

TRACKING ENGAGEMENT CONFIGURATION

ENGAGEMENT BY CATEGORY		ENGAGEMENT BY ACTION	
CATEGORY		ACTION	Definition
Pageview	Totals Load Page	Load Page	Pageviews/Loads
Subscribe	Totals Submit Subscription SMS, Submit Subscription Email	Submit Subscription SMS	Submits Subscription SMS
		Submit Subscription Email	Submits Subscription Email
Schedule Appointment	Totals Click Convey Scheduling, Submit Appt, and Load Modal	Click Convey Scheduling	Convey Scheduling Selected
		Load Modal	Scheduling modal opens with available appointments
		Submit Appointment	Submits an Appointment
Direct Marketing	Totals Click Promo, Click Navigation, Click Right/Left Promo, Click Freight Module	Click Promo	Clicks Primary Promo on Tracking Page
		Click Navigation	Clicks any link in the header navigation
		Click Right Promo	Specifies the number of clicks regarding promo (Lower Right Ad Unit Image (see Tracking Page))
		Click Left Promo	Specifies the number of clicks regarding promo (Lower Left Ad Unit Image (see Tracking Page))
Helper	Total Interactions with the Alerts Banner (Click / Close Subscribe Banner)	Click Subscribe Banner	Clicks the "Subscribe to Alerts" Banner at the top of the page
		Close Subscribe Banner	Closes the "Subscribe to Alerts" Banner at the top of the page
Feedback	Feedback submitted	Submit Feedback	Submits Feedback
Detailed Tracking	Clicks to expand the carrier tracking event panel		