

Create an Impression Event

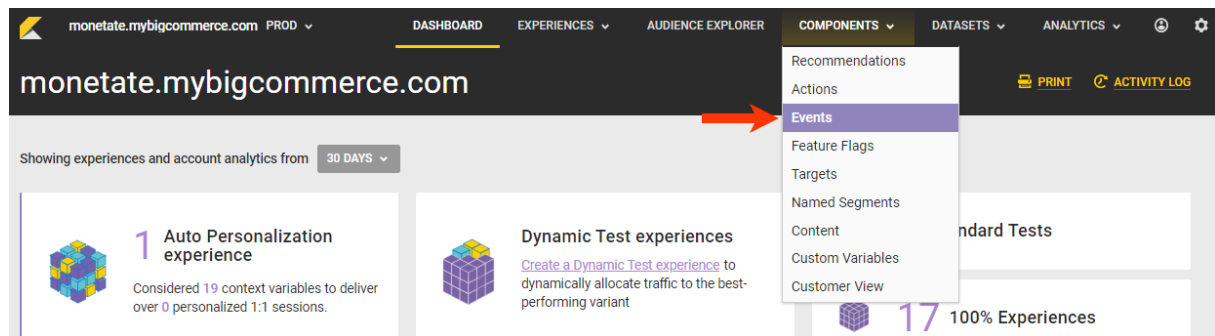
You can use an impression-based event to signal that something exists or that the page exposed a customer to something but the customer didn't interact with it. For example, you can track cookies with an impression event. If your site has a cookie set of logged-in customers, you can create an impression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

Impression events can be based on the following:

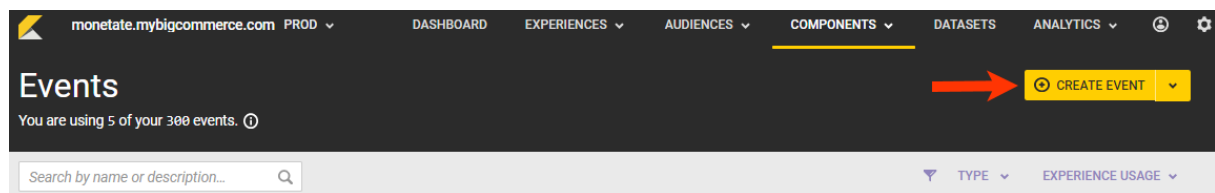
- Cookie
- JavaScript variable
- Query parameter
- HTML element

Follow these steps to build an impression-based event.

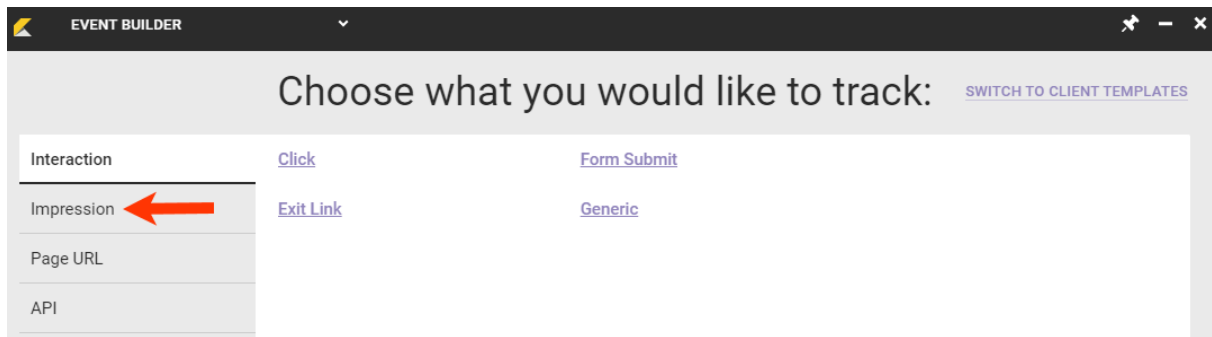
1. Click **COMPONENTS** in the top navigation bar and then click **Events**.



