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Track

When you [track](#) an event, Segment sends that event to Cubitic to be stored on the Cubitic platform.

Cubitic requires 2 events:

- For churn prediction:

A [Started Session](#) event that is sent each time a user session starts. This event can be sent with any properties that you like, for e.g.

```
{
  "userId": "019mr8mf4r",
  "action": "track",
  "event": "Started Session",
  "properties": {
    "category": "Games"
  }
}
```

- For spend prediction:

We require the above `Started Session` event, in addition to a `Order Completed` event that is fired whenever a user makes a cash purchase. This event must contain a `revenue` property that specifies the amount spent using any consistent denomination for all users, for e.g. report all purchases in USD

```
{
  "type": "track",
  "event": "Order Completed",
  "properties": {
    "revenue": 10.0
  }
  "userId": "97980cfea0067",
  "version": "1.1"
}
```

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