

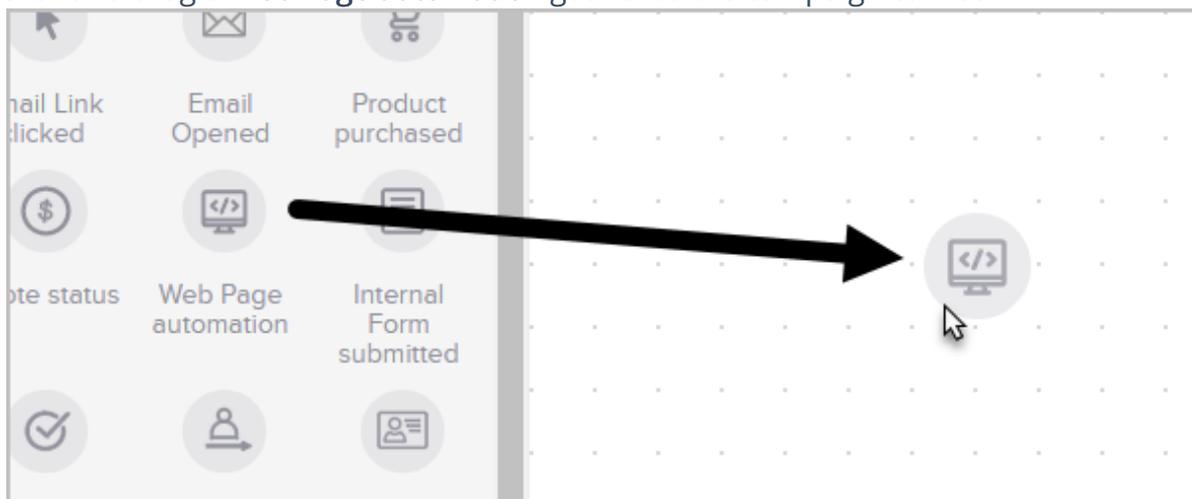
Create a Web Page automation goal

You can trigger campaign automation when an existing contact visits a specific page on your website. After a contact performs one of the following actions, a tracking cookie is placed in their browser:

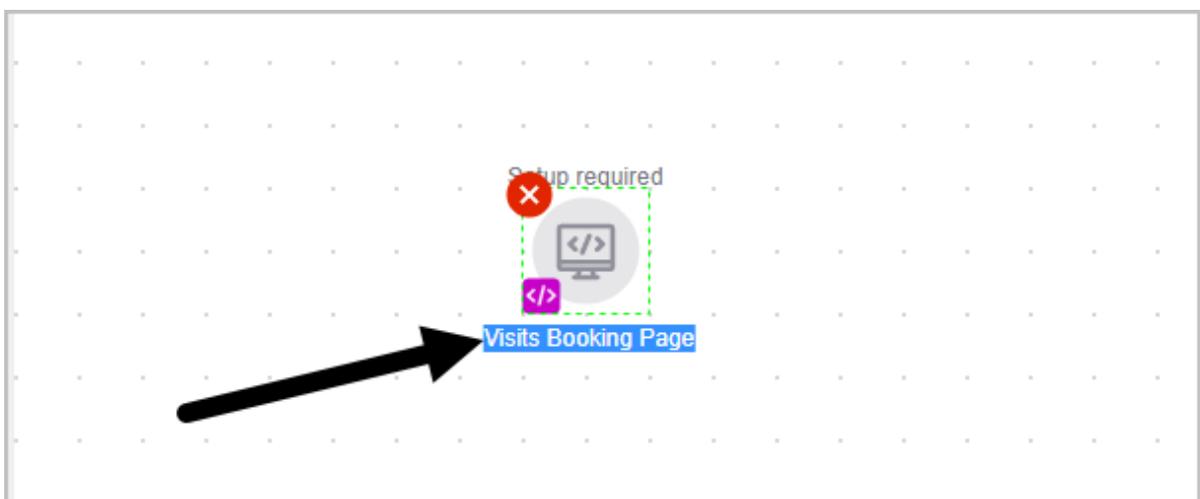
- Clicks a link in an email
- Submits a hosted or JavaScript embedded web form
- Submits a landing page form
- Submits an order form
- Submits an order via the shopping cart

When the contact visits a web page that contains the tracking code, you can initiate campaign builder automation.

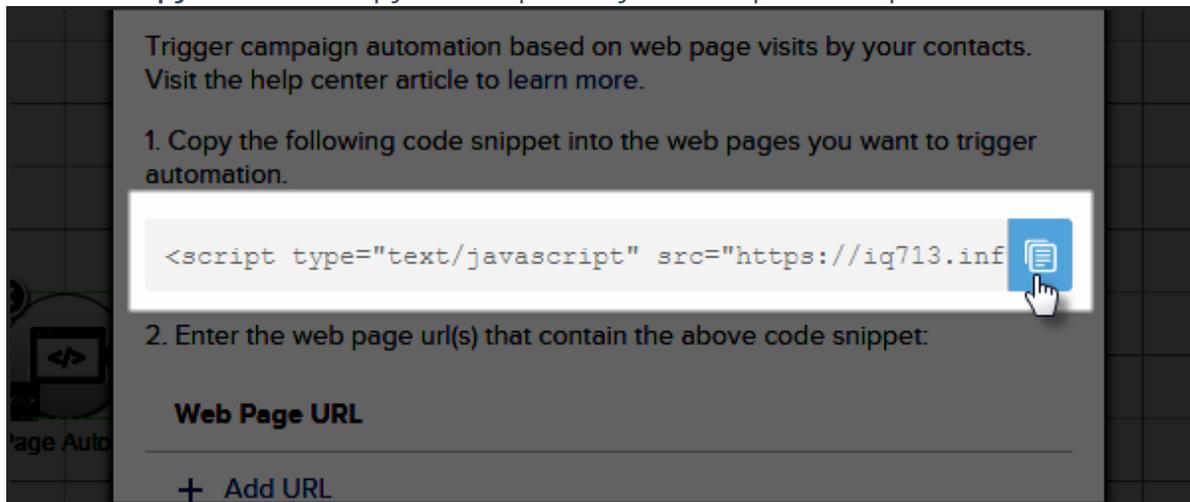
1. Click and drag a **Web Page automation goal** onto the campaign canvas



