

# Custom Events

Custom Events are only available in the Grow Plan and Optimize plans. [See plans](#)

## What are custom events

Pagecloud [Analytics](#) automatically tracks common events on your pages, popups, and banners. By default, it monitors events such as Page Views, Button Clicks, Form Submissions, Link Clicks, and more. However you may want to get more specific and track a click or scroll to a particular button, form or something else that is important to your objectives. This is where Custom Events come into play. You can create and then assign a Custom Event to an Object or Form. Once a custom event is triggered you can see it in your project analytics.

Let's look at an example:

*You have a several forms but you have one lead capture form for services that is particularly important and you want to track how often it's used.*

To do this you can create a custom event called "**Services Leads**" and then assign that custom event to your form in the editor. Now every time that form is submitted the Custom event "**Services Leads**" will be triggered. You can then view and filter the analytics by this event to better understand the visitor behaviour.

## Creating a custom event

Custom events can be created within your Project dashboard in the Analytics section and within the Editor in the Project panel.

**To create within the Dashboard:**

1. **Open the project** you want to add your new Custom Event to
2. Click on **Analytics** in the sidebar
3. Click on **Custom events** within the Analytics section in the sidebar
4. You are now at the Custom Events listing, click **Create Event**
5. Give your new Custom Event a **name**. Custom events only need a name and the name

can't have any spaces. We recommend using underscores "\_" to separate words.

6. Optional, give your Custom Event a **description**. We recommend adding one that will help you remember and your team members know the intent of the event.
7. Click **Create Event** to save your event.

To create within the Editor:

1. **Open a page in the Editor**
2. Click on **Project** in the left sidebar
3. Click on **Custom events** within the Project panel
4. You are now at the Custom Events listing, click **New Custom Event**
5. Give your new Custom Event a **name**. Custom events only need a name and the name can't have any spaces. We recommend using underscores "\_" to separate words.
6. Optional, give your Custom Event a **description**. We recommend adding one that will help you remember and your team members know the intent of the event.
7. Click **Create** to save your event.

Once a Custom Event has been created the name can't be edited.

## Applying and removing a custom event

Custom events can be added to any object or form on a Page, Popup or Banner.

1. Tip! If you need a new Custom Event, create that first.
2. Open the Page, Popup or Banner you want to add your custom event to.
3. Select the object you would like to add the Custom Event to
4. In the [Editing Menu](#), **select the Custom events tab**
5. Click the **Add tracking** button to get started
6. Choose when the custom event should be triggered, your options are:
  - **is submitted (Only for Forms)** - Custom Event will be triggered when the form is submitted

- **is clicked** - Custom Event will be triggered when the object is clicked or touched
- **is in view** - Custom Event will be triggered when the object is scrolled into view

7. Next **choose the event** you want to track.

8. Click **Apply**

Tip: You can apply more than one custom event to an object.

Custom events can't be added to links within a block of text.

To remove a custom event;

1. Select the object that has the custom event applied to it.
2. In the Editing Menu, **select the Custom events tab**
3. Click the **Remove** button on the event you want to remove.

Tip: Use the Show feature in the top bar to highlight objects that have custom events applied to them.

## Custom events analytics

Once you have at least one custom event and a visitor has triggered it, you can start to view the analytics.

### To View All Custom Events

- **Open the project** you want to view
- Click on **Analytics** in the left sidebar
- Scroll down to the **Engagement section**
- Locate the **Events panel**. Here you can see the default events that Pagecloud automatically tracks for you and you can change to see your custom events by clicking **Custom** in the top right of the panel.

- You can now see how many times your event was triggered.

It can take up to 15 minutes for a triggered Custom Event to show up in your Analytics.

### To filter the analytics view to a specific Custom event

1. **Open the project** you want to view
2. Click on **Analytics** in the left sidebar
3. Scroll down to the **Engagement section**
4. Click on the **Event name** in the **Events panel**
5. At the top to the left of the Date selection you will see **Filtered by** and the **name of your event** in a button.
6. The data is now filtered to only show the information relevant to page views where this event took place. A great way to understand more about who triggered your event and where, like what country, device, browser, page, channel, campaign and more.
7. Click the **x** on the button to remove the filter.

**Tip.** You can also get to this same detail view by going to the Custom Events listing and clicking the **View Analytics** button for the Event you are interested in.