Data Planning

After identifying the attributes and events required to target your message and segment your users based on their behaviour, use this sheet to list them out for your engineers.

There are some limits to keep in mind:

- 120 live event limit
- 250 user and company custom data attribute limit
- 255 character limit for attribute/event name

Custom data types:

- String (ie words) Ex. URLs, plan name, user type, etc.
- Number (integer)
- Boolean (true / false)
- Time Stamp (the date and time something happens) e.g. "converted_at"
- Event (tracks activity such as usage of specific feature (by tracking click) plan changes (tracking upgrade actions)

Attribute/event name	Custom data type	Description
example: plan type	example: String	example: Paid plan