

Creating and editing a conversion definition

Learn how to create and edit a [conversion definition](#), and define the settings for the conversion definition.

- [Creating a conversion definition](#)
- [Editing a conversion definition](#)
- [Conversion definition settings](#)

Creating a conversion definition

To create a conversion definition:

1. In the Frosmo Control Panel, select **Data Management > Conversion Definitions**.
2. Click **Create conversion definition**.
3. Define the [conversion definition settings](#).
4. When you're done, click **Save**.

To start using the conversion definition, [activate it](#).

Editing a conversion definition

To edit a conversion definition:

1. In the Frosmo Control Panel, select **Data Management > Conversion Definitions**.
2. In the conversion definitions list, find the conversion definition you want to edit, and click **Edit**.

ID ↓	Conversion name	Conversion type	Conversion value	Trigger	Description	Interval (seconds)	
238	Subscription	Newsletter subscription		Subscription	The visitor submits the newsletter subscription form.	600	Edit Remove Activate

3. Edit the [conversion definition settings](#).
4. When you're done, click **Save**.

Conversion definition settings

The following table describes the settings you can define for a conversion definition in the Frosmo Control Panel.

Table: Conversion definition settings

Setting	Description	Role
Conversion name	Enter a name for the conversion. The name must be unique, and it cannot be the same as the conversion type.	Required
Conversion type	Enter the conversion type. The type can be, for example, "Purchase" or "Registration". You can freely define the type. You can create multiple conversion definitions, that is, define multiple conversions, with the same type. The conversion type is used to generate conversion statistics .	Required
Trigger	Select a trigger for the placement. The trigger determines the actual visitor action (event) that the platform registers as a conversion. You can only select a single trigger, but you can freely change the selected trigger. To create and select a new trigger: <ol style="list-style-type: none">1. Click Create new trigger.2. Define the trigger settings, and save the trigger. For more information, see Creating and editing a trigger.3. Return to the conversion definition settings, and select the new trigger.	Required

Description	Enter a description for the conversion.	Optional
Minimum interval between conversions (seconds)	Enter the conversion interval in seconds. The interval determines how much time must pass between two conversion events for the second event to be counted as a new conversion. For example, you can define that if a visitor submits the same form twice inside 10 minutes, only one submission is counted as a conversion. In this case, the minimum interval between conversions would be 600 seconds.	Required
Conversion value	Enter a value to the conversion. The conversion value is used to generate conversion statistics for monitoring the revenue created by conversions completed on the site. The value does not need to be monetary, but it normally makes sense to assign a monetary value especially to conversions that actually are monetary transactions (namely, purchases).	Optional

The following figure shows an example of a conversion definition for tracking newsletter subscriptions. The definition is based on a trigger listening to subscription form submissions. Only one conversion every 10 minutes (600 seconds) is counted.

Create conversion definition

Conversion name

Conversion type

Trigger ▼
[Create new trigger](#)

Description

Minimum interval between conversions (seconds)

Conversion value ?

Figure: Defining the conversion definition settings