

Events

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The event in Roostat is an action committed by a user on your website, for example, page view, click on the link or sending the form.

Some events can be tracked by Roostat with the help of data exchange with your systems. Some of the events are already tracked in Roostat. For example, the Roostat tracking code transmits the data about browsed webpages.

You can create and configure the other events in the **Event** section.

Some events can be tracked by other systems only by yourself, for example, registration of the user on the website. Use the API to transmit the information about such events to Roostat.

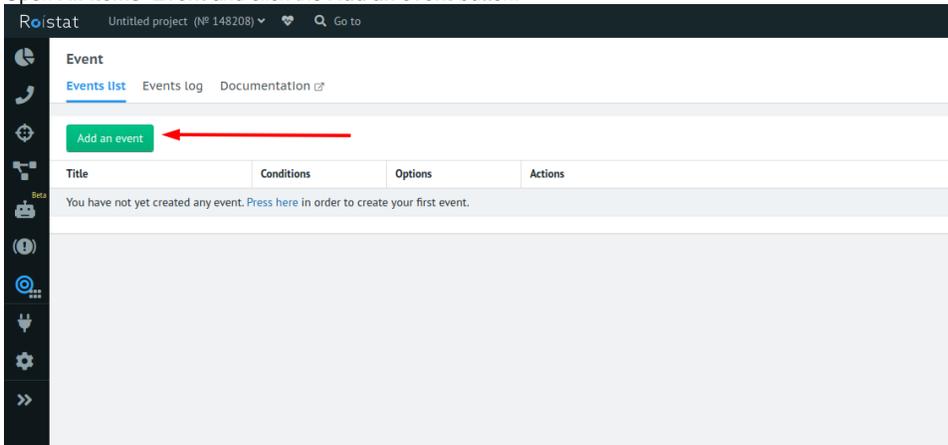
Also, you can use the **Analytics** section to create the reports to browse the statistics on the events.

i Events and other entities (leads, calls, etc) are not connected with each other directly. The number of entities can differ from the number of leads, for example, when a visitor clicked a button several times and evoked several events, but created only one lead.

How to create an event

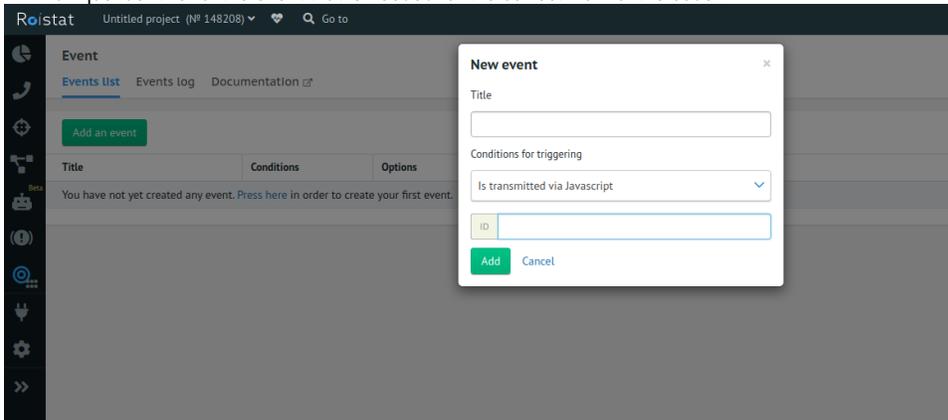
To create an event:

1. Open **All items Event** and click the **Add an event** button:

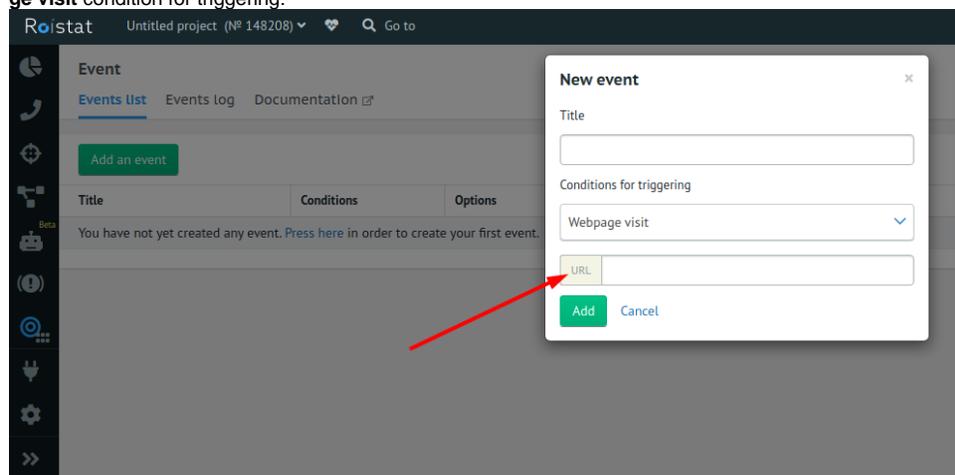


2. Then, specify the mandatory parameters:

- **Title** - title of the event
- **Conditions for triggering** - the way of transmitting the data about the event (**Is transmitted via Javascript** or **Webpage visit**).
- **ID** - unique identifier of the event that is needed for the correct work of the code.



- **URL** — the visits on this URL should be tracked. This URL is specified using regular expressions. This field is displayed if you select the **Webpage visit** condition for triggering:



3. Save changes by clicking the **Add** button.
4. Add the JavaScript code to the pages of your website.

How the events are transmitted

⚠ **Before transmitting the event, install the Roistat tracking code!**

The data about the events can be transmitted in the following way:

1. Using the **Webpage visit** condition for triggering:

After the event is created in Roistat, the visits to the specified URL are tracked automatically.

For every triggering, the date and time of visit are displayed in the **Event log** section.

2. Using the configuration of **JavaScript**:

The information about other events can be sent using the **send** command.

To do it, create an event in Roistat and specify its name, condition, and ID.

Then, enter the string with JavaScript code `roistat.event.send('cart_view', data)`, where `cart_view`— is the ID, `data` — is the non-mandatory argument **key: value**.

For example:

```
roistat.event.send('cart_view')
roistat.event.send('register', {'name': 'product'})
```

3. Using the API:

Parameters of the event will contain in the GET-request to address:

[https://cloud.roistat.com/api/site/1.0/{PROJECT_ID}/event/register?event=cart_view&visit=456789&data\[name\]=product](https://cloud.roistat.com/api/site/1.0/{PROJECT_ID}/event/register?event=cart_view&visit=456789&data[name]=product)

Element	Example	Description	Is it mandatory?
event	<code>cart_view</code>	The ID of the event	Yes
visit	<code>456789</code>	Visit number from the roistat_visit cookie	No, but desirable
data	<code>[name]=product</code>	Other additional parameters	No

How to view the events log

The history of events triggering is displayed in the **Events log** section:

The following information is displayed for each triggering:

- **Title** — the unique title of an event in Roistat;
- **Date and time** — date and time of the event triggering;
- **Condition** — the way of transmitting the data about an event;
- **Option** — ID of an event or regular expression;
- **ID visit** — number of the visit on a website (from **roistat_visit** cookie);
- **Add. fields** — additional fields about the event: link URL or **data** value. For example, <http://example.com>, product.

Events list: view and management

All events that you create in Roistat are displayed in the **Events list** section.

The same information you specified during the creation of the event is displayed in the **Events list**.

- **Title** - title of the event
- **Conditions for triggering** - the way of transmitting the data about the event (**Is transmitted via Javascript** or **Webpage visit**).
- **ID** - unique identifier of the event that is needed for the correct work of the code.

Actions column contains the key for editing and deleting the events.

How to view the statistics

After the event is created, two new indicators automatically added in the **Events** section:

- **[Event title]** — (for example, **(click on the product (Lacoste shirt))** - total number of triggered events. One user can evoke one event several times, for example, by entering the trash folder on your website.
- **[Event title] (users)** — (for example, browse of the product for 30 sec **(Lacoste shirt)**) - the number of triggered events from unique users. One user can evoke one event even if he browsed the trash folder 5 times.

These indicators are displayed in the settings of new and old reports. To learn more about the configuration of reports, read [this article](#).

In **Analytics** reports, events are bound to the date of the visit. If the event was committed on January, 3rd, and the visit was committed on January, 1th, these events will be displayed in the **Analytics** report for January, 1th.