

Goals

Make a purchase

Add item to the cart

Leave a positive

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

Track an order

Click through to read product reviews

Execute a search

Watch a video

Tweet with a specific hashtag

Answer a review question

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