

Events

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Native tracking

Version:

7.1

Events

Key	Parameter placeholders	Triggers	included in default tracking_config.json	Notes
APP_START		Android: When the first activity (splash) opens iOS: After the splash screen, before app locked/force update screen and app start entitlement/onboarding screen	x	
APP_FOREGROUND		Android: When the app resumes to the foreground, but not on initial APP_START iOS: When the app comes back to the foreground after being in the background, not during app starts	x	
APP_BACKGROUND		Android/iOS: When the app is left via home button	x	Note: The event name <i>app_background</i> is a reserved event on Firebase Analytics. You need to use a different event name if you use a custom tracking config.
APP_STOP		Android: When the last activity has been closed, e.g. navigated via back button iOS: When the system decides to terminate the app	x	
APP_SHARED		Android: Share app or issue action URL is triggered and the dialogue was shown iOS: When the user successfully performed the app share	x	
APP_BOOKMARK_ADDED	<ul style="list-style-type: none">• CONTENT_ID• CONTENT_NAME• BOOKMARK_SECTION• BOOKMARK_TITLE• ISSUE_ID (7.1+)• ISSUE_NAME (7.1+)• PUBLICATION_ID (7.1+)	Android/iOS: Bookmark was added via native action bar toggle or action URL	x	Changed in 7.1

APP_BOOKMARK_DELETED	<ul style="list-style-type: none"> PUBLICATION_NAME (7.1+) issue + publication properties (7.1+) <ul style="list-style-type: none"> prefixed with PROPERTY_ keys converted to upper case placeholders provided via content.open (7.1+) 	Android/iOS: Bookmark was removed via native action bar toggle	x	Changed in 7.1
APP_CONTENT_SHARED	<ul style="list-style-type: none"> CONTENT_ID CONTENT_NAME ISSUE_ID (7.1+) ISSUE_NAME (7.1+) PUBLICATION_ID (7.1+) PUBLICATION_NAME (7.1+) issue + publication properties (7.1+) <ul style="list-style-type: none"> prefixed with PROPERTY_ keys converted to upper case placeholders provided via content.open (7.1+) 	<p>Android: For action URL purple://app/share_app_or_issue_or_page when issue is shared (sharing dialogue was opened)</p> <p>iOS: When the user successfully performed the content share via action bar, purple://content/page/alias/.*/share or purple://app/share_app_or_issue_or_page or purple://app/share_app_or_issue when an issue is opened</p>	x	Changed in 7.1
KIOSK_SUBSCRIPTION_CODE_ACTIVATED	<ul style="list-style-type: none"> SUBSCRIPTION_CODE 	Android/iOS: When a subscription code has been successfully added		duplicated event in storefront
KIOSK_SUBSCRIPTION_CODE_DEACTIVATED	<ul style="list-style-type: none"> SUBSCRIPTION_CODE 	Android/iOS: When a subscription code has been removed		duplicated event in storefront
KIOSK_MENU_ENTITLEMENT_LOGIN_FAILED		<p>Android: When the entitlement login via purple://kiosk/entitlement/login/perform failed</p> <p>iOS: When the entitlement login failed (via any method)</p>		entitlement logout failed via purple://kiosk/entitlement/logout/perform is missing
KIOSK_MENU_ENTITLEMENT_LOGIN_SUCCEEDED		<p>Android: When the entitlement login via purple://kiosk/entitlement/login/perform was successful</p> <p>iOS: When the entitlement login was successful (via any method)</p>		entitlement logout was successful via purple://kiosk/entitlement/logout/perform is missing
KIOSK_ISSUE_OPEN_FAILED	<ul style="list-style-type: none"> ISSUE_ID 	Android/iOS: When purple://kiosk/issue/<issueid>/open failed, e.g. the issue could not be found		Removed in 7.1, use replacement CONTENT_OPEN_FAILED
KIOSK_ISSUE_PREVIEW_OPENED	<ul style="list-style-type: none"> ISSUE_ID ISSUE_NAME PUBLICATION_ID PUBLICATION_NAME 	<p>Android: When a preview issue was opened via the open issue action URL</p> <p>iOS: When a preview issue was opened (or loaded, e.g. swiping in the pager)</p>		Removed in 7.1
KIOSK_ISSUE_DOWNLOADED	<ul style="list-style-type: none"> PUBLICATION_NAME 	Android/iOS: When an issue was fully downloaded		use replacement <CONTENT_TYPE>_DOWNLOADED

