

# Event Builder Overview

Event Builder is a metric discovery tool that allows you to track interaction, impression, and page URL events. These events provide important data that would otherwise fall outside of the scope of traditional conversion metrics.

## Benefits

Event Builder lets you create another level of granularity to analyze the success of your Monetate experiences. Here are some of the benefits of Event Builder:

- Use the WYSIWYG editor to track user events without incremental code changes
- Track custom [KPIs](#)
- Customize event tracking experience by experience

## Features

Use Event Builder to create events in these three categories:

- **Interactions:** Track clicks, exit links, form submissions, mouseovers, keyboard events, and more
- **Impressions:** Track the presence of cookies, JavaScript variables, and HTML elements
- **Page URLs:** Track when a site visitor lands on a page URL that matches specified parameters