

Pugpig Google Analytics Spec

SCREENS							
NAME	DESCRIPTION	PUGPIG PUBLISH			PUGPIG BOLT		
		Android	iOS	Web	Android	iOS	Web
PUBLISH							
/Storefront	Tracked on first run and every time the Storefront (Edition Selector/Library) is selected and viewed.						
/Slideshow/<page-number>	Tracked when viewing the help (slideshow) pages. If you have these configured in your app they are shown on first run and then when a user chooses to view them from the settings menu.						
/Settings/<tab-name>	Tracked when a tab from the Settings menu is shown. If your Settings > General tab is selected a screen view for /Setting/General will be tracked. Tab names and their content are specific to your application so check what yours are set to before running your reports.						
/Account/<tab-name>	Tracked when a tab from the Accounts menu is shown. If your Account > Existing Subscriptions tab is selected a screen view for /Account/ExistingSubscriptions will be tracked. Tab names and their content are specific to your application so check what yours are set to before running your reports.						
/Feedpicker	Tracked when the Feedpicker screen which allows you to choose what version of the content you want to view is shown. In some applications this is shown on first run and on others it is only shown if the user chooses to change their content in the app settings.						
/Scrapbook/Navigator	Tracked on empty Scrapbook screen.						
/Edition/Synopsis	Tracked on the detailed/zoomed in view of the edition shown before it is downloaded. Note this screen is visible to users who aren't authenticated to view an edition.						
/Edition/Navigator	Tracked when in the full screen edition navigator (thumbnail view).						
/Edition/PageView/<edition-id>/<page-id>	Tracked on a content screen view. Each article or page of content in the app will track a screen view in this format.						
/Edition/ProductView/<edition-id>/<sku>	Tracked when a product is viewed in the native product view. Only applicable if you have Pugpig Products in your content.						
/Wishlist/ProductView/<edition-id>	Tracked when the Wishlist is viewed. Only applicable if you have Pugpig Products in your content.						

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NAME	DESCRIPTION	PUGPIG PUBLISH			PUGPIG BOLT		
		Android	iOS	Web	Android	iOS	Web
/Onboarding/PushPermission	Tracked when the onboarding push permissions screen is shown. This is usually shown on first run of your application.						
/Share/PageView/<edition-id>/<page-id>	Tracked for every hit a page sharing URL receives. Only applicable to clients who use the Pugpig Distribution Service and have set up their apps to share to the web reader.						
BOLT							
/Timeline	Tracked when a user enters the main timeline.						
/SavedTimeline	Tracked when a user enters the saved timeline.						
/Timeline/ArticleView/<id>/<title>	Tracked when a user opens an article from the main timeline						
/SavedTimeline/ArticleView/<id>/<title>	Tracked when a user opens an article from the saved timeline.						
/Deeplink/ArticleView/<id>/<title>	Tracked when a user opens an article from a deep link.						