KIOSK_ISSUE_DOWNLOAD_STARTED	<ul style="list-style-type: none"> PRODUCT_ID (Android) and all custom properties of issue and publication	Android: catalog.startDownload, catalog.startDownloads iOS: When the download of an issue was started (catalog.startDownload or implicit update in article pager)		use replacement <CONTENT_TYPE>_DOWNLOAD_STARTED
KIOSK_ISSUE_OPENED		Android: When an issue was opened via the open issue action URL iOS: When an issue was opened (or loaded, e.g. swiping in the pager)		Removed in 7.1
KIOSK_ISSUE_DELETED		Android/iOS: catalog.deleteIssues, catalog.deleteIssue and when issue is deleted from batch delete in settings		use replacement <CONTENT_TYPE>_DELETED
KIOSK_ISSUE_DOWNLOAD_CANCELLED		Android: catalog.pauseDownload, catalog.pauseDownloads and before KIOSK_ISSUE_DELETED when issue is currently downloading iOS: catalog.pauseDownload, catalog.pauseDownloads		use replacement <CONTENT_TYPE>_DOWNLOAD_CANCELLED
KIOSK_ISSUE_PREVIEW_DOWNLOADED		Android/iOS: When a preview issue was fully downloaded	x	
KIOSK_ISSUE_DOWNLOAD_FAILED		Android/iOS: When an issue failed to download (was downloading and new state is failed, e.g. due to lost connection)		use replacement <CONTENT_TYPE>_DOWNLOAD_FAILED
PRESENTER_CHANNEL_CONTENT_OPENED	<ul style="list-style-type: none"> CONTENT_ID CONTENT_NAME 	Android: On every resume of a currently visible article iOS: When an article was opened (or loaded, e.g. swiping in the pager)		Deprecated in 7.1, use replacement <CONTENT_TYPE>_OPENED
PRESENTER_ISSUE_CONTENT_OPENED		Android: On every resume of a currently visible issue iOS: When an issue was opened (or loaded, e.g. swiping in the pager)		Deprecated in 7.1, use replacement <CONTENT_TYPE>_OPENED
PRESENTER_CONTENT_PAGE_OPENED	<ul style="list-style-type: none"> CONTENT_ID CONTENT_NAME PAGE_ID PAGE_LABEL PAGE_TITLE PAGE_SECTION PAGE_ALIAS PAGE_NUMBER PAGE_INDEX 	Android: On every resume of a currently visible page of an issue or article iOS: Every time a page is shown (e.g. open, swipe between pages)		Deprecated in 7.1, use replacement <CONTENT_TYPE>_PAGE_OPENED
PRESENTER_CONTENT_TOC_OPENED	<ul style="list-style-type: none"> CONTENT_ID CONTENT_NAME ISSUE_ID (7.1+) ISSUE_NAME (7.1+) PUBLICATION_ID (7.1+) PUBLICATION_NAME (7.1+) issue + publication properties (7.1+) <ul style="list-style-type: none"> prefixed with PROPERTY_ keys converted to upper case placeholders provided via content.open (7.1+) 	Android/iOS: When the table of contents popup is opened for a issue	x	
PRESENTER_CONTENT_PREVIEW_TOC_OPENED		Android/iOS: When the table of contents popup is opened for a preview issue	x	

PRESENTER_CONTENT_URL_OPENED	<ul style="list-style-type: none"> • CONTENT_ID • CONTENT_NAME • PAGE_ID • PAGE_LABEL • PAGE_TITLE • PAGE_SECTION • PAGE_ALIAS • PAGE_NUMBER • PAGE_INDEX • URL 	<p>Android: When a URL / Action URL is opened via a storytelling <i>open</i> action</p> <p>iOS: When a URL / Action URL is opened via storytelling (<i>not limited to open</i>) action or Action URL via webview navigation</p>	x	
PRESENTER_CONTENT_OPEN_FAILED	<ul style="list-style-type: none"> • CONTENT_ID • CONTENT_NAME 	Android/iOS: When the content could not be opened, e.g. because the issue could not be downloaded / indexed or the STXML could not be loaded		Deprecated in 7.1, use replacement CONTENT_OPEN_FAILED
PRESENTER_ARTICLE_VISIBILITY	<ul style="list-style-type: none"> • CONTENT_ID • CONTENT_NAME • PAGE_ID • PAGE_LABEL • PAGE_TITLE • PAGE_SECTION • PAGE_ALIAS • PAGE_NUMBER • PAGE_INDEX • ARTICLE_ID • PERCENTAGE_IN_VIEW 	<p>Android: Every time a page becomes visible</p> <p>iOS: Every time a page is shown (e.g. open, swipe between pages)</p>		
KIOSK_PURCHASES_RESTORED		<p>Android: Does not exist</p> <p>iOS: When restore purchases succeeded (action url, js api)</p>	x	
KIOSK_PURCHASE Restoration_FAILED		<p>Android: Does not exist</p> <p>iOS: When restore purchases failed (action url, js api)</p>		
<CONTENT_TYPE>_COLLECTION_OPENED		Triggered for opening the issue pager	<p>(x)</p> <p>ISSUE_COLLECTION_OPENED ARTICLE_COLLECTION_OPENED</p>	New in 7.1 <CONTENT_TYPE> is dynamic, can be set using content.open-JS-API. Defaults to <i>ARTICLE</i> or <i>ISSUE</i> if not explicitly provided.
<CONTENT_TYPE>_COLLECTION_CLOSED		Triggered for closing the issue pager	<p>(x)</p> <p>ISSUE_COLLECTION_CLOSED ARTICLE_COLLECTION_CLOSED</p>	New in 7.1 <CONTENT_TYPE> is dynamic, can be set using content.open-JS-API. Defaults to <i>ARTICLE</i> or <i>ISSUE</i> if not explicitly provided.

<CONTENT_TYPE>_OPENED	<ul style="list-style-type: none"> • ISSUE_ID • ISSUE_NAME • PUBLICATION_ID • PUBLICATION_NAME • issue + publication properties <ul style="list-style-type: none"> ◦ prefixed with PROPERTY_ ◦ keys converted to upper case • placeholders provided via content.open 	Triggered for opening/swiping to an issue inside the pager	(x) ISSUE_OPENED ARTICLE_OPENED	New in 7.1 <CONTENT_TYPE> is dynamic, can be set using content.open-JS-API. Defaults to <i>ARTICLE</i> or <i>ISSUE</i> if not explicitly provided.
<CONTENT_TYPE>_PREVIEW_OPENED	<ul style="list-style-type: none"> • ISSUE_ID • ISSUE_NAME • PUBLICATION_ID • PUBLICATION_NAME • issue + publication properties <ul style="list-style-type: none"> ◦ prefixed with PROPERTY_ ◦ keys converted to upper case • placeholders provided via content.open 	Triggered for opening/swiping to a preview issue inside the pager	(x) ISSUE_PREVIEW_OPENED ARTICLE_PREVIEW_OPENED	New in 7.1 <CONTENT_TYPE> is dynamic, can be set using content.open-JS-API. Defaults to <i>ARTICLE</i> or <i>ISSUE</i> if not explicitly provided.

