Name, Social Network, User ID, User Location	sharedOnSocialMediaProduct		
Activation	Account	Completed Registration	User ID, Email Address, Registration Date, User Location,mobile number	completedRegistration		
Activation	Account	Logged In or Out	User ID, Timestamp, Login or Logout Event, User Location	loggedInOut		
Activation	Account	Deleted Account	User ID, Deletion Date, User Location	deletedAccount		
Retention	Product	Added to Cart	Product ID, Product Name, Product Quantity, Product Price, User ID, User Location	addedToCart		
Retention	Shopping Cart	Started	Cart ID, Cart Contents, Cart Total, User ID, User Location	startedShoppingCart		
Retention	Shopping Cart	Updated Cart Contents	Cart ID, Cart Contents, User ID, User Location	updatedCartContents		
Retention	Shopping Cart	Removed Item from Cart	Cart ID, Removed Product ID, Removed Product Name, Removed Product Quantity, Removed Product Price, User ID, User Location	removedItemFromCart		
Engagement	Product	Added to Wishlist	Product ID, Product Name, User ID, User Location	addedToWishlist		
Engagement	Product	Read Product Reviews	Product ID, User ID, User Location	readProductReviews		
Engagement	Promotion	Viewed	Promotion ID, Promotion Name, Promotion Type, Promotion Discount, User ID, User Location	viewedPromotion		
Engagement	Promotion	Shared on Social Media	Promotion ID, Promotion Name, Social Network, User ID, User Location	sharedOnSocialMediaPromotion		
Engagement	Email	Opened	Email ID, Email Subject, Timestamp, User ID, User Location	openedEmail		
Engagement	Email	Clicked	Email ID, Link URL, Timestamp, User ID, User Location	clickedEmail		
Engagement	Email	Forwarded to a Friend	Email ID, Forwarded Email Address, Timestamp, User ID, User Location	forwardedEmail		
Engagement	Newsletter	Opened	Email ID, User ID, User Location	openedNewsletter		
Revenue	Payment Info	Added	Payment Method, Payment Amount, Billing Address, User ID, User Location, Order Location, Shipping Location	addedPaymentInfo		
Revenue	Payment Info	Selected Payment Method	Payment Method, User ID, User Location, Order Location, Shipping Location	selectedPaymentMethod		
Revenue	Payment Info	Submitted Payment	Payment Method, Payment Amount, User ID, User Location, Order Location, Shipping Location	submittedPayment		
Revenue	Order	Placed	Order ID, Order Contents, Order Total, Order Date, User ID, User Location, Order Location, Shipping Location	placedOrder		
Revenue	Order	Cancelled	Order ID, Cancellation Date, User ID, User Location	cancelledOrder		
Revenue	Order	Returned	Order ID, Return Reason, Return Date, User ID, User Location	returnedOrder		
Referral	Product	Recommended to a Friend	Product ID, Product Name, Referral Source, User ID, User Location	recommendedToAFriend		
Referral	Promotion	Clicked to Redeem	Promotion ID, Promotion Name, Promotion Code, User ID, User Location	clickedToRedeem		
Referral	Payment Info	Added Promotion Code at Checkout	Promotion ID, Promotion Name, Promotion Code, User ID, User Location	addedPromotionCodeAtCheckout		