

Tracking specification

# Tracking Assistant public webpage

for

**tracking-assistant.ch**

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# Table of contents

0. Conventions	3
1. Pages	4
1.1. Events	4
2. Header navigation	5
2.1. Events	5
3. Footer navigation	6
4. Call to action	7
5. Contact form	8
5.1. Events	8
6. Pricing calculator	10




## Annex table of contents

A. Events	11
B. Parameters	14
C. Formats	17






## 0. Conventions

### 0.1. Parameter modes

Parameter modes appear in event parameter tables throughout the specification. They define validation intent for each data-layer key.

Icon	Meaning	Detailed explanation
	Mandatory	The parameter must be present for the event to be compliant.
	Optional	The parameter may be present and is validated when provided.
	Forbidden	The parameter must not be present for this event.

### 0.2. Parameter types

Icon	Meaning	Detailed explanation
	String	Text value, e.g. page names, IDs, labels.
	Number	Numeric value, e.g. counts, amounts, durations.
	Bool	Boolean value (true/false).
	List	Array/list structure. Child item type is defined by the linked child parameter.
	Object	Object structure that groups nested parameters.

### 0.3. Numbering

- Section numbering follows hierarchy.
- Markdown headings inherit numbering from their parent section.
- Image marker numbers match event order in the section.


# 1. Pages

Every time a new page is viewed, page information as per the following instructions must be provided.

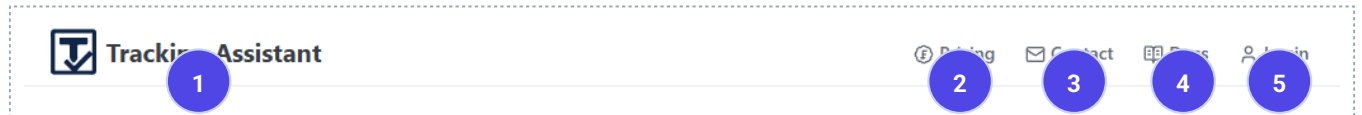
## 1.1. Events

### 1 Page View

A generic page view.

Parameter	Type	Format	Value	Mode
event		Snake case	'page_view'	

## 2. Header navigation



### 2.1. Events

#### 1 Navigation Click

Parameter	Type	Format	Value	Mode
event	🔗	Snake case	'navigation_click'	🛡️
target_url	🔗	Full URL	Any string	🛡️

#### 2 Navigation Click

Parameter	Type	Format	Value	Mode
event	🔗	Snake case	'navigation_click'	🛡️
target_url	🔗	Full URL	Any string	🛡️

#### 3 Navigation Click

Parameter	Type	Format	Value	Mode
event	🔗	Snake case	'navigation_click'	🛡️
target_url	🔗	Full URL	Any string	🛡️

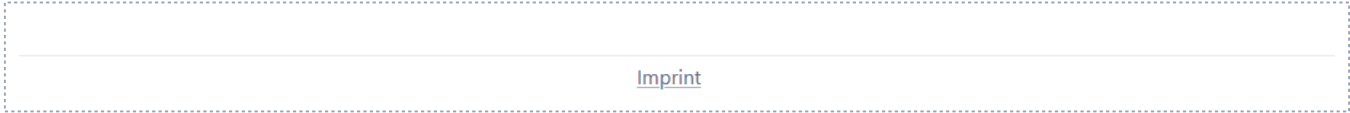
#### 4 Navigation Click

Parameter	Type	Format	Value	Mode
event	🔗	Snake case	'navigation_click'	🛡️
target_url	🔗	Full URL	Any string	🛡️

#### 5 Navigation Click

Parameter	Type	Format	Value	Mode
event	🔗	Snake case	'navigation_click'	🛡️
target_url	🔗	Full URL	Any string	🛡️

### 3. Footer navigation



## 4. Call to action

### Make tracking governable.

Book a demo or request early access.

[Book a demo](#)[See pricing](#)

## 5. Contact form

**Contact** 1

Name \* 2

Company \*

Email \*

What stack do you use?

Select one (optional) ▼

Message \*

3
Send request

### 5.1. Events

#### 1 Form Display

Parameter	Type	Format	Value	Mode
event	🔗	Snake case	'form_display'	🛡️
form_name	🔗	Snake case	'contact_form'	🛡️

#### 2 Form Modify

Parameter	Type	Format	Value	Mode
event	🔗	Snake case	'form_modify'	🛡️
form_name	🔗	Snake case	'contact_form'	🛡️
form_field	{ }			🛡️
form_field_name	🔗	Snake case	'name'	🛡️
form_field_type	🔗	String	'text'	🛡️
form_field_value	🔗	String	Any string	🔄

