


# Activating and deactivating a conversion definition

After you have created a [conversion definition](#), to start using it, you must activate it.




To activate a conversion definition:

1. In the Frosmo Control Panel, select **Data Management > Conversion Definitions**.
2. Find the conversion definition you want to activate, and select **Activate**.

| ID<br>↓ | 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  <b>Activate</b> |

To verify that the conversion is being correctly tracked, use [Frosmo Preview](#).

If you need to stop using a conversion definition, but you don't want to remove it, you can deactivate it. To deactivate a conversion definition, select **Deactivate**.

| ID<br>↓ | 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  <b>Deactivate</b> |