



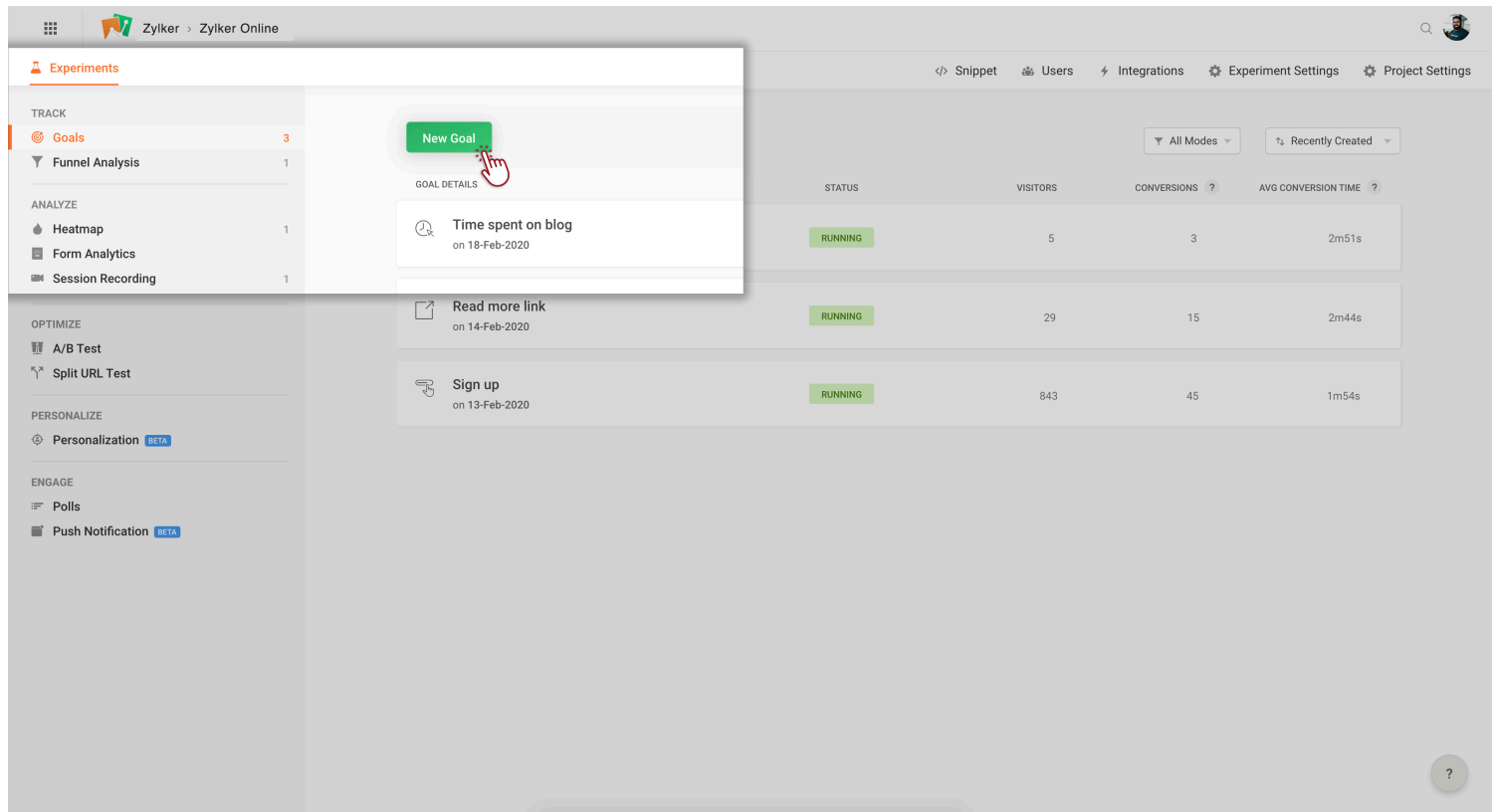
Create a custom event goal

A Custom event goal is different from the other type of goals ([Element Clicks](#), [Link Clicks](#), and [Time Spent on Page](#)) in PageSense where you can track clicks and record the success metrics of common behavior of a user on your web page with no unique destination or confirmation page URL. For example, form submissions are one of the most conversion actions on a website that uses the Custom Event goal. This includes tracking newsletter sign ups, registering for an upcoming webinar, or submitting a contact request. Implementing custom event requires you to add a custom code to your site (with the help of developers) in order to track actual conversions under your reports page. These conversion metrics are often the key goal of email, social media, and other digital marketing campaigns.

