

Build a Page URL Event

Use events based on page URLs to track if a customer visits a certain page or set of pages. For example, you can track when a site visitor lands on a page that contains the word *sale* in the URL.

Follow these steps to build an event based on a page URL.

1. Click **COMPONENTS** in the top navigation bar and then click **Events**.
2. Click **CREATE EVENT**.
3. Click the **Page URL** tab.
4. Click the type of value comparison you want the event to perform.
5. Type the text or numerical value into the text field on the **Conditions** tab. To add additional values, if necessary, click the plus sign.
6. Optionally, further limit the event to a specific page type, URL, time, page category, cart value, or other condition. Click **ADD CONDITION**, select a **condition category** and specific filter option, and then configure the condition equation. Click the forward arrow.
7. Type a name for the event into **Event Title**, type a summary into **Description**, and then click **CREATE & EXIT**.