							Mixpanel			Fabric		
Event	Property	Property Type	Insight Type	Overall Business Insight	Business Insights	Metric Category	Tracking Cordova	Tracking iOS	Tracking Android	Tracking Cordova	Tracking iOS	Tracking Android
Startup	App Open				How many times does the app get used at least once?		●			●		
	Signup			Is our product viewed as a desktop+mobile device platform?	How many people are signing up?							
	Login			Is our product viewed as an organizer desktop + ticket-buyer device platform?	When do they return and how often?							
	AutoLogin			Is our product viewed as an organizer desktop + organizer/ticket-buyer device platform?	How often do autologin?							
	Facebook Login/Signup				How many of them use Facebook to login or signup?							
	has Employments				How many are staff/admin?							
Guestlist	Book		Sales/Promotional		How many people are using organizer-type features on-the-ground (more reach)?		●			●		
	View				How well can organizers "adjust-on-the-fly"?							
	Manage		Sales/Promotional	Do users of our platform view our solution as more than a ticketing solution?	How well can organizers "adjust-on-the-fly"?							
	Checkin		Execution/Admin		How many organizers have a door/event execution staff that they use and need tools for?							
	Edit		Execution/Admin		How many organizers have a event managers that they use and need tools for?							
Venue Screen Views	Checkin		Execution/Admin		How many organizers have a door/event execution staff that they use and need tools for?		●			●		
	Sell inventory		Sales/Promotional		How many organizers have a aggressive sales/promotional staff?							
	Manage Events		Execution/Admin		How many organizers' event administrators use the mobile device (not just the desktop)?							
	Guestlists		Sales/Promotional	How well is our product doing in terms of 'stickyness' with an event company's business?	How many organizers have a door/event execution staff that they use and need tools for?							
	Event Stats				How many organizers' event administrators /managers use the mobile device (not just the desktop)?							
	My Stats		Sales/Promotional		How many organizers' teams use the mobile device (not just desktop)?							
	Activity Feed				How many organizers' event administrators /managers use the mobile device (not just the desktop)?							
	Manage Employees		Execution/Admin		How many organizers' event administrators use the mobile device (not just the desktop)?							
Public Purchase Funnel	Screen View - Events List				How many of our mobile app ticket-buyers are active ticket-buyers		●			●		
	Event Details View		Event Discovery	How effective is our product in terms of capturing 'demand' from ticket-buyer mobile app users	How many of our mobile app ticket-buyers are discovering events on the app?							
	Buy Tickets Button		Immediate Purchase		How many of our mobile app ticket-buyers are purchasing tickets without required discovery through the app?							
	Basket Updated/Add to Cart		Buyer Self-Management	Note: If Sales/Promotional features grow at the same pace as our Event Discovery type features... this means we should pivot to a media site platform model								
	Screen View - Order Details		Buyer Self-Management		UX effectiveness funnel							
	Checkout Started		Buyer Self-Management	OR								
	Screen View - Payment Info		Buyer Self-Management									
	Purchase Complete		Buyer Self-Management	If our event Execution/Admin features are growing and the Immediate Purchase ticket-buying features are growing at the same pace... this means we should pivot to an event administration platform model								
	Search Screen/Search Performed		Event Discovery		How many of our mobile app ticket-buyers are active ticket-buyers							
Box Office Purchase Funnel	Screen View - Sell inventory						●			●		
	Basket Updated/Add to Cart											
	Purchase Complete											
Venue Based Events	Checkin - Barcode Scan		Execution/Admin				●			●		
	Checkin - Preset Used		Execution/Admin									
	Checkin - Ticket Scan Undo		Execution/Admin									
	Checkin - Ticket Pickup		Execution/Admin									
	Checkin - Ticket Void		Execution/Admin									
	Checkin - Ticket Return		Execution/Admin									
	Checkin - Ticket Unvoid		Execution/Admin									
	Box Office - Multi Guest Info		Execution/Admin									
	Box Office - Purchase Failure		Execution/Admin				●					
	Box Office - Discount Applied		Execution/Admin									
	Box Office - POS Use		Execution/Admin									
	Box Office - Survey Opened		Execution/Admin									
Public Based Events	Ticket Transfers		Buyer Self-Management		How many mobile-ticket buyers can self-manage their own ticketing issues?		●			●		
	Screen View - Event Detail		Event Discovery		How many of our mobile app ticket-buyers are discovering events on the app?							
	Buy Tickets Button - Event List		Immediate Purchase									
	Buy Tickets Button - Event Detail		Event Discovery									
	Checkout - Cart Expiry		Buyer Self-Management									
	Checkout - Extend Cart Expiry		Buyer Self-Management									
	Checkout - Multi Guest Info		Buyer Self-Management									
	Checkout - Survey		Buyer Self-Management				●			●		
	Checkout - Apply Pay		Buyer Self-Management									
	Checkout - Purchase Failure		Buyer Self-Management									
	Checkout - Discount Applied		Buyer Self-Management									
	Checkout - Send Facebook Share		Buyer Self-Management									
Misc Events	Intercom Opened				How well are our ticket-buyers self-managing their own ticketing issues through the app?		●			●		