Pugpig Google Analytics Spec

EVENTS									
EVENT ACTION	EVENT CATEGORY	EVENT LABEL	DESCRIPTION	PUGPIG PUBLISH			PUGPIG BOLT		
				Android	IOS	Web	Android	IOS	Web
PUBLISH									
User interactions									
FirstRun	/Internal	-	Tracked when a user first runs the app.						
Filter	/Storefront	[Filter-name] e.g Downloaded	Tracked when filter is selected on the filter menu.						
TextResize	/Settings/General /Edition/PageView /Edition/Navigator /Scrapbook/Navigator /Storefront	1.00, 1.50, 2.00	Tracked when text is resized.						
AnalyticsTracking	/Settings/Privacy	Opted In, Opted Out	Tracked when analytics tracking is opted in or out.						
NotificationsAllowed	/Settings/General	Yes, No	Tracked when a user's notification settings are changed. This event is only tracked when a user actively changes this setting, we do not track a default value for this event.						
AutoMobileDownloadsAllowed	/Settings/General	Yes, No	Tracked when mobile data automatic download settings are changed. This event is only tracked when a user actively changes this setting, we do not track a default value for this event.						
AutoWifiDownloadsAllowed	/Settings/General	Yes, No	Tracked when wifi automatic download settings are changed. This event is only tracked when a user actively changes this setting, we do not track a default value for this event.						
ApplicationReset	/Settings/General	-	Tracked when application reset button is pressed. If you have a Feedpicker enabled this will track when a user chooses to change their feed selection in settings.						
AutoArchiveDuration	/Settings/General	0, 7, 31, 93	Tracked when user selects an archive duration in settings menu. This event is only tracked when a user actively changes this setting, we do not track a default value for this event. The Event Label specifies duration in days.						
NightMode	/Settings/General /Edition/PageView /Scrapbook/Navigator	YES, NO	Tracked when night mode is toggled on or off. This event is only tracked when a user actively changes this setting, we do not track a default value for this event.						
EditionOpened	/Storefront /Edition/Synopsis	EditionID	Tracked when an edition is opened. Note the edition synopsis view is considered as a page in the edition meaning if an unauthenticated user taps on an edition cover and gets taken into the edition synopsis view an EditionOpened event will track against this user even though they are unable to view any of the content.						
PreviewOpened	/Storefront /Edition/Synopsis	ProductID	Tracked when a preview (sample) edition is opened. This is tracked instead of the EditionOpened event on preview editions.						
ArchiveClicked	/Edition/Navigator /Edition/Synopsis /Edition/PageView	EditionID	Tracked when an edition is archived (deleted).						
TableOfContentsItemClicked	/Edition/PageView /Edition/Navigator	<page-id>	Tracked when table of contents item is clicked.						
TableOfContentsOpened	/Edition/PageView /Edition/Navigator	-	Tracked when the table of contents is opened.						
TableOfContentsClosed	/Edition/PageView /Edition/Navigator	-	Tracked when the table of contents is closed.						

Pugpig Google Analytics Spec

EVENTS									
EVENT ACTION	EVENT CATEGORY	EVENT LABEL	DESCRIPTION	PUGPIG PUBLISH			PUGPIG BOLT		
				Android	iOS	Web	Android	iOS	Web
ShareOpened	/Edition/PageView	-	Tracked when the share dialogue is opened.						
Share	/Edition/PageView	[Type:Action]	Tracked when content is shared to a specific provider. Label tracks Share type and action, e.g. "Email:Email", "Twitter:Tweet", "Facebook:Post". Additionally includes custom dimension 12 (URL) which now includes the sharing URL.						
ShareFailed	/Edition/PageView	[Type:Action]	Tracked when content fails to be shared to a specific provider. Label tracks Share type and action, e.g. "Email:Email", "Twitter:Tweet", "Facebook:Post". Additionally includes custom dimension 12 (URL) which now includes the sharing URL.						
SoundStarted	/Edition/PageView /Edition/Navigator	[Title]	Tracked when a sound starts playing.						
SoundStopped	/Edition/PageView /Edition/Navigator	[Title]	Tracked when a sound is stopped.						
SoundPlayerOpened	/Edition/PageView		Tracked when the sounds player is opened.						
SearchOpened	/Edition/PageView /Edition/Navigator /Scrapbook/Navigator	-	Tracked when the search dialogue is opened.						
SearchPerformed	/Edition/PageView /Edition/Navigator	[Search term]	Tracked when a search is performed.						
EditionClosed	/Edition/PageView	-	Tracked when the home icon is tapped to leave an edition to return to the Storefront (edition selector).						
ExternalLinkOpened	/Edition/PageView	[URL]	Tracked when an external link is opened (this can be used for tracking click throughs on adverts). This event captures links clicked inside content.						
FullScreenImage	/Edition/PageView	[Image name]	Tracked when an image is viewed full screen.						
CustomHTMLInteraction	/Edition/PageView	[URL]	Tracked when a custom HTML interaction is completed (pugpig: //trackAnalyticsEvent?spinCar). This requires code in the templates to work.						
AddToScrapbook	/Edition/PageView /Edition/Navigator	[Article name]	Tracked when an item is added to scrapbook.						
RemoveFromScrapbook	/Edition/PageView /Edition/Navigator /Scrapbook/Navigator	[Article name]	Tracked when an item is removed from scrapbook.						
PromoClicked	/Storefront /Edition/PageView /Edition/Navigator	PromoID	Tracked when the a promo banner is clicked.						
ProductShare	/Edition/ProductView /Wishlist/ProductView	SKU	Tracked when the share button is tapped in the product view.						
ProductShop	/Edition/ProductView /Wishlist/ProductView	SKU	Tracked when the buy button is tapped in the product view.						
ProductTapped	/Edition/PageView	SKU / SKU(S)	Tracked when a product is tapped and opens in the product view.						
WishlistAdd	/Edition/ProductView	SKU	Tracked when a product is added to the wishlist.						
WishlistRemove	/Edition/ProductView /Wishlist/ProductView	SKU	Tracked when a product is removed from the wishlist.						
WishListShare	/Wishlist/ProductView	SKU / SKU(S)	Tracked when the share list button found at the bottom of the wishlist is tapped.						

