

Build an Impression Event

You can use an impression-based event to signal that something exists or that the page exposed a customer to something but the customer didn't interact with it. For example, you can track cookies with an impression event. If your site has a cookie set of logged-in customers, you can create an impression event based on the presence of that cookie.

Impression events can be based on the following:

- Cookie
- JavaScript variable
- Query parameter
- HTML element


Follow these steps to build an impression-based event.

1. Click **COMPONENTS** in the top navigation bar and then click **Events**.
2. Click **CREATE EVENT**.
3. Click the **Impression** tab.
4. Click the type of impression-based event that you want to build.
5. If you selected **Cookie** in the previous step, take the following actions to complete the **Details** tab. If you selected **JS Var** in the previous step, skip to [step 6](#). If you selected **Query Parameter** in the previous step, skip to [step 7](#). If you selected **HTML Element** in the previous step, skip to [step 8](#).
 - a. Input the name of the cookie.

When you begin typing the cookie name, Event Builder generates a list of cookies on the page that match the text that you've typed.

- b. Select an operator from **Cookie Value Compare**.
 - c. Input the cookie value.
6. If you selected **JS Var** in step 4, complete the **Details** tab.
 - a. Input the name of the JavaScript variable.

When you begin typing the variable name, Event Builder generates a list of variables on the page that match the text that you've typed.

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- b. Select an operator from **Variable Value Compare**.
 - c. Input the JavaScript variable value.
 7. If you selected **Query Parameter** in step 4, complete the **Details** tab.
 - a. Input the name of the query parameter.
 - b. Select an operator from **Cookie Value Compare**.
 - c. Input the query parameter value.
 8. If you selected **HTML Element** in step 4, take the following actions.
 - a. Use the element selector to choose the HTML element you want to use, and then click the forward arrow.
 - b. Select an operator from **Element Text Compare** on the **Details** tab.
 - c. Input the HTML element text value for comparison.
 9. Optionally, limit the event to a specific page type, URL, time, page category, or landing page. Click the **Conditions** tab, click **ADD CONDITION**, select a **condition category** and specific filter option, and then configure the condition equation. Click the forward arrow.
 10. Type a name for the event into **Event Title**, type a summary into **Description**, and then click **CREATE & EXIT**.