### 3 Form Submit

Parameter	Type	Format	Value	Mode
event	🔗	Snake case	'form_submit'	🛡️
form_fields	[ ]			🛡️
- [0]	{ }			
form_field_name	🔗	Snake case	'company'	🛡️
form_field_type	🔗	String	'text'	🛡️
form_field_value	🔗	String	Any string	🕒
- [1]	{ }			
form_field_name	🔗	Snake case	'email'	🛡️
form_field_type	🔗	String	'text'	🛡️
form_field_value	🔗	String	Any string	🕒
- [2]	{ }			
form_field_name	🔗	Snake case	'tech_stack'	🛡️
form_field_type	🔗	String	'text'	🛡️
form_field_value	🔗	String	Any string	🕒
- [3]	{ }			
form_field_name	🔗	Snake case	'message'	🛡️
form_field_type	🔗	String	'text'	🛡️
form_field_value	🔗	String	Any string	🕒

## 6. Pricing calculator

### Calculator

Estimate required slots and usage tokens from your operating profile. Defaults: monitoring sampling 5.0%, debug events per asset 10.0k.  
Token model: sampled monitoring plus debug events at 25x.

#### Requirements

Custom input ▾

Specifications

3

Assets

2

Activity

50.0M

Ø Debug / Asset

10.0k

Retention (months)

1

Density %

5

Onboarding Support



#### Estimate

Metric	Value
<b>Required slots</b>	<b>8</b>
Specs contribution	6
Assets contribution	2
<b>Required tokens</b>	<b>1.00M</b>
Monitoring tokens	2.50M
Debug tokens	500k
Included by capacity	- 2.00M
<b>Total price (CHF)</b>	<b>6'180</b>
Capacity price (CHF)	5'390
Usage price (CHF)	790

Custom setup. Tune the inputs to match your governance surface and traffic profile.

ANNEX A

# Events

Appendix

## A.1. Form Display

### Parameters

Parameter name	Key	Type	Format	Value	Mode
Event name	event	🔗	Snake case	'form_display'	🛡️
Form name	form_name	🔗	Snake case	Any string	🛡️

## A.2. Form Modify

### Parameters

Parameter name	Key	Type	Format	Value	Mode
Event name	event	🔗	Snake case	'form_modify'	🛡️
Form name	form_name	🔗	Snake case	Any string	🛡️
Form field	form_field	{ }			🛡️
Form field name	form_field_name	🔗	Snake case	Any string	🛡️
Form field type	form_field_type	🔗	String	Any string	🛡️
Form field value	form_field_value	🔗	String	Any string	🔄

## A.3. Form Submit

### Parameters

Parameter name	Key	Type	Format	Value	Mode
Event name	event	🔗	Snake case	'form_submit'	🛡️
Form fields	form_fields	[ ]			🛡️
Form field [0]	form_field	{ }			
Form field name	form_field_name	🔗	Snake case	Any string	🛡️
Form field type	form_field_type	🔗	String	Any string	🛡️
Form field value	form_field_value	🔗	String	Any string	🔄

## A.4. Navigation Click

### Parameters



Parameter name	Key	Type	Format	Value	Mode
Event name	event	🔗	Snake case	'navigation_click'	🛡️
Target URL	target_url	🔗	Full URL	Any string	🛡️

## A.5. Page View

### Description

A generic page view.

### Parameters

Parameter name	Key	Type	Format	Value	Mode
Event name	event		Snake case	'page_view'	

ANNEX B

# Parameters

Appendix

## B.1. Event name

Type	String
DL key	event
Format	Snake case







## B.2. Form field

Type	Object
DL key	form_field

### Description

Describes a form field.

### Members

Parameters	Mode
 Form field name	
 Form field type	
 Form field value	

## B.3. Form field name

Type	String
DL key	form_field_name
Format	Snake case

### Description

The name of a form field. Must be unique within a form.

## B.4. Form field type

Type	String
DL key	form_field_type
Format	String

### Description

The type of a form field.

## B.5. Form field value

Type	String
DL key	form_field_value
Format	String

### Description

The observed value of a form field after modification or form submission.

## B.6. Form fields

Type	List of Form field
DL key	form_fields

## B.7. Form name

Type	String
DL key	form_name
Format	Snake case

### Description

The name of a form. Must be unique on a page.

## B.8. Target URL

Type	String
DL key	target_url
Format	Full URL

ANNEX C

# Formats

Appendix

## C.1. Full URL

Validator `^https?:\V\[A-Za-z0-9.-][A-Za-z]{2,}(\?:\d{1,5})?(\?:\V[^\s?#])?(\?:\V[^\s#])?(\?:#[^\s]*)?$`

### Description

A full URL, with `http` or `https`, a valid-looking domain with TLD, optional port, optional path, optional query, and optional fragment.

## C.2. Snake case

Validator `^[a-z]+(?:_[a-z0-9]+)*$`

### Description

Lower case letters and digits separated by single underscores. Must start with a letter.

## C.3. String

Validator `.*`

### Description

Generic string format, can be anything.