Setting up your goals or key performance indicators, also referred to as KPIs, is the most important steps you should never ignore when creating your marketing campaigns.

You can create your goals through your platform by accessing the contacts on the left and the goals tab.

Here you'll see the table of any existing launched KPIs that the system is tracking, along with some overview like the goal name type domain that it's tracking, the value which is a monetary value if you are in e-commerce, or you want to tie a monetary value to the actual goal.

The reach, which is the total conversions, and the status, you can turn this on and off to stop tracking this particular API.

The right side has the actions associated like viewing in depth analytics, editing, and deleting these goals.

If I scroll down a little bit, you will see I have a lot of goals and each one of them is different types, so let's create a goal together and see how this works.

So you just click on the Create Goal button, this pop-up will show up.

The first option is to choose which domain you're tracking, give this goal a meaningful name, so testing the blog visits.

So if your goal is to have people visit your blog, that could be it.

If you want to track how many people are making a purchase on your e-commerce site, you can do that as well.

If how many people watched a particular YouTube video you have, so there's a lot of different metrics which I'll cover in a second.

Here you can attach a monetary value, so for instance you can have a fixed amount, or you can choose a variable amount.

This is very handy if you have an e-commerce website, so as every user will have a different total, generally speaking, you can pass these amounts over to the platform and tie it to that particular contact.

So this attaching a value using the variable is available here and you can see additional details by clicking on this information button.

Now as I scroll down, these are the different types of goals and it's important for you to know what are the differences between them.

So this is the destination URL, meaning if you reach the slash success page, success page, these are just examples.

And this is the destination, so matching exactly meaning it has to match the exact URL and this ending domain.

So if for some reason the person puts a question mark and anything else like a reference, this will not work.

If you'd like to track anything that's including, meaning if you just put this and somebody adds variables to it, it will still consider it as conversion.

Now here you have the duration spent If you'd like to track, for instance, people spending five minutes on your website because that's a good metric for you.

If you want to measure the stickiness of your content, the amount of pages visited.

So if you want to also measure if people are moving over five plus pages, these are any attribution referrals.

So if you want to measure your Facebook paid campaigns or Twitter ad campaigns, just make sure to use UTMs to track these different attributions to different channels.

These are the events triggered and underneath this there's three types There are three types.

So any URLs that are clicked So if you have links within pages and you want to track these clicks, you can use that.

You can choose one URL or any So you either have you want to match somebody clicking one URL or a whole bunch of URLs.

And also either the goal will have to satisfy them clicking on all of them or any of them.

This is videos being watched Again, similarly to the event that links clicked, they either can watch one video out of the entire list and you can add multiple here,.

or they have to actually meet the criteria of watching every single one.

So it really depends on what you are planning to set up.

Also you have submitted form meaning they filled out a contact form on your site and you can pass the form ID to the system or the form name.

And these are simple things that either your developer can help with or you can reach out to our support for that.

Now if you'd like to attach it to a goal, you can actually attach a list.

So if somebody fills out a form on your site that's not embedded from our system and tied into your backend for perhaps a WordPress or custom form, you can pass us along the information that they submitted by using this additional API in the background.

Again, if you need help with this, our support will be more than happy to assist.

The last step of goal is the funnel tracking Now this has a lot of different details.

So for instance, the first option here allows the user or you can choose if you want to allow the user to leave the funnel, meaning if they need to go through step A, B, C Let's say they leave at the point B and then they come back later to continue.

You can allow them to do that or not This is optional.

Some funnel tracking systems, they kind of define the user with a path and anybody who exits out of that path, they will have to restart it from the beginning So this gives you that flexibility.

Now here you'll give your step a name So this is for instance step one or the chopping cart page, cart page.

Similarly here you would have to put match exactly or contain slash cart.

I'm going to add one more step Here on step two I can put for instance, this is the address page.

So as you can see I'm building up the different steps and obviously every system will have different logic and different flow to it.

So this is the address And last but not least, I'll just make them three and of course you can have multiple.

So this is the payment success.

Alright so this is just a general example If you tick the optional, meaning someone can skip over it and jump from step one to step three and we still track them as they went through the funnel.

The additional option you have here, if somebody gets stuck on the stage, so let's say they stay there for about two minutes and they don't move on to the next step.

You can choose certain actions to execute For instance a pop-up or sending them an email automation in the background or pushing the data into an additional list.

So this will be handy only if the person is anonymous and they're filling out a certain form and on that form they type in their email.

We actually capture that email and we dump it into our list So this is an experimental feature but if you'd like to kind of have that background activity done and measured,.

you can use any of these tools for the delays.

So there's a lot of options here you can choose, you can keep it simple and just do the basics and turn off whatever is not necessary.

Now finally we have a pop-up that can be attached to this goal, meaning if somebody continued whichever type of goals that you have and they reached towards the end, completed it, you can trigger a pop-up of some sort that you've created through the system Again this is an optional function that you can attach but you don't have to in order for you to create the goal.

And that's how you can create the goal on the platform I'll cover another video to show you how you can read the analytics associated with individual goals.