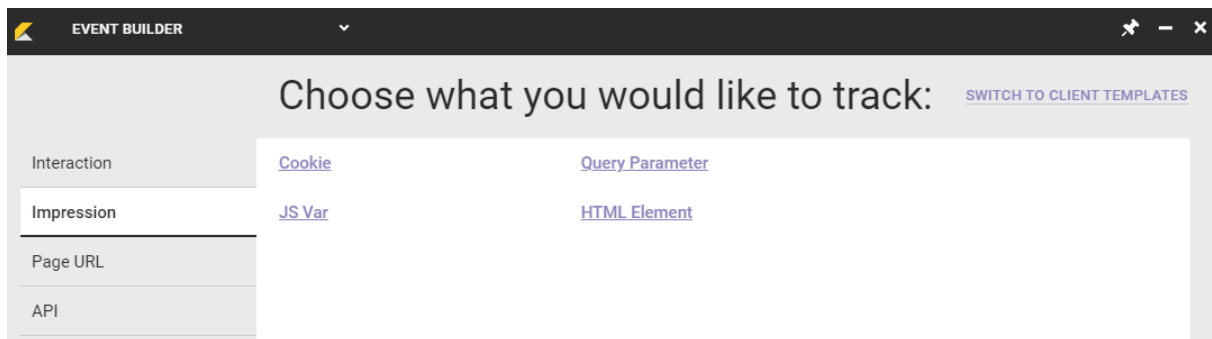
2. Click **CREATE EVENT**.



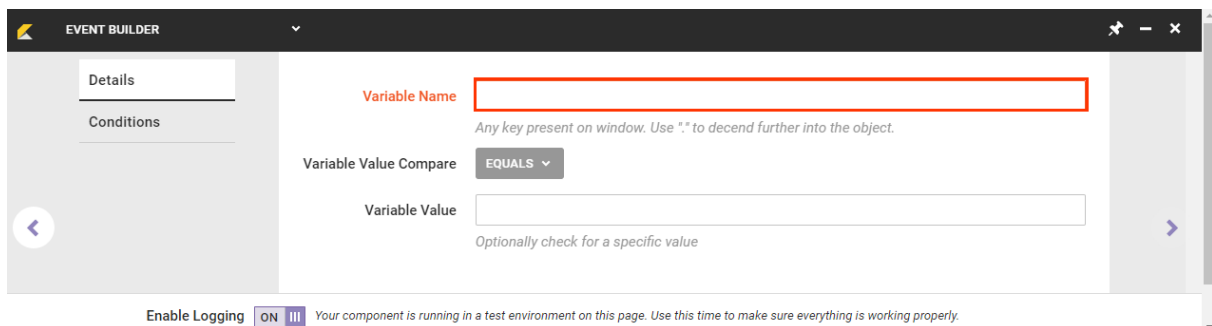
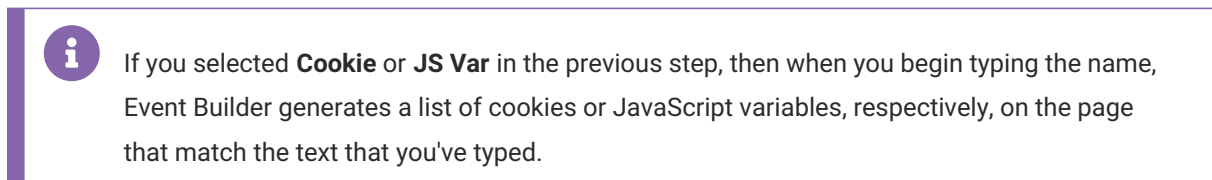
3. Click the **Impression** tab.



