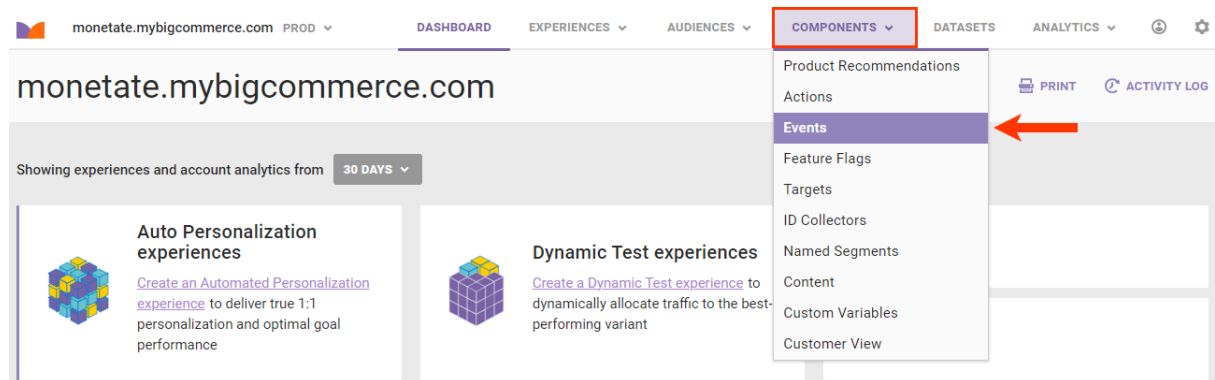


Create a Page URL Event

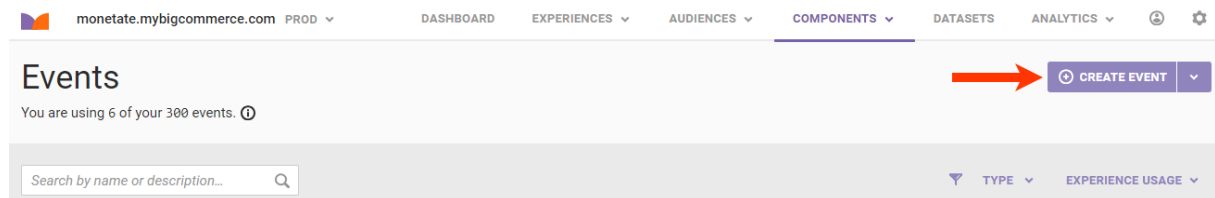
Use events based on page URLs to track if a customer visits a certain page or set of pages. For example, you can track when a site visitor lands on a page that contains the word *sale* in the URL.

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

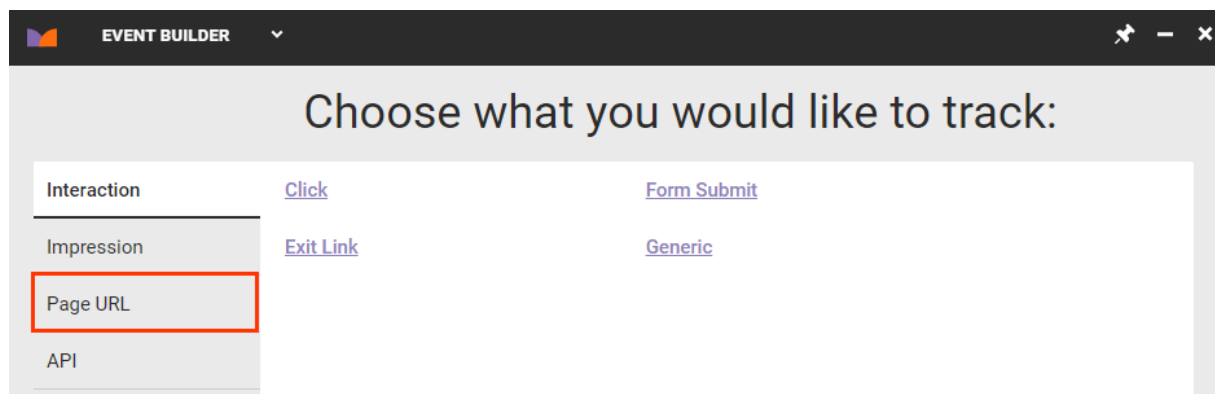
1. Click **COMPONENTS** in the top navigation bar and then click **Events**.



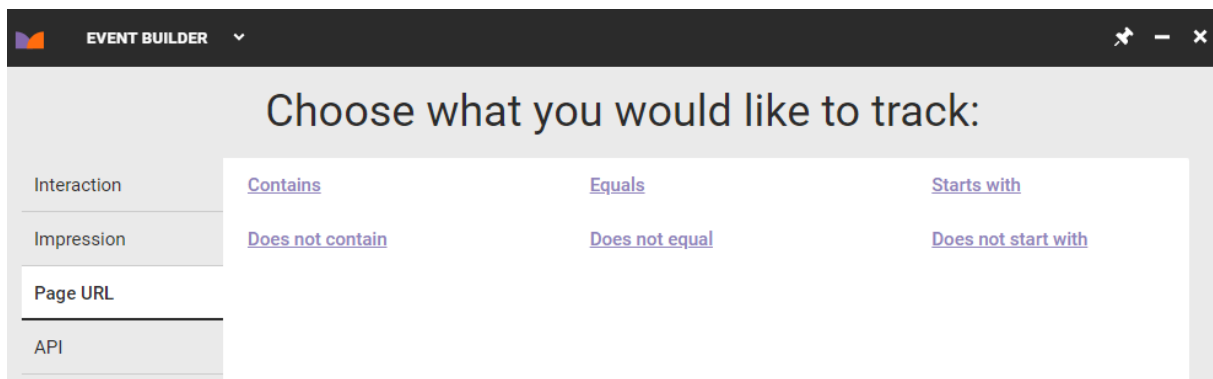
2. Click **CREATE EVENT**.



