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Widgets Reference

Metadata

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Metadata

Important

Applicable only for Engage.offer command

Interaction Lifecycle

Every Offer Engage interaction has a sequence of events we describe as the 'Interaction Lifecycle'. This is a sequence of events that tracks progress and choices from the beginning of an interaction (opening Engage Offers), to the end (closing Offers), and every step in between.

The following events are part of the Interaction Lifecycle:

ready
opened
CTA
hover
dismissed
closed

Lifecycle Scenarios

An Interaction Lifecycle can vary based on each user's intent and experience with the Offer Engage Widget. Here are several sequences of events in the lifecycle that correspond to different scenarios.

The user opened the Offer Engage Widget but changed their mind and closed it without seeing the Offer details:

ready -> opened -> dismissed -> closed

The user opened the Offer Engage Widget, hovered over Offer details then closed it:

ready -> opened -> hover -> dismissed -> closed

The user opened the Offer Engage Widget and clicked on the button, which triggers CTA:

ready -> opened -> CTA -> closed

Tip

For a list of all Offer Engage events, see [API Events](#).

Metadata

Each event in the Interaction Lifecycle includes the following block of metadata. By default, all values are set to false. As the user progresses through the lifecycle of an Offer Engage interaction, these values are updated.

The metadata block contains boolean state flags, timestamps, and elapsed times. These values can be used to track and identify trends or issues with interactions. During run-time, the metadata can help you offer a smart and dynamic experience to your users.

Reference

Name	Type	Description	Introduced / Updated
opened	integer (timestamp)	Timestamp indicating when the Offer was opened.	9.0.015.04
closed	integer (timestamp)	Timestamp indicating when the Offer was closed.	9.0.015.04
dismissed	integer (timestamp)	Timestamp indicating when the user dismissed the Offer by clicking the close button.	9.0.015.04
triggeredCTA	integer (timestamp)	Timestamp indicating when the CTA was triggered.	9.0.015.04
timeBeforeCTA	integer (milliseconds)	Total time in milliseconds from when the user opened the Offer to when the CTA is triggered.	9.0.015.04
timeFirstHover	integer (timestamp)	Timestamp indicating when the user first hovered over Offer.	9.0.015.04
timeBeforeHover	integer (milliseconds)	Total time in milliseconds from when the user opened the Offer to when the user first hovered over Offer.	9.0.015.04
timeElapsedHover	integer (milliseconds)	Total time in milliseconds when the user hovered over Offer.	9.0.015.04
elementClicked	string	Name of CTA element that was clicked ('button').	9.0.015.04