

ViewContent Track when someone views a product, service, or landing page.

Search Track when someone searches for content or products on your site.

AddToCart Track when someone adds a product to their shopping cart.

AddToWishlist Track when someone adds a product to their wishlist (optional).

InitiateCheckout Track when someone starts the checkout process.

AddPaymentInfo Track when someone enters payment information during checkout.

Purchase Track when someone completes a purchase.

CompleteRegistration Track when someone registers or signs up on your site.

SubmitForm Track when a form is submitted (lead forms, contact forms, etc.).

Contact Track when someone contacts you (call, email, or message).

CustomizeProduct Track when someone customizes a product (e.g., selects options).

Donate Track donations made on your site.

FindLocation Track when users search for or find a location.

Schedule Track appointments scheduled.

StartTrial Track when someone starts a free trial of your service.

Subscribe Track newsletter or subscription sign-ups.

Other Custom events that don't fit the standard categories.