<CONTENT_TYPE>_PAGE_OPENED	<ul style="list-style-type: none">• ISSUE_ID• ISSUE_NAME• PUBLICATION_ID• PUBLICATION_NAME• issue + publication properties<ul style="list-style-type: none">◦ prefixed with PROPERTY_◦ keys converted to upper case• placeholders provided via content.open• PAGE_ID• PAGE_LABEL• PAGE_TITLE• PAGE_SECTION• PAGE_ALIAS• PAGE_NUMBER• PAGE_INDEX	Triggered for opening/swiping to a page inside an issue	(x) ISSUE_PAGE_OPENED ARTICLE_PAGE_OPENED	New in 7.1 <CONTENT_TYPE> is dynamic, can be set using content.open-JS-API. Defaults to <i>ARTICLE</i> or <i>ISSUE</i> if not explicitly provided.
CONTENT_OPEN_FAILED	<ul style="list-style-type: none">• ISSUE<ul style="list-style-type: none">◦ Possible values:	Triggered content could not be opened, e.g. for content.open failures or open issue by ID/alias/external ID Action-URLs		New in 7.1

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Views

Key	Parameter placeholders	Triggers	included in default tracking_config.json	Notes
APP_MENU		Android/iOS: Whenever the app menu becomes visible	x	
APP_SHARING		Android: Does not exist iOS: When the sharing screen becomes visible	x	
PRESENTER_CONTENT	<ul style="list-style-type: none"> CONTENT_ID CONTENT_NAME all custom properties of issue and publication 	Android: When issue pages pager loaded issue metadata for the first time iOS: When an issue/preview/article was opened (or loaded, e.g. swiping in the pager)		Deprecated in 7.1, use replacement <code><CONTENT_TYPE>_CONTENT</code>
PRESENTER_CONTENT_TOC	<ul style="list-style-type: none"> CONTENT_ID CONTENT_NAME ISSUE_ID (7.1+) ISSUE_NAME (7.1+) PUBLICATION_ID (7.1+) PUBLICATION_NAME (7.1+) issue + publication properties (7.1+) <ul style="list-style-type: none"> prefixed with PROPERTY_ keys converted to upper case placeholders provided via <code>content.open</code> (7.1+) 	Android/iOS: When the table of contents pop-up is opened for an issue	x	
PRESENTER_PAGE	<ul style="list-style-type: none"> CONTENT_ID CONTENT_NAME PAGE_ID PAGE_LABEL PAGE_TITLE PAGE_SECTION PAGE_ALIAS PAGE_NUMBER PAGE_INDEX 	Android: On every open/resume of a (currently visible) page of an issue or article iOS: Every time a page is shown (e.g. open, swipe between pages)		Deprecated in 7.1, use replacement <code><CONTENT_TYPE>_PAGE</code>
<CONTENT_TYPE>_COLLECTION	<ul style="list-style-type: none"> placeholders provided via <code>content.open</code> 	Every time the issue pager is visible		New in 7.1 <CONTENT_TYPE> is dynamic, can be set using <code>content.open-JS-API</code> . Defaults to <i>ARTICLE</i> or <i>ISSUE</i> if not explicitly provided.
<CONTENT_TYPE>_CONTENT	<ul style="list-style-type: none"> ISSUE_ID ISSUE_NAME PUBLICATION_ID PUBLICATION_NAME issue + publication properties <ul style="list-style-type: none"> prefixed with PROPERTY_ keys converted to upper case placeholders provided via <code>content.open</code> 	Every time an issue inside the issue pager is visible	(x) ISSUE_CONTENT ARTICLE_CONTENT	New in 7.1 <CONTENT_TYPE> is dynamic, can be set using <code>content.open-JS-API</code> . Defaults to <i>ARTICLE</i> or <i>ISSUE</i> if not explicitly provided.

<CONTENT_TYPE>_PAGE	<ul style="list-style-type: none"> • ISSUE_ID • ISSUE_NAME • PUBLICATION_ID • PUBLICATION_NAME • issue + publication properties <ul style="list-style-type: none"> ◦ prefixed with PROPERTY_ ◦ keys converted to upper case • placeholders provided via content.open • PAGE_ID • PAGE_LABEL • PAGE_TITLE • PAGE_SECTION • PAGE_ALIAS • PAGE_NUMBER • PAGE_INDEX 	Every time a page of an issue inside the issue pager is visible		<p>New in 7.1</p> <p><CONTENT_TYPE> is dynamic, can be set using content.open-JS-API. Defaults to <i>ARTICLE</i> or <i>ISSUE</i> if not explicitly provided.</p>
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Attributes

Key	Type	Triggers	included in default tracking_config.json	Notes
HAS_BOOKMARKS	Boolean	Android/iOS: On app start and every time the bookmark count is updated	x	
HAS_ENTITLEMENT_LOGIN	Boolean	Android/iOS: On app start and every time the entitlement login state is changed	x	
HAS_ACTIVE_SUBSCRIPTION_CODE	Boolean	Android/iOS: When a subscription has is added/removed and on metadata sync (triggered due to purchase/accounts state changes)	x	
HAS_ACTIVE_SUBSCRIPTION	Boolean	Android/iOS: On every metadata sync (triggered due to purchase /accounts state changes)	x	
HAS_PURCHASED_ISSUE	Boolean	Android/iOS: On every metadata sync (triggered due to purchase /accounts state changes)	x	
HAS_ACTIVE_TRIAL	Boolean	Android/iOS: On every metadata sync (triggered due to purchase /accounts state changes)	x	This relates to the "trial period" for new devices in the purple manager and is configured per publication

Storefront tracking

Version: 1.1.0

Views

Key	Parameter placeholders	Triggers	included in default tracking_config.json	Notes
STOREFRONT_BOOKMARKS	VIEW POPUP	When the bookmarks view is opened	x	These are the views of the standard storefront. The key names depend on the configured views in the storefront.
STOREFRONT_FEED	VIEW POPUP	When the feed view is opened	x	POPUP is 'true' or 'false' depending on whether the view opened in an popup
STOREFRONT_HOME	VIEW POPUP	When the home view is opened	x	They are also replicated with the STOREFRONT_VIEW_<VIEW> keys

