

Description	event_name	object	object_id	user_id	attr_int1	attr_float1	attr_str1	time_created	location
User views the information of a user, bot, or public group.	viewInfo	user, bot, group	user_id, bot_id, group_id						
User clicks on the "Start Chatting" button after viewing the info of a user, bot, or public group.	startChat	user, bot, group	user_id, bot_id, group_id			revenue if bot	category of bot		
User sends an automated message to a user, bot, or public group.	sendAutoMessage	user, bot, group	user_id, bot_id, group_id		number of sent messages to user/bot/group	revenue if bot	category of bot		
User sends a non-automated message to a user, bot, or public group.	sendMessage	user, bot, group	user_id, bot_id, group_id		number of sent messages to user/bot/group	revenue if bot	category of bot		
User receives a message.	receiveMessage	user, bot, group	user_id, bot_id, group_id		number of received messages from user/bot/group	revenue if bot	category of bot		
User uses the "@" character to tag a user, bot or public group.	tagObject	user, bot, group	user_id, bot_id, group_id			revenue if bot	category of bot		
User clicks on a Kik webpage.	startPage	webpage	webpage_id		number of webpages visited	revenue per viewed page	category of webpage		
User starts watching an ad on a Kik webpage.	startAd	ad	ad_id		number of ads viewed	revenue per viewed page	category of ad		
User finishes watching an ad on a Kik webpage.	finishAd	ad	ad_id		number of ads viewed	revenue per viewed page	category of ad		
User starts playing a game on a Kik webpage.	startGame	game	game_id		number of games played	revenue per viewed page	category of game		
User finishes playing a game on a Kik webpage.	finishGame	game	game_id		number of games played	revenue per viewed page	category of game		

Description	event_name	object	object_id	user_id	attr_int1	attr_float1	attr_str1	time_created	location
User installs Kik.	installApp								
User uninstalls Kik.	deleteApp								
User starts onboarding process.	startRegister								
User completes onboarding process.	finishRegister								
User sends a non-automated message to a user, bot, or public group.	sendMessage	user, bot, group	user_id, bot_id, group_id		number of sent messages to user/bot/group	revenue if bot	category of bot		
User receives a message.	receiveMessage	user, bot, group	user_id, bot_id, group_id		number of sent messages to user/bot/group	revenue if bot	category of bot		
User views a message.	viewMessage	message	message_id		number of received messages from user/bot/group				
User deletes a contact (user, bot or public group).	deleteContact	user, bot, group	user_id, bot_id, or group_id		number of contacts				
User searches for contacts (user, bot or public group).	searchContact	user, bot, group	user_id, bot_id, or group_id		number of contacts				
User creates a group.	createGroup	group	group_id						