

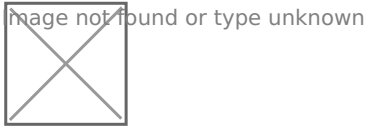
# Setting Up Conversions

Effortlessly optimize your campaigns with SmartEngage's Conversion Setup. Utilize the insights and knowledge you've gained to configure and track conversions effectively, ensuring your marketing efforts yield measurable results.

- [Creating Conversion Triggers](#)

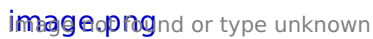
# Creating Conversion Triggers

On your logged in dashboard click the left sidebar menu for "Conversions".

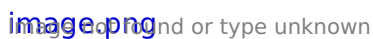


This page will show you 2 tabbed areas for Conversions that are currently Enabled and another tab for Disabled conversions that are no longer active.

In the top right of this page you will see a button to create a new conversion.



Click that button and you will see the following popup to configure your new conversion.



Fill in the information related to what is considered a conversion. In most cases you will want to enter a URL here to your thank you page and set it to count a conversion once per person.

Make sure you have your SmartEngage tracking code correctly installed on this thank you page as well.

Once finished, click save.