STOREFRONT_ISSUE_DETAILS	VIEW POPUP and issue and publication parameters	When the issue details view is opened	x
STOREFRONT_LOGIN	VIEW POPUP	When the login view is opened	x
STOREFRONT_NEWSS TAND	VIEW POPUP	When the newsstand view is opened	x
STOREFRONT_SEARCH	VIEW POPUP	When the search view is opened	x
STOREFRONT_SUBSCRIPTIONS	VIEW POPUP	When the subscriptions view is opened	x

Events

Key	Parameter placeholders	Triggers	included in default tracking_config.json	Notes
STOREFRONT_AD_CLICKED	AD_ID VIEW	When an ad is clicked	x	New in 1.0.0
STOREFRONT_AD_STICKY_CLICKED	AD_ID VIEW	When a sticky ad is clicked	x	New in 1.0.0
STOREFRONT_APP_BAR_BACK_CLICKED	VIEW	When the back button in the app bar is clicked	x	New in 1.0.0
STOREFRONT_APP_BAR_LOGO_CLICKED	VIEW	When the logo in the app bar is clicked	x	New in 1.0.0
STOREFRONT_APP_BAR_MENU_CLICKED	VIEW	When the menu button in the app bar is clicked	x	New in 1.0.0
STOREFRONT_BOOKMARK_DELETE_ALL_CLICKED	VIEW	When a delete all bookmarks button action is triggered		New in 1.0.0
STOREFRONT_BOOKMARK_DELETED_ALL	VIEW	When a delete all bookmarks action is finished.	x	New in 1.0.0
STOREFRONT_BOOKMARK_DELETE_ALL_FAILED	VIEW	When a delete all bookmarks action failed.		New in 1.0.0
STOREFRONT_BOOKMARK_DELETE_ALL_OF_ISSUE_CLICKED	VIEW issue parameters (without price)	When a delete all bookmarks action is triggered for a specific issue		New in 1.0.0
STOREFRONT_BOOKMARK_DELETED_ALL_OF_ISSUE	VIEW issue parameters (without price)	When a delete all bookmarks action is finished for a specific issue	x	New in 1.0.0
STOREFRONT_BOOKMARK_DELETE_ALL_OF_ISSUE_FAILED	VIEW issue parameters (without price)	When a delete all bookmark action failed for a specific issue		New in 1.0.0

STOREFRONT_<CONTENT_TYPE>_BOOKMARK_DELETE_CLICKED	VIEW bookmark parameters issue parameters (without price from bookmark view) publication parameters	When a bookmark is being deleted of <CONTENT_TYPE>		New in 1.1.0 available without <CONTENT_TYPE> since version 1.0.0.
STOREFRONT_<CONTENT_TYPE>_BOOKMARK_DELETED	VIEW issue parameters (without price from bookmark view) publication parameters	When a bookmark was successfully deleted of <CONTENT_TYPE>	(x) STOREFRONT_ISSUE_BOOKMARK_DELETED STOREFRONT_ARTICLE_BOOKMARK_DELETED	New in 1.1.0 available without <CONTENT_TYPE> since version 1.0.0.
STOREFRONT_<CONTENT_TYPE>_BOOKMARK_DELETE_FAILED	VIEW bookmark parameters issue parameters (without price from bookmark view) publication parameters	When deleting a bookmark failed of <CONTENT_TYPE>		New in 1.1.0 available without <CONTENT_TYPE> since version 1.0.0.
STOREFRONT_<CONTENT_TYPE>_BOOKMARK_OPEN_CLICKED	VIEW bookmark parameters issue parameters (without price) publication parameters	When a bookmark is being opened of <CONTENT_TYPE>	(x) STOREFRONT_ISSUE_BOOKMARK_OPEN_CLICKED STOREFRONT_ARTICLE_BOOKMARK_OPEN_CLICKED	New in 1.1.0 available without <CONTENT_TYPE> since version 1.0.0.
STOREFRONT_CATEGORY_<CONTENT_TYPE>_CLICKED	VIEW category parameters issue parameters publication parameters	When a displayed issue (<CONTENT_TYPE>) inside a category is tapped.		New in 1.1.0 available with ISSUE as <CONTENT_TYPE> since version 0.6.0.
STOREFRONT_CONTENT_OPEN_FAILED	VIEW issue parameters	When opening content failed.		Removed in 1.1.0, use replacement CONTENT_OPEN_FAILED Tracked issue parameters only available if issue is available. Otherwise only the issue id is tracked.
STOREFRONT_DROPDOWN_ISSUE_STATE (STOREFRONT_DROPDOWN)	ISSUE_STATE ISSUE_STATE_TRANSLATED RESET RESET_TRANSLATED VIEW	When the value of a dropdown is changed		New in 1.0.0 These are the dropdown events of the standard storefront. The key names depend on the configured id in the views.json. The parameters depend on the configured dropdown values. Schema Key: STOREFRONT_<ID> Parameter: <PARAM_NAME>, <PARAM_NAME>_TRANSLATED, RESET, RESET_TRANSLATED

