| App Category | Delivery / Taxi apps (Deliveroo, Glovoo, Uber, Taxify, etc..) | Productivity & Well-being Apps (Evernote, Headspace, 8Fit, etc..) | E-commerce, Ticketing/Event Apps (Wish, BookMyShow, etc...) | Social networks & Dating (Facebook, Snapchat, Fishbrain, Tinder, Lovoo, etc..) | Casual & Mid-core Games (Clash Royal, 3-match, etc..) | Hypercasual games |
|---|---|---|---|---|---|---|
| Acknowledgment Layer | App Open<br>Email open/click<br>Push notification clicked | App Open<br>Email open/click<br>Push notification clicked | App Open<br>Email open/click<br>Push notification clicked | App Open<br>Email open/click<br>Push notification clicked | App Open<br>Email open/click<br>Push notification clicked | App Open<br>Email open/click<br>Push notification clicked |
| Interest Layer | Search<br>Viewing history<br>Add address<br>Add card<br>Add to cart / price estimation<br>Review previous order / ride<br>Share app | Search<br>Watch history (previous notes / past meditations or exercises)<br>Edit profile (for well-being app) / edit content (for productivity apps)<br>Share results / content<br>Purchase Subscription<br>Share app | Search / Browse category<br>View product<br>Add to basket / wish list<br>Review product<br>Share product<br>Add address<br>Add card | Add Friend<br>Send Private Message (only if content feed available, otherwise will be counted as core action)<br>Create group<br>Interact with feed content (like, comment & share)<br>View or follow profile | Create Account<br>Invite friend / player<br>Join guild / community<br>Share score / game results<br>Access shop<br>Achievements / Quest<br>Start game (should be counted in interest if it's not finished by the user) | Hypercasual games usually don't have many features, which make the Interest vs Conversion metric view complicated<br><br>In this case, we recommend using the NB of games played as Interest vs Conversion (e. g.: if < 3 games, then it's an interest metric. if > 3 it's conversion. |
| Conversion Layer | **Book a ride / Order food** | **Finish activity (Training, note saved, meditation done)** | **Purchase product / ticket** | If content feed available: **post message**<br>If no content feed: **send direct message** | **Completion of Full Level OR game** (depending on the key mechanic) | |