Pugpig Google Analytics Spec

EVENTS									
EVENT ACTION	EVENT CATEGORY	EVENT LABEL	DESCRIPTION	PUGPIG PUBLISH			PUGPIG BOLT		
				Android	IOS	Web	Android	IOS	Web
WishlistClear	/Wishlist/ProductView	SKU / SKU(S)	Tracked when the clear list button found at the bottom of the wishlist is tapped.						
WebSmartBannerShown	/Share/PageView/	[Page URL]	Tracked when the web smart banner is shown on a web reader sharing page.						
WebSmartBannerClicked	/Share/PageView/	[Page URL]	Tracked when the link to go to the full web reader is clicked on the Smart Banner on a web sharing page.						
WebSmartBannerDismissed	/Share/PageView/	[Page URL]	Tracked when the smart banner is dismissed on web reader sharing page.						
AppSmartBannerViewed	/Share/PageView/	[Page URL]	Tracked when the app smart banner is shown on a web reader sharing page.						
AppSmartBannerClicked	/Share/PageView/	[Page URL]	Tracked when the link to go to the app is clicked on the smart banner on a web sharing page.						
AppSmartBannerDismissed	/Share/PageView/	[Page URL]	Tracked when the app smart banner is dismissed on web reader sharing page.						
UserDataCapture	/Storefront /Edition/PageView /Edition/Synopsis /Edition/Navigator /Settings/General /Settings/Automaticdownload /Account/AppStorePurchases /Settings	-	Tracked when a user sends data via the data capture sign up form.						
UserDataCaptureFailed	/Internal /Storefront /Edition/PageView /Edition/Synopsis	-	Tracked when a user fails to send data via the data capture sign up form.						
UserDataCaptureSkipped	/Storefront /Edition/PageView /Edition/Synopsis /Edition/Navigator /Settings/General /Settings/Automaticdownload /Account/AppStorePurchases /Settings	-	Tracked when the data capture sign up form is skipped.						
PushPreflightAccept	/Internal	-	Tracked when push permissions are accepted.						
PushPreflightRemind	/Internal	-	Tracked when user chooses to remind them later about push notification.						
Subscriptions, Purchases and Authentication									
Login	/Account/ExistingSubscription	-	Tracked when a subscriber login is successful.						
LoginFailed	/Account/ExistingSubscription	[Reason] e.g KGAuthErrorSignIn, KGAuthErrorSubscriptionExpired	Tracked when a subscriber login is unsuccessful.						
Logout	/Account/ExistingSubscription	-	Tracked when a subscriber logs out.						
SingleIssueClicked	/Storefront /Edition/Synopsis /Edition/Navigator	EditionID	Tracked when the Purchase button on a single issue is clicked.						