STOREFRONT_DROPDOWN_CATEGORY (STOREFRONT_DROPDOWN)	CATEGORY CATEGORY_TRANSLATED RESET RESET_TRANSLATED VIEW	When the value of a dropdown is changed		todo: dropdown event for changing the periods
STOREFRONT_EXTERNAL_LOGIN_CLICKED	VIEW	When an external login process is started		New in 1.0.0
STOREFRONT_EXTERNAL_LOGIN_SUCCEEDED	VIEW	When an external login process finished successfully	x	New in 1.0.0
STOREFRONT_EXTERNAL_LOGIN_CANCELLED	VIEW	When an external login process failed		New in 1.0.0
STOREFRONT_HTML_CLICKED	VIEW	When an HTML component is tapped for which a tap action is configured		New in 1.0.0
STOREFRONT_HTML_LINK_OPEN_INLINE	LINK_TEXT TARGET_URL VIEW	When an anchor/link is tapped which occurs in the content of an HTML component. Only tracked if the link target is opened inline.	x	New in 1.0.0
STOREFRONT_HTML_LINK_OPEN_APP_BROWSER	LINK_TEXT TARGET_URL VIEW	When an anchor/link is tapped which occurs in the content of an HTML component. Only tracked if the link target is opened in the in-app browser.	x	New in 1.0.0
STOREFRONT_HTML_LINK_OPEN_EXTERNAL	LINK_TEXT TARGET_URL VIEW	When an anchor/link is tapped which occurs in the content of an HTML component. Only tracked if the link target is opened in the external system browser.	x	New in 1.0.0
STOREFRONT_<CONTENT_TYPE>_COVER_CLICKED	VIEW issue parameters publication parameters	When the cover of a <CONTENT_TYPE> is tapped		New in 1.1.0 This tracking key is available with ISSUE as <CONTENT_TYPE> since version 0.5.0.
STOREFRONT_<CONTENT_TYPE>_CANCEL_CLICKED	VIEW issue parameters publication parameters	When the cancel (download) button of a <CONTENT_TYPE> is tapped		New in 1.1.0 This tracking key is available with ISSUE as <CONTENT_TYPE> since version 0.5.0.
STOREFRONT_<CONTENT_TYPE>_COUPON_CLICKED	VIEW issue parameters publication parameters	When the coupon button of a <CONTENT_TYPE> is tapped		New in 1.1.0 This tracking key is available with ISSUE as <CONTENT_TYPE> since version 0.5.0.
STOREFRONT_<CONTENT_TYPE>_DELETE_CLICKED	VIEW issue parameters publication parameters	When the delete button of a <CONTENT_TYPE> is tapped		New in 1.1.0 This tracking key is available with ISSUE as <CONTENT_TYPE> since version 0.5.0.
STOREFRONT_<CONTENT_TYPE>_DOWNLOAD_CLICKED	VIEW issue parameters publication parameters	When the download button of a <CONTENT_TYPE> is tapped		New in 1.1.0 This tracking key is available with ISSUE as <CONTENT_TYPE> since version 0.5.0.

STOREFRONT_<CONTENT_TYPE>_LOGIN_CLICKED	VIEW issue parameters publication parameters	When the login button of a <CONTENT_TYPE> is tapped		New in 1.1.0 This tracking key is available with ISSUE as <CONTENT_TYPE> since version 0.5.0.
STOREFRONT_<CONTENT_TYPE>_PREVIEW_CLICKED	VIEW issue parameters publication parameters	When the preview button of a <CONTENT_TYPE> is tapped		New in 1.1.0 This tracking key is available with ISSUE as <CONTENT_TYPE> since version 0.5.0.
STOREFRONT_ISSUE_PURCHASE_CLICKED	VIEW issue parameters publication parameters	When the purchase button of an issue is tapped		New in 0.5.0
STOREFRONT_ISSUE_PURCHASED	VIEW issue parameters publication parameters	When an issue is purchased	x	New in 0.5.0
STOREFRONT_ISSUE_PURCHASE_CANCELLED	VIEW issue parameters publication parameters	When the purchase of an issue was cancelled by the user		New in 0.5.0
STOREFRONT_ISSUE_PURCHASE_FAILED	VIEW issue parameters publication parameters	When the purchase of an issue failed		New in 1.0.0
STOREFRONT_<CONTENT_TYPE>_READ_CLICKED	VIEW issue parameters publication parameters	When the read button of a <CONTENT_TYPE> is tapped		New in 1.1.0 This tracking key is available with ISSUE as <CONTENT_TYPE> since version 0.5.0.
STOREFRONT_<CONTENT_TYPE>_SUBSCRIBE_CLICKED	VIEW issue parameters publication parameters	When the subscribe button of a <CONTENT_TYPE> is tapped		New in 1.1.0 This tracking key is available with ISSUE as <CONTENT_TYPE> since version 0.5.0.
STOREFRONT_<CONTENT_TYPE>_BOOKMARK_ADD_CLICKED	VIEW issue parameters publication parameters	When the bookmark button of a <CONTENT_TYPE> is clicked. Only tracked if initially there were no bookmarks for the <CONTENT_TYPE>.		New in 1.1.0
STOREFRONT_<CONTENT_TYPE>_BOOKMARK_ADDED	VIEW bookmark parameters issue parameters publication parameters	When a bookmark was successfully added for a <CONTENT_TYPE>	(x) STOREFRONT_ISSUE_BOOKMARK_ADDED STOREFRONT_ARTICLE_BOOKMARK_ADDED	New in 1.1.0