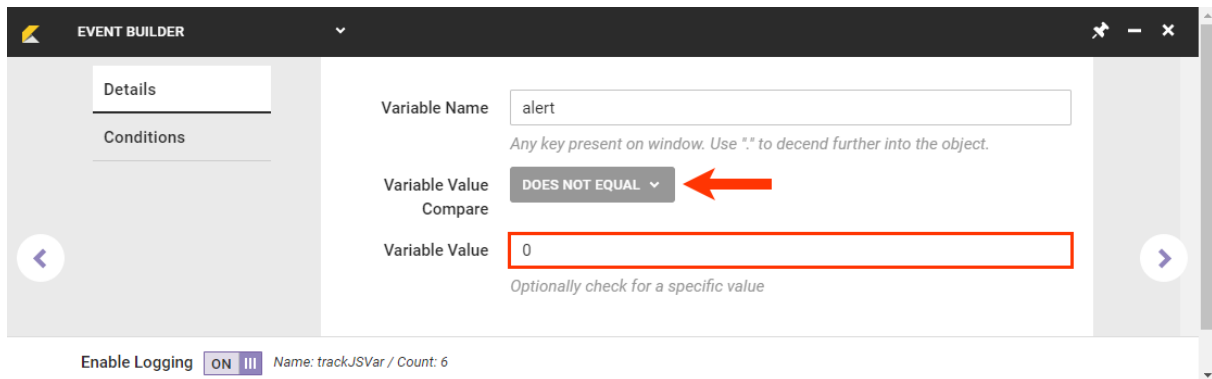
4. Click the type of impression-based event you want to build.



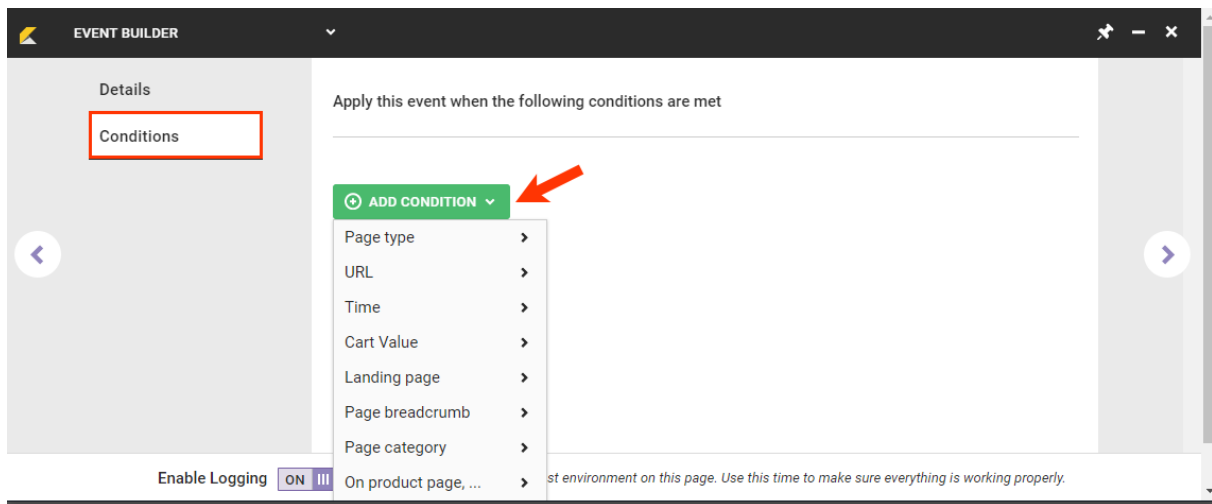
5. If you selected **Cookie**, **JS Var**, or **Query Parameter** in the previous step, type into the topmost field the name of the cookie, JavaScript variable, or query parameter, respectively. If you selected **HTML Element** in the previous step, use the element selector to choose the HTML element you want to use.



6. Select an operator from **Value Compare**, and then type the value for comparison into its respective field.



- Optionally, if you want to limit the event to a specific page type, URL, time, page category, or user landing page, then click the **Conditions** tab, click **ADD CONDITION**, select a **condition category** and specific filter option, and then configure that option. Click the forward arrow.



- Type a name for the event into **Event Title**, type a summary into **Description**, and then click **CREATE & EXIT**.

