

Goals

Sign up for an in-person

Register for CPR training

Pay off an outstanding balance

Fill out new patient forms

Book an online appointment

Purchase a piece of medical equipment

Convert on a landing page

Request a live demo

Subscribe to newsletter

Download a white paper

Download an eBook

Fill out a contact form

Open a promotional email

Enter a coupon code at checkout

Sign Up to attend a live webinar

Watch a video until the end

Share a post on social media

Retweet a message

Follow a group

Leave a positive review

Click through on an embedded email link

Compare multiple products

Pin a blog post on Pinterest

Attend a scheduled Webinar

Complete an online survey

Enter to win a free product

Request an online quote

Create a wish list

Share a saved cart

Initiate a 30-day free trial

Subscribe to a YouTube channel

Watched an embedded video with the sound on

Upload product action shots within a review

Make a payment

View an online tour video

Complete an online course

Repurchase an item

Refer a friend

Enter a coupon code

Sign up for a rewards

Download a native phone

Attend an in-person event

Upgrade to a premium

Add an entry to an online

Subscribe to blog or
RSS feed

Visit 5 specific pages
consecutively

Events

Visit a landing page

View a bill

Take an online tour of the
facility

Execute a search

Download a guide for properly
fitting a piece of medical
equipment

Tweet with a specific
hashtag

View a specific video

Open a larger version
of an infographic

Leave a review

Initiate a chat

Submit a support request

Share a blog post

Call into a call center

Open an email

Track an order

Log into a customer

Post on a forum

Initiate a password reset

Use an online calculator

Save a post to view later

Enter a landing page
through LinkedIn

Indicate that a page was
helpful

Update communication
preferences

Return to a saved cart

Open a shared wish list

Click on a related item

View a case study

Scrolling to the bottom
of a page

Viewing Terms &
Conditions

Save a photo from
a photo gallery

Mention a product
on Twitter

Use a specific hashtag
on Instagram

Click on pagination links to
navigate through search gallery
images or search results

Modify account details	Update notification preferences	Rewatch a previously viewed video
Indicate they are still actively viewing and would like to continue watching	View purchase history	Get directions to a company location
View purchase history	Get directions to a company location	Expand a "read more"
Update a profile picture	Reset a password	Redownload a premium
Share a saved search	Comment on a blog post	View a recorded webinar
Upvote a blog post		

Failure Events

Abandon a cart	Delete a saved cart	Unsubscribe from
Remove an item from their cart	Miss a scheduled webinar	Cancel an order
Initiate a return	Leave a negative review	Dislike a post
Unsubscribe from blog	Downvote a video	Land on a 404 or 500 error page
Execute search with no results found	React with an angry emoji on Facebook	Have three failed login attempts
Leave a Facebook group	Bounce from the website after only viewing one page	View a dispute policy page
Indicate their issue was not resolved	Express frustration with the brand on social media	Delete an account

Downgrade to a lower-priced package

Cancel a recurring subscription

Report a post as inappropriate