STOREFRONT_<CONTENT_TYPE>_BOOKMARK_ADD_FAILED	VIEW issue parameters publication parameters	When adding a bookmark for a <CONTENT_TYPE> failed		New in 1.1.0
STOREFRONT_<CONTENT_TYPE>_SHARE_CLICKED	VIEW issue parameters publication parameters	When the share button of a <CONTENT_TYPE> is tapped.		New in 1.1.0
STOREFRONT_<CONTENT_TYPE>_SHARED	VIEW issue parameters publication parameters	When a <CONTENT_TYPE> was shared.	(x) STOREFRONT_ISSUE_SHARED STOREFRONT_ARTICLE_SHARED	New in 1.1.0
STOREFRONT_<CONTENT_TYPE>_SHARE_FAILED	VIEW issue parameters publication parameters	When <CONTENT_TYPE> sharing failed		New in 1.1.0
STOREFRONT_LIST_AD_CLICKED	AD_ID VIEW	When an ad inside a list is tapped		New in 0.5.0
STOREFRONT_LIST_CATEGORY_CLICKED	VIEW category parameters	When a category inside a list is tapped		STOREFRONT_LIST_<CHILD_TRACKING_KEY>_CLICKED STOREFRONT_LIST_<CONTENT_TYPE>_CLICKED is only available since version 1.1.0. For earlier versions CONTENT_TYPE is equal to ISSUE.
STOREFRONT_LIST_<CONTENT_TYPE>_CLICKED	VIEW issue parameters publication parameters	When a <CONTENT_TYPE> inside a list is tapped		
STOREFRONT_LIST_PUBLICATION_CLICKED	VIEW publication parameters	When a publication inside a list is tapped		
STOREFRONT_LOGIN_CLICKED	VIEW	When the user tapped the login button		New in 0.6.6
STOREFRONT_LOGIN_SUCCEEDED	VIEW	When the user was logged in successfully	x	New in 0.5.0
STOREFRONT_LOGIN_FAILED	VIEW	When the login process failed (for example because of a wrong password)		New in 0.5.0
STOREFRONT_REGISTER_CLICKED	VIEW	When the user tapped the register button		New in 0.6.6
STOREFRONT_LOGIN_LINK_CLICKED	TARGET_URL VIEW	When the user tapped on any link inside the login component		New in 0.5.0
STOREFRONT_LOGOUT_CLICKED	VIEW	When user tapped the logout button on the login component		New in 1.0.0
STOREFRONT_POPUP_CLOSE_CLICKED	POPUP VIEW	When the popup is closed either through clicking the X button or through tapping the background		New in 1.0.0 In addition the context properties are available. This depends on the content of the pop-up, e.g. issue and publication parameters are available.

STOREFRONT_PRODUCT_LOAD_FAILED	VIEW error productId	When either getProducts oder getPrices for the specified product id failed. (This does include the case when the store products aren't configured)		New in 1.0.0
STOREFRONT_PUBLICATION_CONTENT_TYPE_CLICKED	VIEW issue parameters publication parameters	When a displayed issue (<CONTENT_TYPE>) inside a publication is tapped.		New in 1.1.0 This tracking key is available with ISSUE as <CONTENT_TYPE> since version 0.5.0.
STOREFRONT_PUBLICATION_COMPLETION_PURCHASE_CLICKED	VIEW product parameters	When user tapped the purchase-button in a publication-completion component		New in 1.0.0
STOREFRONT_PUBLICATION_COMPLETION_PURCHASED	VIEW product parameters	When the publication-completion product was successfully purchased	x	New in 1.0.0
STOREFRONT_PUBLICATION_COMPLETION_PURCHASE_CANCELLED	VIEW product parameters	When the user cancelled the publication-completion product purchase flow		New in 1.0.0
STOREFRONT_PUBLICATION_COMPLETION_PURCHASE_FAILED	VIEW product parameters	When the started publication-completion product purchase flow failed because of an error		New in 1.0.0
STOREFRONT_RESTORE_PURCHASES_CLICKED	VIEW	When the restorePurchases action was started (and, if confirm was set, the user confirmed the process)		New in 1.0.0
STOREFRONT_SEARCH_PERFORMED	PHRASE VIEW	When search is performed	x	New in 0.6.0
STOREFRONT_CONTENT_TYPE_SEARCH_RESULT_COVER_CLICKED	VIEW issue parameters (without price) publication parameters	When search result cover (image) of a <CONTENT_TYPE> is tapped	(x) STOREFRONT_ISSUE_SEARCH_RESULT_COVER_CLICKED STOREFRONT_ARTICLE_SEARCH_RESULT_COVER_CLICKED	New in 1.1.0 This tracking key is available without <CONTENT_TYPE> since version 1.0.0.
STOREFRONT_CONTENT_TYPE_SEARCH_RESULT_PAGE_HIT_CLICKED	PAGE_INDEX PAGE_TITLE PAGE_NUMBER PAGE_LABEL VIEW issue parameters (without price) publication parameters	When search result page hit of a <CONTENT_TYPE> is tapped (a specific page where the searched term occurs) Other keys this event could occur under: STOREFRONT_ELEMENT_ID_PAGE_HIT_CLICKED (if the component has an id specified) STOREFRONT_SEARCH_RESULT_PAGE_HIT_CLICKED (should only occur if no download handler was found)	(x) STOREFRONT_ISSUE_SEARCH_RESULT_PAGE_HIT_CLICKED STOREFRONT_ARTICLE_SEARCH_RESULT_PAGE_HIT_CLICKED	New in 1.1.0 This tracking key is available without <CONTENT_TYPE> since version 1.0.0.
STOREFRONT_SUBSCRIPTION_CODE_ACTIVATED	SUBSCRIPTION_CODE VIEW	When the user activated a subscription code	x	New in 0.5.0
STOREFRONT_SUBSCRIPTION_CODE_ACTIVATED_ERROR_EXISTS	SUBSCRIPTION_CODE VIEW	When user tried to activate subscription code, but the code was already activated somewhere else		New in 0.5.0

