



# Create a custom event in funnel analysis

Funnels are used to track events and task completions by visitors between different stages in your website. By creating custom event funnels, you can track visitor clicks in every stage of your funnel page which does not contain a unique thank you page destination or confirmation page URL to count conversion. This helps you to see the number of users who completed the stage and moved on, as well as those who did not complete a stage and dropped off in the process. To implement this goal, you will need to add a two-line Javascript code to the success function of every event or user action that you would like to track visitor conversions for.

💡 For example, consider a four stage customer flow funnel across your eCommerce website which do not lead visitors to a unique destination or confirmation page ULR to track conversions. Now, you want to analyze how many users have actually purchased a product after adding it to their cart. To build this custom event funnel, you will need to add the PageSense custom event code in all the steps or URL of the webpage you want to track within your funnel:

- Step 1: Product Viewed
- Step 2: Product Added to Cart
- Step 3: Checkout Started
- Step 4: Purchase Completed

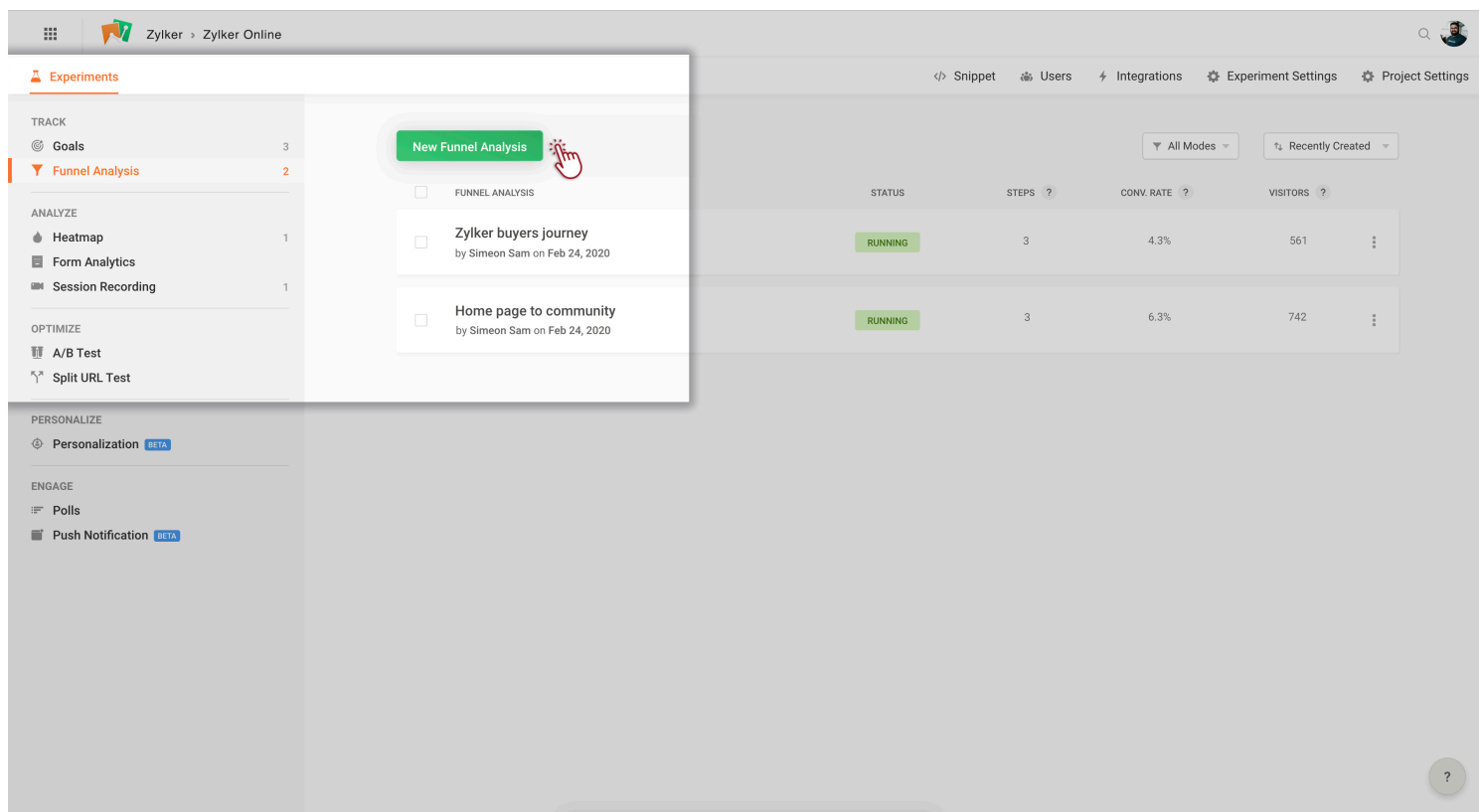


When you know the behavior of visitor in each step, you can take action by:

- Creating a segment of users who completed or did not complete a particular stage of the funnel, then apply that Audience Segment in your reports. Use those reports to perform further analysis, and better understand what drove the success or failure of that stage.
- Re-engaging with users who did not complete a purchase or task by setting up attractive [push notifications](#) or [pop-ups](#).

## To create a custom event in funnel analysis:

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 textbox.

💡 For example, let us say you want to track a 3 stage customer onboarding process on your website where the URLs don't change until the visitors complete the entire series of actions. We'll call this 'Zyker onboarding'.

## ← Create Funnel Analysis

Name

Zylker onboarding

Step 1

|                  |                    |                              |
|------------------|--------------------|------------------------------|
| Name of the Step |                    |                              |
|                  | Simple URL Match ▼ | https://example.com/pagename |

Step 2

|                  |                    |                              |
|------------------|--------------------|------------------------------|
| Name of the Step |                    |                              |
