

Example: Displaying content to visitors changing the shopping cart contents

[Triggers](#) allow you to show content based directly on a visitor's action on the page or site without creating a segment related to the action. You can use triggers to detect events immediately when they happen, whereas segmentation is only implemented at each new page load.

In this example, when a visitor changes the contents of their shopping cart (adding or removing items), a trigger is fired to change the content displayed on the page. You can use this solution to, for example, upsell products or declare that a campaign is ending soon.

You must first [create a trigger](#) to detect the time of the day, and then [create a placement](#) for [using the trigger to display the modification](#).

Creating the trigger

To create the trigger:

1. In the Frosmo Control Panel, select **Triggers**.
2. Click **Create trigger**.
3. Define the following settings:
 - **Name:** Enter "Shopping cart content changed".
 - **Evaluation point:** Select **Core event**.
 - **Event type:** Select **Other predefined event**.
 - **Event name:** Enter "TRIGGER_CART_LINK_DESKTOP". This means that you can fire the trigger by making the function call `frosmo.easy.events.trigger('TRIGGER_CART_LINK_DESKTOP')`.

Name*

Shopping cart content changed

Description

Evaluation point*
Define the event when the platform evaluates whether to fire the trigger. [Learn more](#)

Core event

Event type*
Select the type of Frosmo Core event. [Learn more](#)

Other predefined event

Event name*
Enter the name of the predefined event. [Learn more](#)

TRIGGER_CART_LINK_DESKTOP

Rules

To limit when the trigger is fired, add rules. [Learn more](#)
The trigger is currently fired every time the evaluation point event takes place.

Add new rule

Alias
To bind a JavaScript function to the trigger, enter the function name as the alias for the trigger. [Learn more](#)

4. Click **Save**.

Creating the placement

To create the placement:

1. In the Frosmo Control Panel, select **Modifications > Placements**.
2. Select **Create placement**.
3. Define the following settings:
 - **Name:** Enter "Shopping cart - After product list".
 - **Target element:** Select **CSS selector**, and enter ".site-cart-product-list" (or whatever is appropriate on your site) as the selector name.
 - **Display method:** Select **After element**. This means that the modification content is displayed below the original content of the target element.
 - **Trigger:** Click **Select trigger**, select the **Shopping cart content changed** trigger you created above, and click **Select**.

Name*

Shopping cart - After product list

Description

Target element*

Enter the selector for the web page element or elements in relation to which the modification content is to be placed in the page code. [Learn more](#)

CSS selector .site-cart-product-list

Display method*

Select how the modification content is placed in relation to the target element in the page code. [Learn more](#)

After element

URL matcher

To use the modification content only on selected pages of the site, define one or more URL rules for the placement. [Learn more](#)

This placement is used on all pages of the site.

Trigger

To control when the modification content is added to a page, attach a trigger to the placement. [Learn more](#)

4. Click **Save**.

Using the trigger in a modification

To use the trigger in a modification:

1. In the Frosmo Control Panel, select **Modifications > Overview**.
2. [Find the modification](#) to which you want to attach the trigger, and click the modification name.
3. In the **Basic settings** view, click **Select placement**.
4. Select the placement you created, and click **Save**.

The modification is now only displayed to visitors who change the contents of their shopping cart.

You're done with this example!