

Example: Using a trigger to register conversions

This example shows how you can use a trigger to register any event on a site as a conversion.

In this example, a newsletter subscription on the site is registered as a conversion. This helps you to monitor the number of subscriptions and use them as a basis for personalization.

You must first [create a trigger](#) that fires every time a visitor subscribes to the newsletter, and then [create a conversion definition](#) based on the trigger.

Creating the trigger

To create the trigger:

1. In the Frosmo Control Panel, select **Triggers**.
2. Click **Create trigger**.
3. In **Name**, enter "Subscription".
4. In **Evaluation point**, select **DOM event**.
5. In **Event**, select **Submit**. This means that the trigger is evaluated once the visitor has submitted the newsletter subscription form. The event is a standard HTML DOM event.
6. In **Element**, enter "form". This is the selector for the page element in which the event must happen.

× Create trigger

Name*
Subscription

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

Event*
Select the type of DOM event. [Learn more](#)
Submit

Element*
Enter the selector for the element in which the DOM event must happen. [Learn more](#)
form

7. When you're done, click **Save**.

Creating the conversion definition

To create the conversion definition:

1. In the Control Panel, select **Data Management > Conversion Definitions**.
2. Click **Create conversion definition**.
3. Define the conversion definition settings:
 - In **Conversion name**, enter "Subscription".
 - In **Conversion type**, enter "Newsletter subscription". The conversion type is used to produce [conversion statistics](#).
 - In **Trigger**, select the newly created trigger (**Subscription**).



You can save the conversion definition without selecting or creating a trigger, but you cannot activate the conversion definition unless it has a defined trigger.

- In **Minimum interval**, enter "600". This means that if a visitor submits the form repeatedly, only one submission every 10 minutes is registered as a conversion.

Create conversion definition

Conversion name	<input type="text" value="Subscription"/>
Conversion type	<input type="text" value="Newsletter subscription"/>
Trigger	<input type="text" value="Subscription"/> <small>Create new trigger</small>
Description	<input type="text" value="The visitor submits the newsletter subscription form."/>
Minimum interval between conversions (seconds)	<input type="text" value="600"/>
Conversion value ⓘ	<input type="text"/>

4. When you're done, click **Save**.

After you've created the conversion definition, remember to [activate it](#).