Pugpig Google Analytics Spec

EVENTS									
EVENT ACTION	EVENT CATEGORY	EVENT LABEL	DESCRIPTION	PUGPIG PUBLISH			PUGPIG BOLT		
				Android	IOS	Web	Android	IOS	Web
SingleIssuePurchase	/Storefront /Edition/Synopsis /Edition/PageView	EditionID	Tracked when a single issue has been purchased via app store.						
SubscriptionClicked	/Account/AppStorePurchases /Edition/PageView /Edition/Synopsis /Storefront	-	Tracked when the subscribe button is clicked to display a panel with one or many subscription duration options, followed on by the SubscriptionChosen event .						
SubscriptionChosen	/Account/AppStorePurchases /Edition/PageView /Edition/Synopsis /Storefront	SubscriptionID	Tracked when subscription duration is selected on the subscribe panel (eg. one year).						
SubscriptionPurchase	/Account/AppStorePurchases /Edition/PageView /Edition/Synopsis /Storefront	SubscriptionID	Tracked when a subscription has been purchased via the store.						
RestorePurchases	/Account/AppStorePurchases	SUCCESS, FAIL	Tracked when a purchase is restored.						
Downloading, checking and updating content									
DownloadClicked	/Storefront /Edition/Synopsis	EditionID	Tracked when a user selects an edition to download.						
DownloadStarted	/Internal	EditionID	Tracked when an edition starts downloading.						
DownloadCancelled	/Storefront /Edition/Synopsis /Internal /Edition/PageView	EditionID	Tracked when an edition download is cancelled.						
DownloadAssetsFetched	/Internal	EditionID	Tracked when when all the assets have been downloaded, but before the unzips are completed.						
DownloadCompleted	/Internal	EditionID	Tracked when a download has completed.						
DownloadFailed	/Internal	EditionID	Tracked when a download has failed. Custom Dimension 13 (Pugpig Error) is tracked with this event which includes the reason for the download failure.						
RefreshClicked	/Edition/PageView	EditionID	Tracked when a user refreshes their edition to download updates.						
PreviewClicked	/Storefront /Edition/Synopsis	EditionID	Tracked when a user selects an Preview (sample) edition to download.						
UpdateClicked	/Edition/Navigator /Storefront /Edition/PageView	EditionID	Tracked when an update to an editon is clicked.						
BackgroundPushReceived	/Internal	-	Tracked when background push is received.						
BackgroundPushFailed	/Internal	TimedOut FailedOPDSFetch FailedAtomPrefetch FailedToAuth NoNewDocument	Tracked when background push is received, but the app fails to download the content.						
BackgroundDownloadDeferred	/Internal	-	Tracked when background push is received, but the OS decides not to download the content.						

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EVENTS									
EVENT ACTION	EVENT CATEGORY	EVENT LABEL	DESCRIPTION	PUGPIG PUBLISH			PUGPIG BOLT		
				Android	iOS	Web	Android	iOS	Web
BackgroundDownloadStarted	/Internal	EditionID	Tracked when edition starts downloading from a background push (sent in addition to the standard DownloadStarted).						
BackgroundDownloadCompleted	/Internal	EditionID	Tracked when an edition download that was initiated from a background push completes (sent in addition to standard DownloadCompleted).						
BackgroundDownloadFailed	/Internal	EditionID	Tracked when background push is received, but the app fails to download the content.						
DownloadError	/Internal	EditionID	Tracked when there is a download error, additionally includes more information in Custom Dimensions 12 and 13 which are tracked with the event.						
OPDSFeedChecked	/Internal	[URL]	Tracked when OPDS feed is checked - such as when the app launches, the app enters foreground from background, a background download notification happens or once an hour as long as the app is open. (This will track even if the attempt fails.)						
OPDSFeedFailed	/Internal	[URL]	Tracked when a user is unable to fetch the OPDS feed - probably due to being offline or network error.						
BOLT									
BoltSwipe	/Timeline /SavedTimeline	-	Tracked when a widget is swiped.						
BoltShare	/Timeline /SavedTimeline /ArticleView	[Share Type]	Tracked when widget content is shared.						
BoltShareOpened	/Timeline /SavedTimeline /ArticleView	-	Tracked when the share dialogue is opened from a widget. This takes place in both the timeline and article views.						
BoltSave	/Timeline /SavedTimeline /ArticleView	-	Tracked when you save a widget to your saved timeline.						
BoltUnsave	/Timeline /SavedTimeline /ArticleView	-	Tracked when you remove a widget from your saved timeline.						
BoltTap	/Timeline /SavedTimeline /Timeline/Latest	-	Tracked when a widget is tapped or clicked. Including external link, tapping on the find out more link in event widget, tapping view tweet on the twitter widget.						
BoltVideoPlay	/Timeline /SavedTimeline	-	Tracked when play is selected on a YouTube widget (you can therefore have multiple videoplaying events tracked for one video if a user is pausing it and then restarting it).						
BoltVideoBuffer	/Timeline /SavedTimeline	-	Tracked when a video buffers on the YouTube widget.						
BoltVideoPause	/Timeline /SavedTimeline	-	Tracked when pause is selected on a YouTube widget (you can therefore have multiple videoplaying events tracked for one video if a user is pausing it and then restarting it).						
BoltVideoStop	/Timeline /SavedTimeline	-	Tracked when stop is selected on a YouTube widget.						
BoltAddToCalendar	/Timeline /SavedTimeline	-	Tracked when add to calendar is pressed & event is not subscribed.						