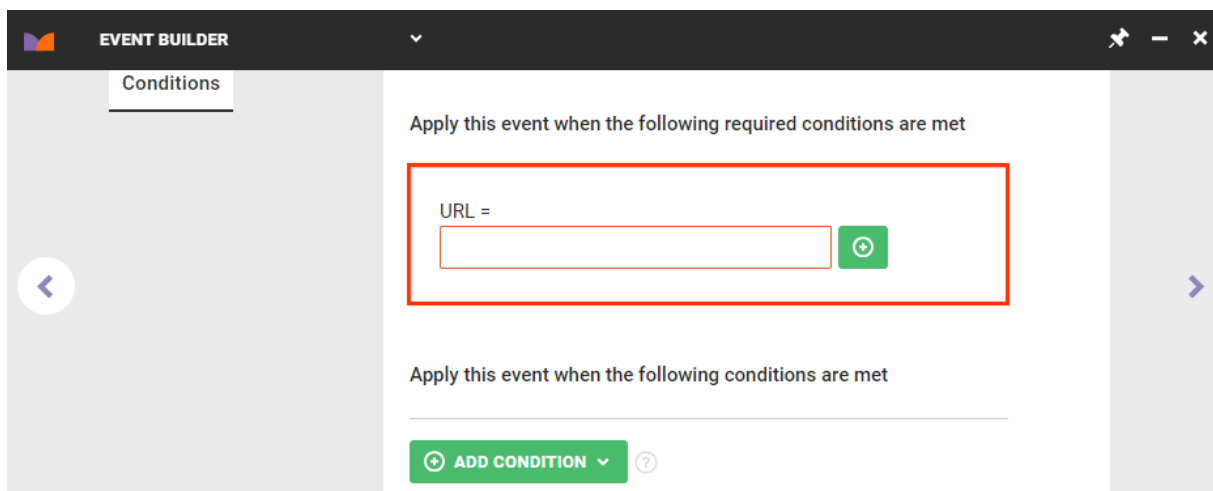
3. Click the **Page URL** tab.



4. Click the type of value comparison you want the event to perform.

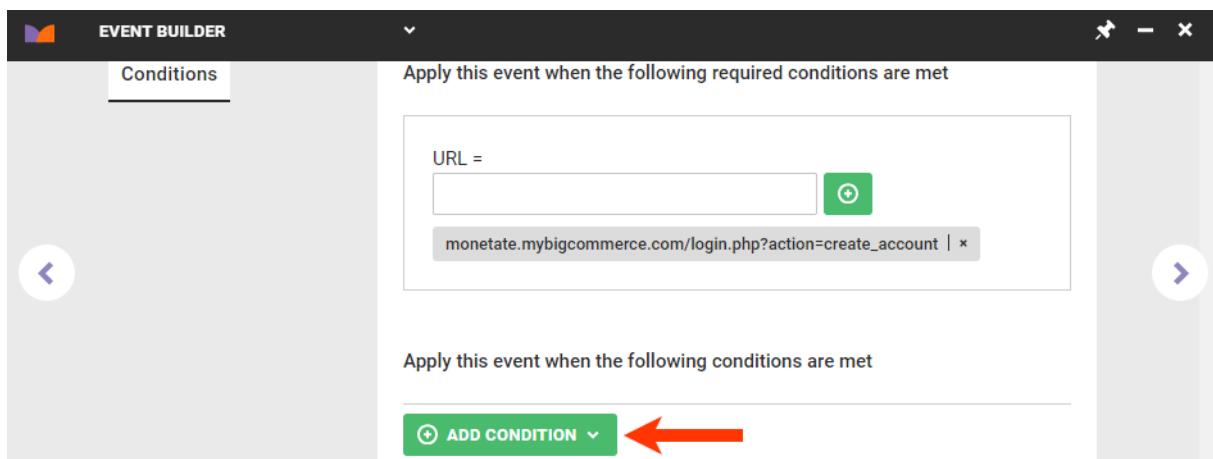


5. Type the text or numerical value into the text field on the **Conditions** tab. To add additional values, if necessary, click the plus sign.



Enable Logging ON III You can preview this functionality in the Monetate Inspector.

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.



Enable Logging ON III You can preview this functionality in the Monetate Inspector.

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

EXIT.

EVENT BUILDER

Event Title

Description

Category

Subcategory

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

Enable Logging You can preview this functionality in the Monetate Inspector.