PREPARING FOR THE EXERCISE

Prior to doing this exercise, the Web Tracking code must have been set up on your website.

EXERCISE : CREATING A WEB TRACKING TARGET GROUP

1. Go to Subscribers > Target Groups
2. In the Target Group screen, click **Create**
3. Select the Target Group type of **Web Tracking**
4. Click **Create**
5. Name: This should be a name the is describing the action that the subscriber took on your website. ie: "Downloaded Marketing Automation White Paper," Visited Member Benefits Screen, etc…)
6. Select a folder to store the target group in
7. Dates: Choose a logical time-frame for the action to have occurred in
8. Action: Select any action that may be useful as criteria for building a target group for a mailing, a target group used to feed a campaign, or even as the target group for a scoring metric. (***Note*** If you select **Performed an Interaction with a Value**, you will have to define the value as well.)
9. Info: Insert a brief description of this target group
10. Click **Create Target Group**