Create 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.

   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.
Event Title

Description

Category IMPRESSION

Subcategory Variable

Heading under which your event will be displayed when selecting events while building an experience.

Enable Logging ON

Name: trackJSVar / Count: 5