|                  | Simple URL Match ▼ | https://example.com/pagename |



Activate

3. Enter a suitable step name and add the URL of the page to be included in your funnel.

You can also use different URL match types by clicking on the drop-down menu.

4. Now, enter a suitable step name for your custom event and choose **Custom Event** from the match type dropdown.

## ← Create Funnel Analysis

Name

Zylker onboarding

Step 1

Signup home

Simple URL Match

https://zylkerfashionstore.zohostore.com/signup

Step 2

Next button

✓ Simple URL Match

Exact URL Match

URL pattern matches with

URL regex matches with

URL contains

URL starts with

URL ends with

Custom Event

https://example.com/pagename

5. Enter a name of the event you want to create as per your funnel steps, for example, Signup1 then click +  
**Create "Signup1" event.**

## ← Create Funnel Analysis

Name

Zylker onboarding

Step 1

Signup home

Simple URL Match

https://zylkerfashionstore.zohostore.com/signup

Step 2

Next Button

Custom Event

Signup1|



Activate

CREATED EVENTS

Signup1

+ Create "Signup1" event

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

click **Activate** to launch your funnel analysis on the web page.

## ← Create Funnel Analysis

Name

Zylker onboarding

Step 1

Signup Home

Simple URL Match

https://zylkerfashionstore.zohostore.com/signup

Step 2

Next button

Custom Event

Signup1

COPY THE BELOW CODE AND PASTE IT IN YOUR EXPERIMENT PAGE

```
window.pagesense = window.pagesense || [];  
window.pagesense.push(['trackEvent', 'Signup1']);
```

Copy



Activate



In our example, the `<script>` tag should be placed within the success response of every form on the sign up page. The following is how the code snippet looks on your web page before and after the implementation of 'Signup\_success' custom event goal on your web page.

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

**<code snippet after custom event implementation---**

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

```
var jqxhr = $.ajax$.ajax( {  
  "url" : https://zylkerfashionstore.zohostore.com/,  
  "type" : "POST"  
} )  
.done(function(data) {  
  window.pagesense = window.pagesense || [];  
  window.pagesense.push(['trackEvent', 'Signup1']);  
  processResult(data);  
})  
.fail(function(error) {  
  handleException(error)  
})  
.always(function() {  
  toggleLoading(false)  
});
```

Whenever your visitor fills out the form and clicks the 'Next' button, Zoho PageSense will trigger the corresponding custom JS snippet to track conversions or drop-offs on your funnel 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.