<product name=""></product>										
KEY BUSINESS OBJECTIVES										
1										
2										
3										
FOCUS METRIC:			FOCUS METRIC							
The metric that matters most to the business										
LEVEL 1 METRICS:	REACH	ACTIVATION	ENGAGEMENT	RETENTION	BUSINESS-SPECIFIC					
Complement the Focus Metric	How many people have used the	What percent of new users have	How angered are your active	Are people obsuring up regularly	How else does your business					
	product in a recent time period?	onboarded and experienced your product's value?	How engaged are your active users?	Are people showing up regularly and performing a key action?	deliver value?					
LEVEL 2 METRICS:										
More specific and drives										
both the L1 and Focus Metrics										
Wetrics										
OWNER:										
Additional Notes:										

vent Name		Trigger	Event Definition	Property Type	Property Name	Property Definition	Data Type	Sample Values	Platform	Implemented?	Developer Notes
sy meaningful action a user takes within ur product ASE Sensitive)	Quantifiable business metric associated to the event being tracked	Description of where the trigger should be	Description of the event being performed (for any given end user to understand)	Event, User, Group Properties	event itself or the user performing that event	Description of the property associated with the event being performed (for any given end user to understand)		Sample value of the property	The platforms this event will be implemented on	Whether the event/property has been implemented or not Add additional columns for each platform	Any additional Developer notes
<u> </u>											
									Server Side		