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EVENTS									
EVENT ACTION	EVENT CATEGORY	EVENT LABEL	DESCRIPTION	PUGPIG PUBLISH			PUGPIG BOLT		
				Android	IOS	Web	Android	IOS	Web
BoltViewEvent	/Timeline /SavedTimeline	-	Tracked when add to calendar is pressed & event is subscribed (this is native only).						
BoltTwitterRetweet	/Timeline /SavedTimeline	-	Tracked when a tweet is retweeted from the timeline.						
BoltTwitterFollow	/Timeline /SavedTimeline	-	Tracked when a user follows an account from the Bolt timeline.						
BoltTwitterLike	/Timeline /SavedTimeline	-	Tracked when a tweet is liked from the timeline.						
BoltTwitterTweet	/Timeline /SavedTimeline	-	Tracked when a tweet is replied to from the timeline.						
BoltQuizBegin	/Timeline /SavedTimeline	-	Tracked when the `begin` action button on a quiz is tapped.						
BoltQuizRetake	/Timeline /SavedTimeline	-	Tracked when the `retake` action button on a quiz is tapped.						
BoltQuizShare	/Timeline /SavedTimeline	-	Tracked when the `share` action button on a quiz is tapped.						

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DIMENSIONS								
NAME	INDEX	DESCRIPTION	PUGPIG PUBLISH			PUGPIG BOLT		
			Android	iOS	Web	Android	iOS	Web
General Dimensions								
App Name	-	Your App Name						
App Version	-	[Your App or Custom Code Version No.] ([Platform] + [Pugpig Products Version No.])						
Custom Dimensions								
Pugpig Feed	1	Publish: Tracks as default unless you have set a feed title in your app config. Ask your Pugpig Onboarder if you are unsure if this has been set for your app. Bolt: always "Default"						
Pugpig Orientation	2	Portrait, Landscape						
Pugpig Connectivity	3	None, Unknown, Wifi, Cellular						
Pugpig Subscriber Status	4	Publish: None, ExistingSubscriber, iTunesSinglePurchase, AmazonSinglePurchase, Google PlaySinglePurchase, iTunesSubscriber, AmazonSubscriber, Google PlaySubscriber Bolt: Currently tracks as "None"						
Pugpig Edition Name	5	Publish: Edition Name from the OPDS feed Bolt: always tracks as "Bolt Edition"						
Pugpig Edition Cost	6	Publish: Free, Paid, Sample Bolt: always tracks as "Free"						
Pugpig Page Type	7	Publish: Set in Atom Feed (http://schema.pugpig.com/pagetype). e.g. article, contents page, advert. We send a value of None if one is not set. Bolt: JSON feed "type"						
Pugpig Page Number	8	Publish: Index of page in edition (4 digits, starts at 0001) Bolt: Index in timeline						
Pugpig Page Name	9	Publish: Tracks as Edition Name : Page Name Bolt: JSON feed "title"						
Pugpig Section	10	Publish: From Atom Feed (send None if empty) Bolt: JSON feed "section" for Bolt						
Pugpig Author	11	Publish: From Atom Feed (send None if empty). If multiple, just send the first. Bolt: JSON feed "author"						
Pugpig URL	12	Publish: Used to store URLs (mainly for error tracking)						
Pugpig Error	13	Publish: Stores detailed error strings						
Pugpig Layout	14	Bolt: The layout used of the page (send None if empty)						
Pugpig Origin ID	15	Bolt: The ID of any third party content (e.g. Twitter/YouTube/etc)						
Pugpig Widget Data	16	Bolt: A place to dump widget specific data (e.g. video pause position or quiz answer)						

Pugpig Google Analytics Spec

DIMENSIONS								
NAME	INDEX	DESCRIPTION	PUGPIG PUBLISH			PUGPIG BOLT		
			Android	iOS	Web	Android	iOS	Web
Pugpig ID	17	Bolt: Unique ID of an item. Value of None is sent if one is not set						