

Goals

Book a trip

Book a room

Build a custom itinerary

Enter to win a free trip

Leave a positive review

Complete a travel survey

Request a call back

Complete an online survey

Fill out a contact form

Convert on a landing page

Request a live demo

Subscribe to newsletter

Download a white paper

Download an eBook

Subscribe to blog or
RSS feed

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

Visit 5 specific pages
consecutively

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

Events

Download a travel document

Execute a search

Select favorite destinations

Complete a travel profile

Upload photos to a product photo gallery

Add a specific hashtag to a photo on Instagram

Visit a landing page

Upvote a blog post

Execute a search

Tweet with a specific hashtag

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

Failure Events

Cancel a room	Cancel a trip	Leave a negative review
Execute a search where no results are found	Find no availability for a desired date range	Report a post as inappropriate
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