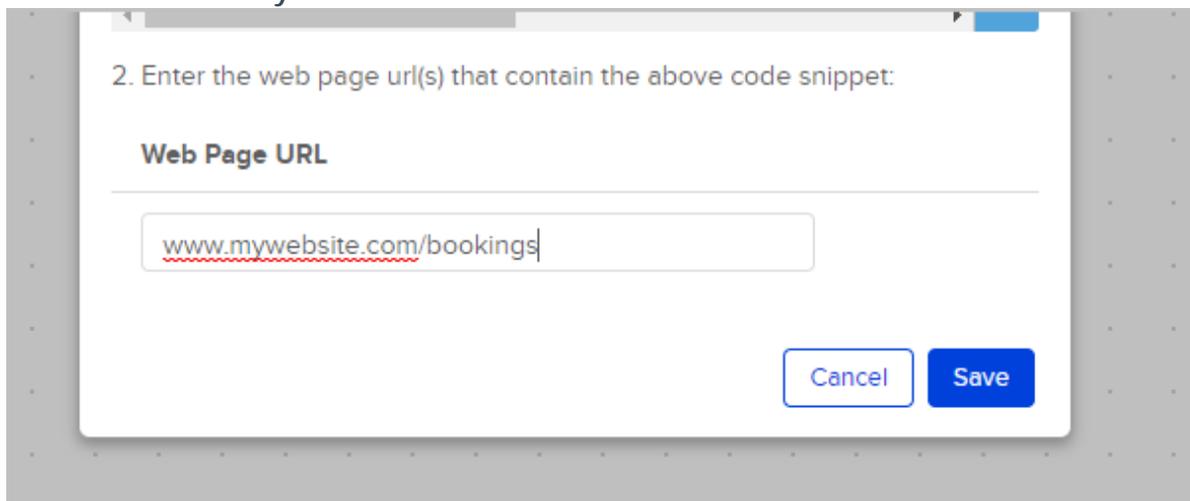
2. Optional: Double-click the name to customize it.



3. Double-click the goal to configure
4. Click the **copy** button to copy the script into your computer's clipboard



5. (Optional) If you're not ready to use the script now, simply paste it into Note Pad or Text Edit so that you can grab it later
6. Click **+ Add URL** and enter the URL of a page you would like to track on your website and **hit the enter key** to add the URL.



7. Repeat step 6 until you have entered all of the URLs that you would like to track
8. When you're finished, click the **Save** button

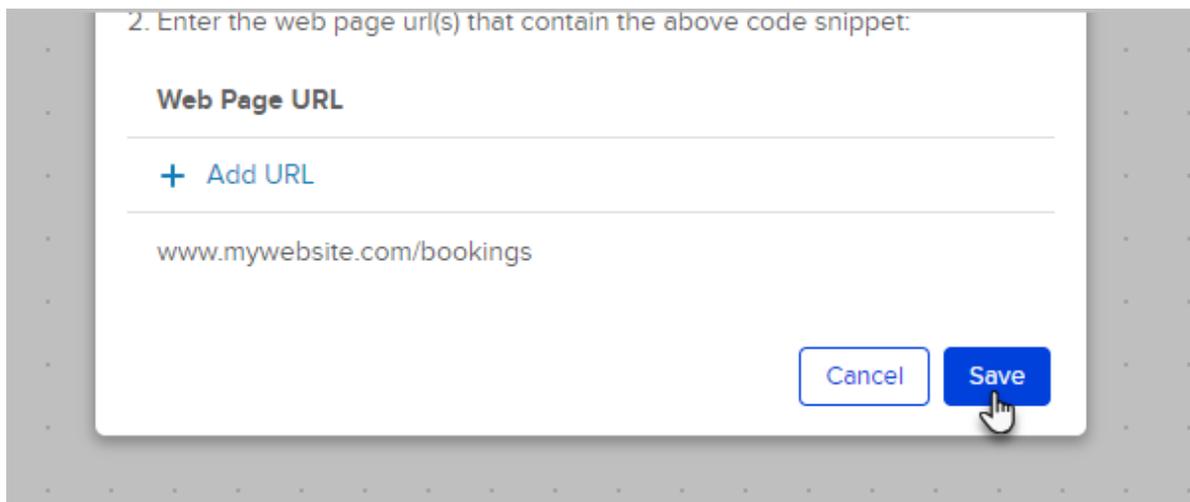
2. Enter the web page url(s) that contain the above code snippet:

Web Page URL

+ Add URL

www.mywebsite.com/bookings

Cancel Save



9. Now insert the code snippet onto the pages that you want to track. It can be added using any HTML widget (Weebly and WordPress) or inserted anywhere on a custom page

Pro-Tips!

If you are already using the web tracking code on a page you want to track, you don't need to add this new snippet to the page.

Two conditions must be met in order for the campaign automation to trigger:

- The tracking code must be on the page that the contact visits.
- The tracking cookie exists on the contacts browser.