

Analytics event map for money transfer apps

The minimum event set that lets you see cost per completed send, plus a naming convention that survives a platform change and a team change.

Use this when	Time to run	Length	Category
Before scaling spend, or when three dashboards disagree	1 week to implement	6 pages	CRO

Most remittance measurement setups track installs, signups and sessions, then stop. That is enough to report activity and not enough to make a single budget decision, because the event that matters sits three steps further down.

This is the event set we implement on every engagement. It takes roughly a week of engineering time and it is the prerequisite for almost everything else.

Consent, privacy and data retention requirements vary by market. Confirm your legal basis for each event and identifier with a qualified adviser before implementation.

1 · The core event set

Fourteen events. Fewer than most teams expect, more than most teams have.

Event	Fires when	Why it exists
app_install	First open attributed by the MMP	Acquisition baseline only
account_created	Registration completed	Intent, not value
kyc_started	Verification flow entered	Start of the largest leak
kyc_document_submitted	Document uploaded successfully	Separates mechanical failure from intent
kyc_document_rejected	Rejection returned, with reason	The reason field is the diagnostic
kyc_liveness_passed	Selfie or liveness cleared	Device-driven failure point
kyc_review_entered	Manual review begins, timestamped	Measures the wait, not the outcome
kyc_completed	Verification approved	The event most teams stop before
quote_requested	Rate or fee quote generated	Intent to send, pre-transaction
beneficiary_added	Recipient saved	Strong predictor of first transfer
transfer_initiated	Send started	Not yet revenue
transfer_completed	Money delivered or collected	The event everything is judged on
transfer_failed	Failed, with a reason	Separates operational from behavioural loss
repeat_transfer_completed	Any transfer after the first	The retention metric

Bid toward transfer_completed. Everything above it is a diagnostic, not a target. A campaign optimised to account_created will efficiently find people who register and never send.

2 · Required parameters

An event without parameters cannot be split, and an unsplittable funnel hides everything.

- ☐ corridor: send country and receive country
The single most useful split you will ever add
- ☐ device_tier: derived from model and OS version
Document capture failure is device-driven
- ☐ document_type: passport, national ID, residence permit
- ☐ payout_method: bank, cash pickup, mobile wallet
- ☐ transfer_value and currency
Needed for value-based bidding and LTV modelling
- ☐ funding_method: card, bank, open banking
- ☐ rejection_reason on every failure event
Free text is useless. Use a controlled list.

- ☐ channel and campaign identifiers preserved through to transfer_completed

3 • Naming convention

- ☐ Lower snake_case, no spaces, no capitals
- ☐ Object then action: transfer_completed, not completed_transfer
- ☐ No platform names in event names
 - meta_signup breaks the moment you add a channel
- ☐ Parameters named identically across web, iOS and Android
- ☐ Convention documented in one place with an owner
- ☐ Deprecated events removed rather than left firing
 - Zombie events silently corrupt year-on-year comparison

4 · Platform implementation

Web

- ☐ GA4 configured with the event set above, not with default enhanced events alone
- ☐ Google Tag Manager container with a documented naming convention
- ☐ Server-side tagging for the post-KYC events
 - Browser-side loss is material in this category
- ☐ Cross-domain tracking if signup or KYC sits on a separate domain
- ☐ Consent mode configured for your markets

App

- ☐ MMP integrated: AppsFlyer, Adjust, Branch or equivalent
- ☐ Post-install events forwarded to every ad platform you spend on
- ☐ SKAdNetwork conversion value schema designed around verification
 - Not around install or session count
- ☐ Deep links measured, including from email and WhatsApp
- ☐ Web-to-app journey stitched where senders start on web

Ad platforms

- ☐ Google Ads conversion imports for transfer_completed
- ☐ Enhanced conversions configured where permitted
- ☐ Meta Conversions API with deduplication verified
- ☐ TikTok Events API configured
- ☐ Offline conversion import if any transfers complete at an agent counter

5 · Reconciliation

The step that changes how the company plans.

- ☐ A single source of truth defined and agreed: your data, not a platform's
- ☐ Monthly reconciliation of platform-claimed conversions against actual
- ☐ The gap reported as a number, not absorbed into the total
 - Three platforms will each claim the same sender
- ☐ Discrepancy threshold agreed above which someone investigates
- ☐ Attribution model stated explicitly in every report

If three ad platforms together claim more conversions than your own database recorded, that is normal and unmanaged. Reporting the gap is what turns the media budget meeting into a short one.

6 · Quality assurance

- ☐ Every event tested in a debug view before release
- ☐ Duplicate event check on the highest-volume events
- ☐ Event volume monitored for sudden drops
 - A silent tracking break can run for weeks

- ☐ An alert on transfer_completed volume falling outside expected range
 - ☐ Developer documentation written and handed over
 - ☐ A named owner for the measurement layer
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Want us to run this for you?

A fixed-fee growth audit covers acquisition, KYC completion, retention and tracking across your corridors. Two weeks, a written roadmap, and you keep it whether or not we work together.

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