STOREFRONT_SUBSCRIPTION_CODE_ACTIVATED_ERROR_INVALID	SUBSCRIPTION_CODE VIEW	When user tried to activate subscription code but the code was invalid		New in 0.5.0
STOREFRONT_SUBSCRIPTION_CODE_ACTIVATED_ERROR_OFFLINE	SUBSCRIPTION_CODE VIEW	When user tried to activate subscription code but was offline		New in 0.5.0
STOREFRONT_SUBSCRIPTION_CODE_DEACTIVATED	SUBSCRIPTION_CODE VIEW	When the user deactivated a subscription code	x	New in 0.5.0
STOREFRONT_SUBSCRIPTION_CODE_DEACTIVATED_ERROR	SUBSCRIPTION_CODE VIEW	When the user tried to deactivate a subscription code but the operation failed		New in 0.5.0
STOREFRONT_SUBSCRIPTION_CODE_DEACTIVATED_ERROR_OFFLINE	SUBSCRIPTION_CODE VIEW	See above		New in 0.5.0
STOREFRONT_SUBSCRIPTION_CODE_DEACTIVATED_ERROR_UNKNOWN	SUBSCRIPTION_CODE VIEW	See above		New in 0.5.0
STOREFRONT_SUBSCRIPTION_CLICKED	VIEW subscription parameters	When the user started the flow to subscribe (usually through tapping on a button)		New in 0.5.0
STOREFRONT_SUBSCRIPTION_PURCHASED	VIEW subscription parameters	When a subscription was successfully purchased		New in 0.5.0 This event is triggered if the purchased subscription does not have a trial period.
STOREFRONT_SUBSCRIPTION_TRIAL_PURCHASED	VIEW subscription parameters	When a subscription was successfully purchased and product is for a trial period		New in 1.0.0 This event is triggered when the purchased subscription has a trial period.
STOREFRONT_SUBSCRIPTION_PURCHASE_CANCELLED	VIEW subscription parameters	When a purchase failed and the ERROR_CODE is "CANCELLED"		New in 0.5.0
STOREFRONT_SUBSCRIPTION_PURCHASE_FAILED	VIEW subscription parameters	When a purchase failed and the ERROR_CODE is not "CANCELLED"		New in 1.0.0
STOREFRONT_SWIPER_AD_CLICKED	AD_ID VIEW	When an ad inside a swiper is tapped		New in 0.5.0 STOREFRONT_SWIPER_<CHILD_TRACKING_KEY>_CLICKED STOREFRONT_SWIPER_<CONTENT_TYPE>_CLICKED is only available since version 1.1.0. For earlier versions CONTENT_TYPE is equal to ISSUE
STOREFRONT_SWIPER_CATEGORY_CLICKED	VIEW category parameters	When a category inside a swiper is tapped		
STOREFRONT_SWIPER_<CONTENT_TYPE>_CLICKED	VIEW issue parameters publication parameters	When a <CONTENT_TYPE> inside a swiper is tapped and the swiper config has 'tapEntry' configured.		
STOREFRONT_SWIPER_PUBLICATION_CLICKED	VIEW publication parameters	When a publication inside a swiper is tapped		
STOREFRONT_TAB_NAVIGATION_CLICKED	TARGET ACTION VIEW	When user clicked on an entry at the navigation bar	x	New in 0.5.0 Target or action are tracked as parameter.

STOREFRONT_TOGGLE_PUBLICATION_TYPE	PUBLICATION_TYPE PUBLICATION_TYPE_TRANSLATED VIEW	When the toggle component has a new selection, and toggle-config.type = "publication-type" (allows switching between kiosk and channel)	x	New in 0.5.0 STOREFRONT_TOGGLE_<TYPE>
STOREFRONT_VIEW_BOOKMARKS	VIEW POPUP	When the bookmarks view is opened		News in 0.5.0 These are the views of the standard storefront. The key names depend on the configured views in the storefront. The event is tracked when the view is loaded
STOREFRONT_VIEW_FEED	VIEW POPUP	When the feed view is opened		
STOREFRONT_VIEW_HOME	VIEW POPUP	When the home view is opened		
STOREFRONT_VIEW_ISSUE_DETAILS	VIEW POPUP	When the issue details view is opened		
STOREFRONT_VIEW_LOGIN	VIEW POPUP	When the login view is opened		
STOREFRONT_VIEW_NEWSSTAND	VIEW POPUP	When the newsstand view is opened		
STOREFRONT_VIEW_SEARCH	VIEW POPUP	When the search view is opened		
STOREFRONT_VIEW_SUBSCRIPTIONS	VIEW POPUP	When the subscriptions view is opened		
<CONTENT_TYPE>_DOWNLOAD_STARTED	VIEW issue parameters (without price) publication parameters	When a download of a <CONTENT_TYPE> is started by user interaction	(x) ISSUE_DOWNLOAD_STARTED	New in 1.1.0 These events are tracked by the DownloadHandler. This only happens when the storefront is visible.
<CONTENT_TYPE>_DOWNLOAD_CANCELLED	VIEW issue parameters (without price) publication parameters	When a download of a <CONTENT_TYPE> is cancelled	(x) ISSUE_DOWNLOAD_CANCELLED	
<CONTENT_TYPE>_DOWNLOADED	VIEW issue parameters (without price) publication parameters	When a download of a <CONTENT_TYPE> was successfully	(x) ISSUE_DOWNLOADED	
<CONTENT_TYPE>_DOWNLOAD_FAILED	VIEW issue parameters (without price) publication parameters	When a download of a <CONTENT_TYPE> was failed		
<CONTENT_TYPE>_DELETED	VIEW issue parameters (without price) publication parameters	When a <CONTENT_TYPE> was deleted by user interaction or the native app mechanism "Automatic deletion of issues"	(x) ISSUE_DELETED	

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Purchases

Key	Parameter placeholders	Triggers	included in default tracking_config.json	Notes
STOREFRONT_ISSUE_PURCHASED	PRODUCT_ID PRICE CURRENCY_CODE TRANSACTION_ID issue parameters (without ISSUE_PRODUCT_ID, ISSUE_PRICE_VALUE, ISSUE_PRICE_CURRENCY) publication parameters	When an issue purchase succeeded	x	New in 1.0.0
STOREFRONT_SUBSCRIPTION_PURCHASED	PRODUCT_ID PRICE CURRENCY_CODE TRANSACTION_ID subscription parameters (without SUBSCRIPTION_PRODUCT_ID, SUBSCRIPTION_PRICE_VALUE, SUBSCRIPTION_PRICE_CURRENCY)	When a subscription purchase succeeded	x	New in 1.0.0
STOREFRONT_SUBSCRIPTION_TRIAL_PURCHASED	PRODUCT_ID PRICE CURRENCY_CODE TRANSACTION_ID subscription parameters (without SUBSCRIPTION_PRODUCT_ID, SUBSCRIPTION_PRICE_VALUE, SUBSCRIPTION_PRICE_CURRENCY)	When a subscription purchase succeeded and the subscription was a trial period	x	New in 1.0.0
STOREFRONT_PUBLICATION_COMPLETION_PURCHASED	PRODUCT_ID PRICE CURRENCY_CODE TRANSACTION_ID product parameters (without PRODUCT_ID, PRODUCT_PRICE_VALUE, PRODUCT_PRICE_CURRENCY)	When a publication completion purchase succeeded	x	New in 1.0.0

