

# Example: Segmenting visitors based on landing page

This example shows you how to segment visitors who have visited a specific landing page. Tracking visitors visiting a landing page allows you to later target those visitors with the same offer when they return to your site.

To create the segment:

1. In the Frosmo Control Panel, select **Data Management > Segmentation > Segments**.
2. Click **Create segment**.
3. Click **Add new rule**, select **Page view**, and set the segmentation rule:

The visitor has viewed a page whose URL begins with *http://example.com/lander.html* more than or equal to 1 times, with each page load counted as a view.

This means that all visitors visiting the landing page URL are segmented. URLs containing an anchor or search query are also included. Each page view is counted

4. Set the time limit. In this example, the time limit is set to 180 days, which assumes you're running a long campaign and want to track visitors for the entire duration of the campaign.

The screenshot shows the 'Create segment' interface with the 'Rules' step selected. A rule is defined with the following conditions:

- Condition 1: The visitor has viewed a page whose URL begins with `http://example.com/lander`, more than or equal to `1` times, with each page load counted as a view.

The time limit is set to `180` days.

5. Select **Description**, and enter a name and description for the segment as shown in the following figure.

The screenshot shows the 'Create segment' interface with the 'Description' step selected. The segment name is `CampaignX_visited_landing_page` and the description is `Visitors visiting the landing page of campaign X`.

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