Example: Segmenting visitors based on their IP address

This example shows you how to use a trigger to identify visitors based on their IP address. You can then segment the visitors to show them content based on their location.

In this example, visitors whose IP address begins with "90.90" 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 "IP address begins with 90.90".
   - **Evaluation point**: Select **Core event**.
   - **Event type**: Select **Visitor location change**. By default, the visitor's location is detected in the beginning of each visit.
   - **Rules**: Click **Add new rule**, select **Event data**, and set the following rule:

     The data value of the *IP address* property *begins with 90.90*.

     This means that the trigger is fired when a visitor from an IP address beginning with "90.90" enters the site.

Name*

IP address begins with 90.90

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

Visitor location change

Rules

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

Event data

The data value of the IP address property

begins with 90.90

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 click the modification:

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 *IP address begins with 90.90 more than equal to 1* times, with *each trigger event* counted.

   This means that in order to get segmented, the visitor must enter the site from an IP address beginning with "90.90". Every visit is counted.

   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 | IP address begins with 90.90 ⌄ | 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 "Visited from IP address that begins with 90.90" as the segment name.
5. Click **Save**.

Visitors whose IP address begins with "90.90" will now be segmented.

You're done with this example!