Attributes

Key	Parameter placeholders	Notes	included in default tracking_config.json

Content types (<CONTENT_TYPE>)

Content type	Notes
ISSUE	is used for issues of newsstand publications (mostly PDF issues)

ARTICLE	is used for issues of feed publications (standalone articles)
ISSUE_ARTICLE	is used for issues of feed publications which has a source issue and is part of an issue collection (articles wich has the custom property purple_source_issue) is not used for the download events which are tracked by the download handler
READ_MODE_ARTICLE	is used for issues of feed publications which has a PDF source issue and is part of an issue with read mode (read mode over HUB) (articles wich has the custom property purple_source_issue and is only opened via the read mode mechanism) is not used for the download events which are tracked by the download handler
ISSUE_ARTICLE_COLLECTION	is used for a collection of issues (articles) of feed publications contains all issues (articles) which has the same value of the custom property purple_source_issue is only used for the download events which are tracked by the download handler
READ_MODE_ARTICLE_COLLECTION	is used for an issue with read mode (read mode over HUB) contains the PDF issue and all issues (articles) which has the same value of the custom property purple_source_issue is only used for the download events which are tracked by the download handler

Issue parameter placeholders

Parameter placeholders	included in default tracking_config.json	Notes
ISSUE_ID	x	
ISSUE_NAME	x	
ISSUE_TYPE		
ISSUE_CATEGORIES	x	
ISSUE_TAGS	x	
ISSUE_PRODUCT_ID	x	
ISSUE_PURCHASABLE	x	New in 1.1.0
ISSUE_PURCHASED	x	New in 1.1.0
ISSUE_PRICE	x	Formatted price when the price is available
ISSUE_PRICE_VALUE	x	Value of price when the price is available
ISSUE_PRICE_CURRENCY	x	Currency of price when the price is available
ISSUE_LATEST		Set when the publication is available Parameter is added for all events when publication parameters are also tracked
ISSUE_PROPERTY_<PROPERTY_NAME>		Varies depending on project configuration
SOURCE_<ISSUE_PARAMETER>		New in 1.1.0 In addition, for the content types ISSUE_ARTICLE and READ_MODE_ARTICLE, all parameters of the corresponding source issue are available as parameters. These are prefixed with 'SOURCE_'.

Publication parameter placeholders

Parameter placeholders	included in default tracking_config. json	Notes
PUBLICATION_ID	x	
PUBLICATION_NAME	x	
PUBLICATION_TYPE		
PUBLICATION_PROPERTY_<PROPERTY_NAME>		Is not included in the default tracking_config.json because these properties are project-specific
SOURCE_<PUBLICATION_PARAMETER>		In addition, for the content types ISSUE_ARTICLE and READ_MODE_ARTICLE, all parameters of the corresponding source issue publication are available as parameters. These are prefixed with 'SOURCE_'.

Category parameter placeholders

Parameter placeholders	included in default tracking_config.json	Notes
CATEGORY_ID		
CATEGORY_NAME		
CATEGORY_PARENT_CATEGORY_ID		
CATEGORY_PROPERTY_<PROPERTY_NAME>		Is not included in the default tracking_config.json because these properties are project-specific

Bookmark parameter placeholders

Parameter placeholders	included in default tracking_config.json	Notes
BOOKMARK_TITLE	x	
BOOKMARK_DESCRIPTION	x	
BOOKMARK_PAGE_LABEL	x	
BOOKMARK_CREATION_DATE	x	
BOOKMARK_CUSTOM_DATA_<CUSTOM_DATA_NAME>		Is not included in the default tracking_config.json because these data are project-specific

Subscription parameter placeholders

Parameter placeholders	included in default tracking_config.json	Notes
SUBSCRIPTION_ID	x	
SUBSCRIPTION_NAME	x	
SUBSCRIPTION_TYPE	x	

SUBSCRIPTION_DURATION	x	
SUBSCRIPTION_PRICE	x	Formatted price
SUBSCRIPTION_PRICE_VALUE	x	Value of price
SUBSCRIPTION_PRICE_CURRENCY	x	Currency of price
SUBSCRIPTION_PRODUCT_ID	x	
SUBSCRIPTION_PURCHASED	x	
SUBSCRIPTION_PROPERTY_<PROPERTY_NAME>		Is not included in the default tracking_config.json because these properties are project-specific

Product parameter placeholders

Parameter placeholders	included in default tracking_config.json	Notes
PRODUCT_ID	x	
PRODUCT_NAME	x	
PRODUCT_TYPE	x	
PRODUCT_DESCRIPTION	x	
PRODUCT_HIDDEN	x	
PRODUCT_PURCHASED	x	
PRODUCT_PRICE	x	Formatted price
PRODUCT_PRICE_VALUE	x	Value of price
PRODUCT_PRICE_CURRENCY	x	Currency of price
PRODUCT_PROPERTY_<PROPERTY_NAME>		Is not included in the default tracking_config.json because these properties are project-specific

Parameter placeholders provided via content.open

All issue and publication parameters if available, exclude ISSUE_ID, ISSUE_NAME, ISSUE_PROPERTY_<PROPERTY_NAME>, PUBLICATION_ID, PUBLICATION_NAME, PUBLICATION_PROPERTY_<PROPERTY_NAME>.

Article content tracking

This only works with html article content that loads the functions.js and functions.css from the dynamic resources of the content folder. This is the case for articles from the Hub. The Purple DS HUB - Purple Content Plugin must be activated in the hub and the above-mentioned files must be synced to the dynamic resources of the app via the App Theme Sync in the hub.