



Fixed Ops Digital ASC Specification 1.0

Last Edited 05/09/2023

ASC CTA Interaction

Event name	asc_cta_interaction
Action	When the user clicks on any Spark CTA.
Trigger	<ul style="list-style-type: none">• When the class name includes ClickEvent
Parameters (9)	<ul style="list-style-type: none">• page_type<ul style="list-style-type: none">○ (service/parts/accessories/body_shop/recall/finance)• element_text<ul style="list-style-type: none">○ (pulls click text of button/element)• element_order<ul style="list-style-type: none">○ (order of the button if applicable ex. 1 for schedule service)• element_type<ul style="list-style-type: none">○ (form,digital_retailing_tool)• event_action_result<ul style="list-style-type: none">○ (popup/redirect/open/close)• link_url<ul style="list-style-type: none">○ (destination url of link, if applicable)• event_owner<ul style="list-style-type: none">○ fixed_ops_digital

ASC Form Engagement

Event name	asc_form_engagement
Action	When the user submits a Spark related form.
Trigger	<ul style="list-style-type: none">• When the class name includes FODGASubmitRecallRabbitButton, FODDealerWalletSubmitButton
Parameters (9)	<ul style="list-style-type: none">• page_type<ul style="list-style-type: none">○ (service/parts/accessories/body_shop/recall/finance)• comm_type<ul style="list-style-type: none">○ form• comm_status<ul style="list-style-type: none">○ start• element_text<ul style="list-style-type: none">○ (pulls click text, if applicable)• department<ul style="list-style-type: none">○ (service/parts)• form_name<ul style="list-style-type: none">○ (Recall or Dealer Wallet Forms)• form_type<ul style="list-style-type: none">○ (consumer_contact/recall)• event_owner<ul style="list-style-type: none">○ fixed_ops_digital

ASC Form Submission

Event name	asc_form_submission
Action	When the user submits a Spark related form.
Trigger	<ul style="list-style-type: none">• When the class name includes FODGASubmitRecallRabbitButton, FODDealerWalletSubmitButton

Parameters (9)	<ul style="list-style-type: none"> ● page_type <ul style="list-style-type: none"> ○ (service/parts/accessories/body_shop/recall/finance) ● comm_type <ul style="list-style-type: none"> ○ form ● comm_outcome <ul style="list-style-type: none"> ○ start ● element_text <ul style="list-style-type: none"> ○ (pulls click text, if applicable) ● department <ul style="list-style-type: none"> ○ (service/parts) ● form_name <ul style="list-style-type: none"> ○ (Recall or Dealer Wallet Forms) ● form_type <ul style="list-style-type: none"> ○ (consumer_contact/recall) ● event_owner <ul style="list-style-type: none"> ○ fixed_ops_digital
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ASC Form Submission Service

Event name	asc_form_submission_service
Action	When the user submits a Spark related form.
Trigger	<ul style="list-style-type: none"> ● When the class name includes FODGASubmitRecallRabbitButton, FODDealerWalletSubmitButton
Parameters (#)	<ul style="list-style-type: none"> ● page_type <ul style="list-style-type: none"> ○ (service/parts/accessories/body_shop/recall/finance) ● comm_type <ul style="list-style-type: none"> ○ form ● comm_outcome <ul style="list-style-type: none"> ○ start ● element_text <ul style="list-style-type: none"> ○ (pulls click text, if applicable) ● department <ul style="list-style-type: none"> ○ (service/parts) ● form_name <ul style="list-style-type: none"> ○ (Recall or Dealer Wallet Forms) ● form_type <ul style="list-style-type: none"> ○ (consumer_contact/recall) ● event_owner <ul style="list-style-type: none"> ○ fixed_ops_digital

ASC Click to Call

Event name	asc_click_to_call
Action	When the user clicks on any Spark "Call" CTA.
Trigger	<ul style="list-style-type: none">● EX: When the data click location is FODGACallBtnColMen, FODGAClickToCallNavbar
Parameters (#)	<ul style="list-style-type: none">● page_type<ul style="list-style-type: none">○ (service/parts/accessories/body_shop/recall/finance)● comm_phone_number<ul style="list-style-type: none">○ (pulls the phone number from the call link)● department<ul style="list-style-type: none">○ (service/parts)● affiliation<ul style="list-style-type: none">○ fixed_ops_digital● event_owner<ul style="list-style-type: none">○ fixed_ops_digital

ASC Media Interaction

Event name	asc_media_interaction
Action	When the user interacts with any FOD video or slider.
Trigger	<ul style="list-style-type: none">● Any interaction with our videos or sliders.
Parameters (#)	<ul style="list-style-type: none">● page_type<ul style="list-style-type: none">○ (service/parts/accessories/body_shop/recall/finance)● event_action_result<ul style="list-style-type: none">○ (play/restart/popup/exit/start/stop/open/close/spin)● media_type<ul style="list-style-type: none">○ (video/slider)● link_url<ul style="list-style-type: none">○ (pulls video src link)● affiliation<ul style="list-style-type: none">○ fixed_ops_digital● event_owner<ul style="list-style-type: none">○ fixed_ops_digital