To understand the custom event goal better, let's imagine you have a 'Contact Us' form on your website 'example.com/contact-us' that displays a 'ThankYou message' to visitors upon submitting the form. In this case, the page URL remains the same even after the visitor submits the form. For such instances, you can use the Custom Event goal in the destination page to track successful conversions whenever a specific condition is achieved. Implementing the custom goal requires you to add the two line Javascript code in the success function of the AJAX request. This event code will be triggered after the form is submitted to send the required conversion metrics to PageSense.

To create a custom event as your goal:

1. Click **Goals** on the left pane, then click the **New Goal** button.



2. Choose the goal type as **Custom Event**, then add a descriptive name for it.

Create New Goal

Name

Type

Element Clicks
Track the number of user clicks on any web page element.

Link Clicks
Track the number of user clicks on any web page link.

Time Spent on Page
Track the amount of time spent on a web page.

Custom Event
Track specific events or page views on a website.

Next

3. Enter the URL of the web page on which you want to track your custom event and click **Next**.

Subscribe to newsletter

Pages to Track

Specify the web page you want to track the goals on.

Advanced ☐

<https://mademyday.blog/>

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4. Enter a specific name for your custom event, then click **+Create 'event name'** to create a new custom event or select from the previously created ones (if it's already available).



For example, let us say you want to track the successful submission of your newsletter 'subscribe' form that does not redirect visitors to a confirmation or thank you page.

Subscribe to newsletter

Set custom event

Create a custom event or select from the previously created ones.

Subscribe

CREATED EVENTS

Looks like you haven't created any event yet. You can create one by typing the name for the event.

+ Create "Subscribe" event



You will be able to access the same custom event across other experiments in PageSense.

5. Based on your input in the field, PageSense will generate an event API code. Copy and paste the API code inside the exact `<script>` tag of your web page, depending on the event you would like to track.

Subscribe to newsletter

Set custom event

Create a custom event or select from the previously created ones.

Subscribe

COPY THE BELOW CODE AND PASTE IT IN YOUR EXPERIMENT PAGE

```
window.ppagesense = window.ppagesense || [];  
window.ppagesense.push(['trackEvent', 'Subscribe']);
```

Copy

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In our example, the `<script>` tag should be placed inside the success response of the form on your web page. The code snippet should appear as follows on your web page before and after the implementation of 'form_success'

custom event goal on your web page.

<code snippet before custom event implementation--->
implementation--->

<code snippet after custom event

```
var jqxhr = $.ajax$.ajax( {  
  "url" : https://mademyday.blog/,  
  "type" : "POST"  
} )  
.done(function(data) {  
  processResult(data);  
})  
.fail(function(error) {  
  handleException(error)  
})  
.always(function() {  
  toggleLoading(false)  
});
```

```
var jqxhr = $.ajax$.ajax( {  
  "url" : https://mademyday.blog/,  
  "type" : "POST"  
} )  
.done(function(data) {  
  window.pagesense = window.pagesense || [];  
  window.pagesense.push(['trackEvent', 'Subscribe']);  
  processResult(data);  
})  
.fail(function(error) {  
  handleException(error)  
})  
.always(function() {  
  toggleLoading(false)  
});
```

Whenever a visitor clicks on the 'subscribe' button on your newsletter form, Zoho PageSense will track the successful conversions on your web page.

6. Click **Launch** to finish setting up the goal and start running it on your web page.

You will be able to track conversions and analyze your visitor metrics for the set goal under the **REPORTS** tab.

PAGES TO TRACK

<https://mademyday.blog/>

CUSTOM EVENT CODE

COPY THE BELOW CODE AND PASTE IT IN YOUR EXPERIMENT PAGE

```
window.psesense = window.psesense || [];  
window.psesense.push(['trackEvent', 'Subscribe']);
```

Copy



Previous

Launch

