

Standard Event Tracking Data Model for Digioh Campaign Interactions (Advanced)

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This document describes the event data model implemented by all Digioh Tracking Plugin Apps, e.g. for [Google Analytics 4](#) and Amplitude. It is the standard data model for Digioh Campaign user interactions.

Default Properties Common to all Events

For these properties to be available in Digioh reporting, you must create a corresponding custom dimension with parameter name = property name. Dimensions `digioh_box_id`, `digioh_box_name`, and `digioh_box_page` are considered required for Digioh Reporting to function correctly.

- **digioh_box_id**: 12345
- **digioh_box_name**: Example Campaign Name
- **digioh_box_type**: lightbox | sidebar | banner | inline
- **digioh_url_path**: /some/path/
- **digioh_hq_id**: 12345 (this is your Digioh account ID, named to avoid being flagged as PII)
- **digioh_traffic_context**: pass through of `dctx` parameter on the current webpage, for tracking immediate click context e.g. navbar, footer, or another campaign

Default Events

These events are all tracked automatically by the Digioh GA4 app.

- **digioh_box_display**: tracked when campaign is rendered on the web page.
- **digioh_box_engaged**: tracked when user transitions beyond first campaign page, or redirects or submits from first page.
- **digioh_box_submit**: tracked when campaign-page-form is submitted. Has additional properties:
 - `digioh_box_page` = *configured page name in Campaign Editor* | main | thx | ep1 ...
- **digioh_box_redirect**: tracked when campaign redirects due to button click. Has additional properties:
 - `digioh_box_redirect_domain` = Domain of the redirect target
 - `digioh_box_redirect_path` = Path of the redirect target
- **digioh_box_conversion**: tracked for configured [Custom Conversions](#), i.e. when reaching a page or clicking a button that is configured with conversion : `someMeaningfulLabel` metadata. Sets additional properties:
 - `digioh_box_page` = *Configured Page Title* | main | thx | ep1 ...
 - `digioh_box_conversion` = *someMeaningfulLabel*
 - `digioh_box_conversion_type` = page | button
 - `digioh_box_conversion_button` = *button name if type is button*
- **digioh_time_on_page**: tracked on page transitions to record the time spent on the prior page, note that this is time in seconds as the event *value*
 - `digioh_box_page` = *Configured Page Title* | main | thx | ep1 ...
- **digioh_box_pageview**: New event that tracks individual page views. Set these additional

properties:

- `digioh_box_page` = *Configured Page Title* | main | thx | ep1 ...
 - **digioh_collected_email**: Tracked when email address is captured in a form. Only happens automatically for native email fields, so you need to configure a custom GA4 event when collecting emails via Custom Fields.
 - **digioh_collected_phone**: New event that tracked when phone number is captured in a form. Only happens automatically for native phone fields, so you need to configure a custom GA4 event when collecting emails via Custom Fields.
 - **digioh_box_download**: Standard event when file is downloaded. Sets:
 - `digioh_box_download_url` : Full URL of the asset
 - **digioh_box_close**: Standard event when the campaign is closed.
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