Example: Segmenting visitors based on their device type

This example shows you how to use a trigger to segment visitors based on the type of device they use (desktop, tablet, or mobile). Knowing the device type your visitors are using is crucial to be able to optimize the layout and content for different screen sizes.

In this example, visitors that browse the site using a desktop device will be segmented. You must first create a trigger to detect the device type, and then create a segment based on the trigger.

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 "[Device type] Desktop".
   - **Evaluation point**: Select **DOM ready**.
   - **Rules**: Click **Add new rule**, select **JavaScript code**, and set the following rule:

     The value of the

     ```
     easy.utils.isDesktop()
     ```

     JavaScript function *is exactly true.*

     This means that when all HTML elements have been loaded on the page, the JavaScript functions checks whether the visitor is using a desktop device. If so, the function returns "true", and the trigger is fired.

Name*

[Device type] Desktop

Description

Evaluation point*

Define the event when the platform evaluates whether to fire the trigger. Learn more

DOM ready ∨

Rules

To limit when the trigger is fired, add rules. Learn more

JavaScript code

The value of the | easy.utils.isDesktop() | JavaScript function ✕

is exactly ∨ | true

Add new condition

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 segment

To create a segment for visitors who use a desktop device:

1. In the Frosmo Control Panel, select **Data Management > Segmentation > Segments**.
2. Click **Create segment**.
3. Define the segmentation rules:

   a. Click **Add new rule**, select **Trigger**, and set the following rule:

   The visitor has triggered *[Device type] Desktop more than equal to 1* times, with *each trigger event* counted.

   This means that in order to get segmented, the visitor must browse the site using a desktop device at least once. The trigger is evaluated on each page load.

   b. Set the time limit based on the start and end date of your modification. The default time limit is 14 days.

Rules

Define the rules for segmenting a visitor. Learn more

The visitor has triggered [Device type] Desktop ⌄ more than or equal to ⌄ 1 ✕

times, with each trigger event ⌄ counted.

Add new condition

Add new rule

Time limit

Select the time period within which the visitor's actions must fulfill the rules. Learn more

14 ⌄ days

4. Select **Description**, and enter "Using desktop device" as the segment name.
5. Click **Save**.

Visitors that browse the site using a desktop device will now be segmented.

You're done with this example!