

Objectives (KPIs)

- Conversions
- Conversion Rates
- Monetary values
- Engagement metrics
- Interactions

Activities

- Research
- Reporting
- Forecasting
- Recommendations
- Split testing
- Personalization

Users

- User ID
- Segments

Channels

- PPC
- Display
- E-mail
- Affiliate
- Social

Data Sources

- Websites
- Apps
- Systems

Content Elements

- Pages (Articles)
- Page Types/Categories
- Elements
- Searches
- Videos

Product Attributes

- IDs
- Categories
- Types
- Attributes