



Create a funnel using advanced URL targeting option

Using advanced URL targeting allows you to create and run funnel experiments to a specific (appropriate) group of web pages that match the given URL condition, such as 'Simple URL', 'URL Contains', 'Start with', or 'Ends with'. For example, say you decide to run a funnel analysis with the following steps:

- **Step 1:** www.zylkerfashions.com/
- **Step 2:** www.zylkerfashions.com/product
- **Step 3:** www.zylkerfashions.com/cart
- **Step 4:** www.zylkerfashions.com/checkout

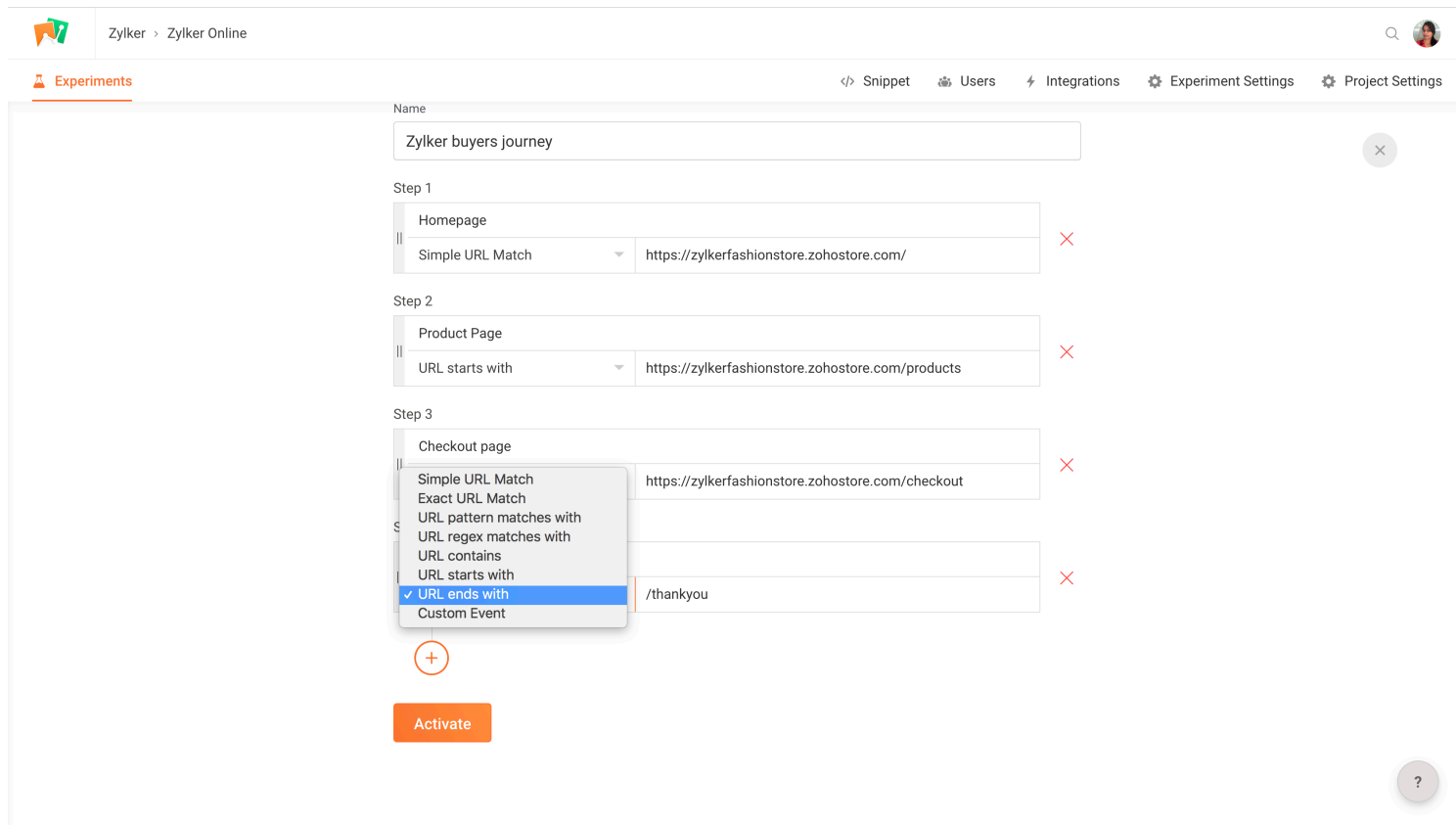
You have different 'product' pages for users coming from different product categories on your ecommerce site, and they do not have a unique URL. In this case, you can create your funnel in PageSense with the match type "Starts with" for the 'Step 2' to start tracking all the customers reaching the product page in your funnel. Similarly, you can choose any other URL match types based on the website goal you want to achieve in your funnel.

To create a funnel analysis using advanced URL targeting options:

1. Click **Funnel Analysis** on the left pane, then click the **New Funnel Analysis** button.
2. Enter a descriptive name for your funnel analysis in the *Name* box.
3. Enter a suitable step name, select your preferred [URL match type](#) from the dropdown, then enter the specified URL pattern in the URL field.

Click + to add all the required steps and the URL paths in your funnel.

💡 For example, let's say you want to set up the customer journey funnel in an ecommerce site that marks the completion of a shopping process, such as a "Thank You" or "Transaction Confirmed" page. In this case, you can use the final page in the funnel with the URL match 'ends with' '/thankyou' to track customers who were lead to the thank you message page of your site. This will give you a clear picture of the number of customers who actually ended up making a purchase at your shopping site.



4. Click **Activate** to launch your funnel analysis on your web page.

Zoho PageSense will now begin to track conversion rates, drop-offs, and other relevant metrics in your funnel analysis under the **REPORTS** tab. However, if you wish to make changes to your funnel, click the **Pause** button at the top-right corner and click **Relaunch** to run the experiment again.

❗ Ensure that the [Zoho PageSense code snippet is installed](#) to all the URLs of your funnel experiment.