Which Events are Tracked

> (i) **This page describes the events that are tracked in the excentos Analytics system for every standard theme out of the box.**
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> > (i) Please note, excentos is able to *implement many more custom event types*. If requested, the below events could also be tracked **into the customer's analytics system** (e.g. Google Analytics).

Usage Events

(i) *Usage Events* are all events where the user performed any action within the Product Guide.

excentos tracks **literally all usage events you can think of** in order to gain full **insight into the purchase decision process** and in order to be able **optimizing the Product Guides**. Here are the categories of events tracked:

- starting or ending a Product Guide session
- navigation between stages
  (detailed for different navigations such as "next button" versus "next arrow / swipe actions" versus "click in stage navigation / progress bar")
- answered questions with the selected Answer Options
- interactions with recommendations
  (e.g. click on product image, usage of image gallery, click on product detail page)
- free text search queries that a user made within the Product Guide
- theme usage
  (i.e. in which theme and also with which browser / device did the user access the Product Guide)
- optional interaction with widgets
  (e.g. usage of dropdowns or carousel widgets)

Success Events

(i) *Success events* are all events that denote a successful usage of the Product Guide.

excentos provides a **wide range of standard Success Events** for our core themes. Additionally, custom success events for custom implementations for your Product Guides can be provided.

- goals
  - recommendations Shown
  - product Interest
  - exit to Product
  - optional custom goals
- Ecommerce (if our customer integrated the *Ecommerce Tracking functionality*)
  - recommended products
  - ordered products

Reports based on the above data

If you are interested in seeing the reports that the excentos Analytics can provide based on the above usage data tracking, please contact us for a demo or request our Analytics example reports.