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Widgets Reference

Metadata

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Metadata

Interaction Lifecycle

Every ClickToCall interaction has a sequence of events we describe as the 'Interaction Lifecycle'. This is a sequence of events that tracks progress and choices from the beginning of an interaction (opening ClickToCall), to the end (closing ClickToCall), and every step in between.

The following events are part of the Interaction Lifecycle:

- ready
- opened
- started
- submitted
- cancelled
- completed
- closed

Lifecycle Scenarios

An Interaction Lifecycle can vary based on each user's intent and experience with ClickToCall. Here are several sequences of events in the lifecycle that correspond to different scenarios.

The user opened ClickToCall but changed their mind and closed it without entering any information:

ready -> opened -> cancelled -> closed

The user started filling out the form but closed ClickToCall without submitting the phone number request:

ready -> opened -> started -> cancelled -> closed

The user started filling out the form and submitted it successfully:

ready -> opened -> started -> submitted -> completed -> closed

Tip

For a list of all ClickToCall events, see [API Events](#).

Metadata

Each event in the Interaction Lifecycle includes the following block of metadata. By default, all values are set to false. As the user progresses through the lifecycle of a ClickToCall interaction, these values will be updated.

The metadata block contains boolean state flags, counters, timestamps, and elapsed times. These values can be used to track and identify trends or issues with ClickToCall interactions. During run-time, the metadata can help you offer a smart and dynamic experience to your users.

Reference

Name	Type	Description	Introduced / Updated
ready	integer (timestamp)	Timestamp indicating when ClickToCall is ready.	
opened	integer (timestamp)	Timestamp indicating when ClickToCall was opened.	
started	integer (timestamp)	Timestamp indicating when user started filling out the form.	
cancelled	integer (timestamp)	Timestamp indicating when the ClickToCall was cancelled without a phone request.	
completed	integer (timestamp)	Timestamp indicating when ClickToCall successfully filled out and submitted a form.	
closed	integer (timestamp)	Timestamp indicating when ClickToCall was closed.	
expired	integer (timestamp)	Timestamp indicating when the requested phone number expired.	
form	object	An object containing the form parameters when the form is submitted.	9.0.002.06