

# Track Customer Engagement with Recommendations

You can set up an engagement-based goal metric to use with a recommendations action with a URL parameter name and a URL parameter value that you can track in a custom event built in Event Builder.

## Creating the Custom Event

Follow these steps to create an event to track the URL parameter name and value.

1. Click **COMPONENTS** in the top navigation bar and then select **Events**.
2. Click **CREATE EVENT**.
3. Click the **Page URL** tab, and then click **Contains**.
4. Type into **URL contains** a parameter name and value that is not used elsewhere on your site, and then press Enter.
5. Optionally, click **ADD CONDITION**, select a category, select an option from that category, and then complete the condition. See [Action Conditions](#) for more information.

The `recs=apex` query parameter used in the example shown designates that the URL contains the keyword `recs` and that it is associated with an Automated Personalization experience (`apex`). You can use this example for the event you're building by changing the parameter value to whatever makes the most sense for your purpose, but ensure it's specific to what you will use in the recommendations action and isn't used anywhere else on your site.

6. Type a title and description into the **Event Title** and **Description** fields, respectively. Optionally, type a subcategory into its respective field. Finally, click **CREATE & EXIT**.

Continue to the next section to add the event to a Web experience with a recommendations action.

## Adding the Event to a Web Experience

Follow these steps to set up an Automated Personalization experience with the tracking event.

1. Click **EXPERIENCES** in the top navigation bar and then select **Web**.

2. Click **CREATE EXPERIENCE**.
3. Click the pencil icon to the right of the placeholder name, give the new experience a name, and then click the green checkmark.
4. Click **WHY**, select **Automated Personalization**, and then click **NEXT**.
5. Select the event metric you created in Event Builder and then click **NEXT**.
6. Click **NEXT** to confirm the secondary metrics.
7. Click **SAVE** to confirm the WHY settings.

Continue to the next section to add a recommendations action to the experience.

## Adding the Recommendations Action to the Web Experience

Follow these steps to configure the recommendations action for the Automated Personalization experience you created in the previous section.

1. Click **A** of the WHAT settings, and then click **ADD ACTION**.
2. Click **Product Recommendations**.
3. Click a recommendations action template that includes the **URL Parameter** and **URL Parameter Value** fields, and then configure the settings in the Required Inputs section. See [Configure a Recommendations Action](#) for more information about the settings and options.
4. In the Optional Inputs section, type the parameter name you used when creating the tracking event into **URL Parameter Name**, and then type the parameter value into **URL Parameter Value**.
5. Configure any of the other Optional Inputs settings as needed, add any action conditions, and then click **CREATE**.
6. Configure the WHO, WHEN, and HOW settings of the experience as necessary, and then click **ACTIVATE**.

With this configuration the experience leverages each customer's contextual attributes to automatically optimize their chances of engaging with the recommendations.