<table>
<thead>
<tr>
<th>EventCode</th>
<th>EventName</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Webtrends - Abandoned Item</td>
</tr>
<tr>
<td>2</td>
<td>Webtrends - Purchased</td>
</tr>
<tr>
<td>3</td>
<td>Webtrends - Visited Site</td>
</tr>
<tr>
<td>4</td>
<td>Webtrends - Searched Site</td>
</tr>
<tr>
<td>7</td>
<td>Argyle Social - Retweet</td>
</tr>
<tr>
<td>12</td>
<td>Mobile App - Installed</td>
</tr>
<tr>
<td>9</td>
<td>Argyle Social - Tweet</td>
</tr>
<tr>
<td>13</td>
<td>Mobile App - Started Session</td>
</tr>
<tr>
<td>14</td>
<td>Mobile App - Ended Session</td>
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<tr>
<td>15</td>
<td>Mobile App - Abandoned Goal</td>
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<tr>
<td>16</td>
<td>Mobile App - Completed Goal</td>
</tr>
<tr>
<td>17</td>
<td>Mobile App - Named Event</td>
</tr>
<tr>
<td>23</td>
<td>Sent a SMS message (MO)</td>
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<tr>
<td>22</td>
<td>Received a SMS message (MT)</td>
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<tr>
<td>24</td>
<td>Globally Opted Out of SMS</td>
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<tr>
<td>26</td>
<td>Argyle Social - Twitter Mention</td>
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<tr>
<td>25</td>
<td>Webtrends - Abandoned Cart</td>
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<tr>
<td>29</td>
<td>Coupsmart - Claimed Offer</td>
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<tr>
<td>27</td>
<td>Argyle Social - Twitter Reply</td>
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<tr>
<td>30</td>
<td>Coupsmart - Redeemed Offer</td>
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<td>28</td>
<td>Coupsmart - Viewed Offer</td>
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<tr>
<td>31</td>
<td>External Message - Been Sent a Message</td>
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<td>32</td>
<td>External Message - Opened a Message</td>
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<td>35</td>
<td>Commerce - Abandoned a Cart</td>
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<td>33</td>
<td>External Message - Clicked a Message Link</td>
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<td>36</td>
<td>Commerce - Purchased a Cart</td>
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<tr>
<td>37</td>
<td>SaaS - Abandoned Goal</td>
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<tr>
<td>38</td>
<td>SaaS - Completed Goal</td>
</tr>
<tr>
<td>39</td>
<td>SaaS - Clicked</td>
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<tr>
<td>40</td>
<td>SaaS - Error</td>
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<tr>
<td>41</td>
<td>SaaS - Log In</td>
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<tr>
<td>42</td>
<td>SaaS - Named Event</td>
</tr>
<tr>
<td>43</td>
<td>SaaS - Registered</td>
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<tr>
<td>44</td>
<td>SaaS - Session Started</td>
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<tr>
<td>45</td>
<td>SaaS - Session Completed</td>
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<tr>
<td>46</td>
<td>SaaS - Used Feature</td>
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<tr>
<td>47</td>
<td>SaaS - Viewed Content</td>
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<tr>
<td>48</td>
<td>Mobile App - Been Sent a Push Notification</td>
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<tr>
<td>49</td>
<td>Mobile App - Opened a Push Notification</td>
</tr>
<tr>
<td>50</td>
<td>Offer - Viewed Offer</td>
</tr>
</tbody>
</table>
51 Offer - Claimed Offer
52 Offer - Assigned Offer
53 Offer - Redeemed Offer
54 SMS - Interacted With a SMS Program
55 SMS - Been Sent a Message From SMS Program
56 Service - Created a Ticket
57 Service - Viewed a Ticket
58 Service - Updated a Ticket
59 Service - Responded to Survey
60 Service - Closed a Ticket
61 SMS - Interacted with a Multi Step Program
62 Webinar - Registered for a Meeting
63 Webinar - Joined a Meeting
65 Webinar - Asked a Question
64 Webinar - Attended a Meeting
66 Webinar - Answered a Question
68 Location - Exited Location
67 Location - Entered Location
69 Location - Visited Location
74 Twitter - Tweeted
70 Twitter - Favorited
71 Twitter - Shared
73 Twitter - Retweeted
75 Twitter - Mentioned
77 Twitter - Followed
76 Twitter - Replied
79 LinkedIn - Updated Profile
78 LinkedIn - Shared
80 Made Purchased
81 Facebook - Posted on a Page
82 Facebook - Commented on a Post
83 Facebook - Liked a Post
84 Facebook - Liked a Page
88 Contact Center - Talked to an Agent
89 Mobile App - Installed
90 Mobile App - Uninstalled
92 Mobile App - Ended a Session
91 Mobile App - Started a Session
93 Mobile App - Been Sent a Push Notification
94 Mobile App - Opened a Push Notification
95 Mobile App - Performed a Custom Event
96 Contact Center - Text/Speech Analyzed
97 Contact Center - Self Service
101 Instagram - Commented on a Post
98 Contact Center - Automation Triggered
102 Instagram - Liked a Post
104 Mobile App - Disabled Push Notifications
103 Mobile App - Enabled Push Notifications
107 Commerce - Viewed a Product Page
105 Commerce - Completed a Conversion
106 Commerce - Abandoned a Conversion
108 Location - Entered a Zone
109 Location - Exited a Zone
110 Location - Dwelled in a Zone
112 Location - Entered a Geofence
111 Commerce - Searched a Site
113 Location - Exited a Geofence
114 Location - Dwelled Inside a Geofence
115 Commerce - Visited a Site
116 Provided Feedback
119 Instagram - Followed
117 Connected with Social
118 Disconnected from Social
120 WeChat - Subscribed
122 WeChat - Visited a Location
121 WeChat - Unsubscribed
124 WeChat - Clicked a Menu
123 WeChat - Scanned a QR Code
126 WeChat - Submitted a Chat Message
125 WeChat - Viewed a Menu
128 Mobile Wallet - Viewed an Item
127 Commerce - Abandoned Browse
129 Mobile Wallet - Installed an Item
130 Mobile Wallet - Removed an Item
132 Shared a Link
131 Answered a Question
134 Twitter - Hashtagged
133 Instagram - Hashtagged
135 SMS - Clicked link in SMS
136 WeChat - Been Sent a Message
137 WeChat - Clicked a Message Link
138 LINE - Subscribed
140 LINE - Submitted a Chat Message
139 LINE - Unsubscribed
141 LINE - Been Sent a Message
142 Web - Consumed Content
143 Web - Clicked External Link
146 Commerce - Created Product Interest
147 Commerce - Updated Product Interest
148 Service - Customer Experience
149 Survey - Updated a Survey
150 Survey - Completed a Survey
152 LINE - Clicked a Message Link
153 Participated in a Promotion
151 Survey - Disqualified from a Survey
154 Facebook - Been Added to a Campaign
155 Facebook - Been Removed from a Campaign
156 Twitter - Been Added to a Campaign
159 Location - Exited a Beacon Area
157 Twitter - Been Removed from a Campaign
158 Location - Entered a Beacon Area
161 Mobile Frequency Suppression
160 Location - Dwelled in a Beacon Area
162 User Defined Event
163 Struggle - User
164 Struggle - Form Field Dwell
165 Struggle - Form Field Repeat
166 Struggle - Form Field Validation
167 SMS - Received Delivery Status
168 Offer - Viewed an Offer
169 Offer - Accepted an Offer
170 SMS - Global Opt Out