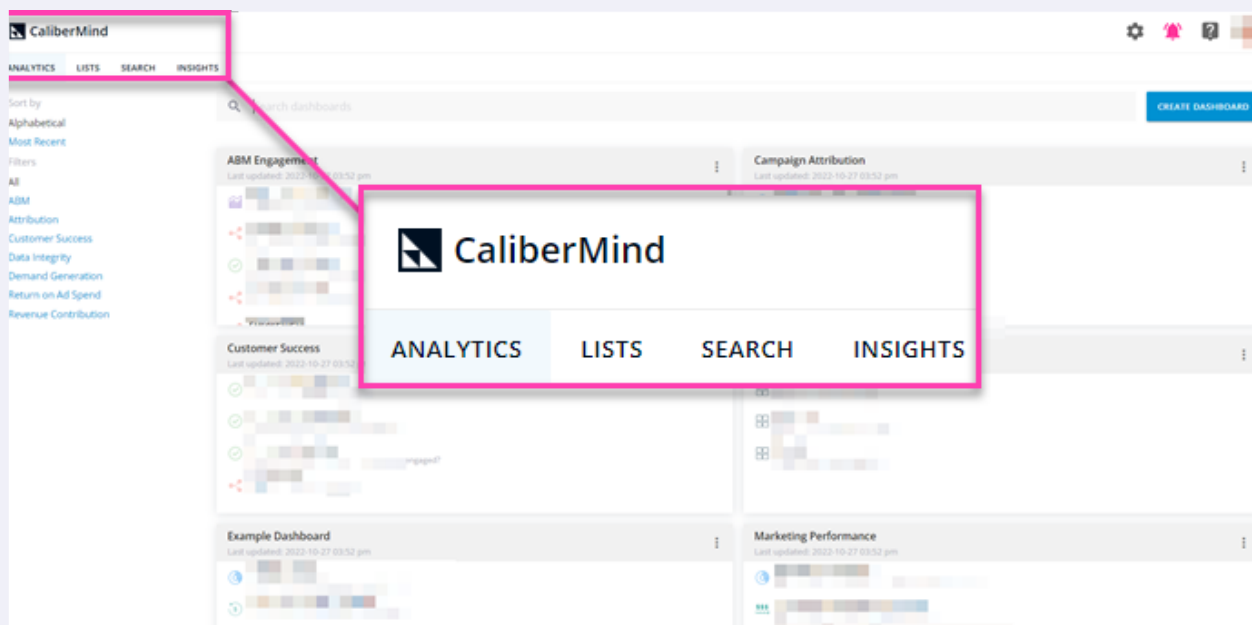


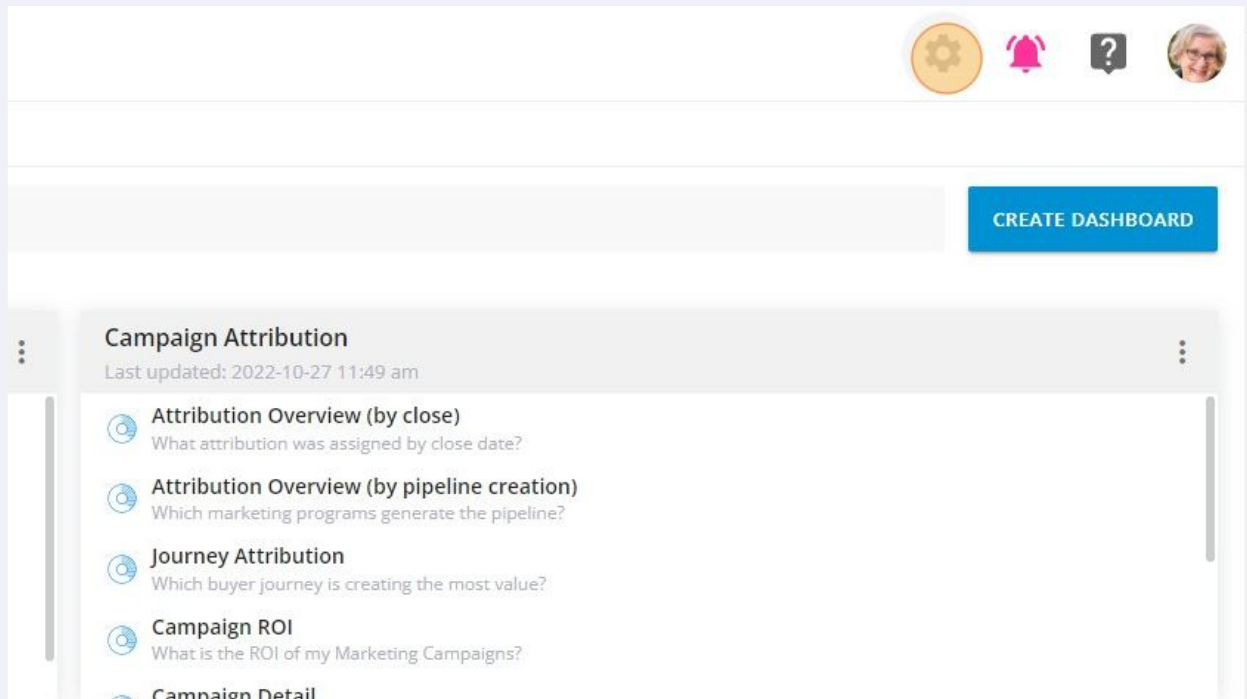
# Create a CaliberMind Funnel Static Event

Funnel static event configuration settings are simple to modify. You are able to create custom static events for use within your custom funnels.

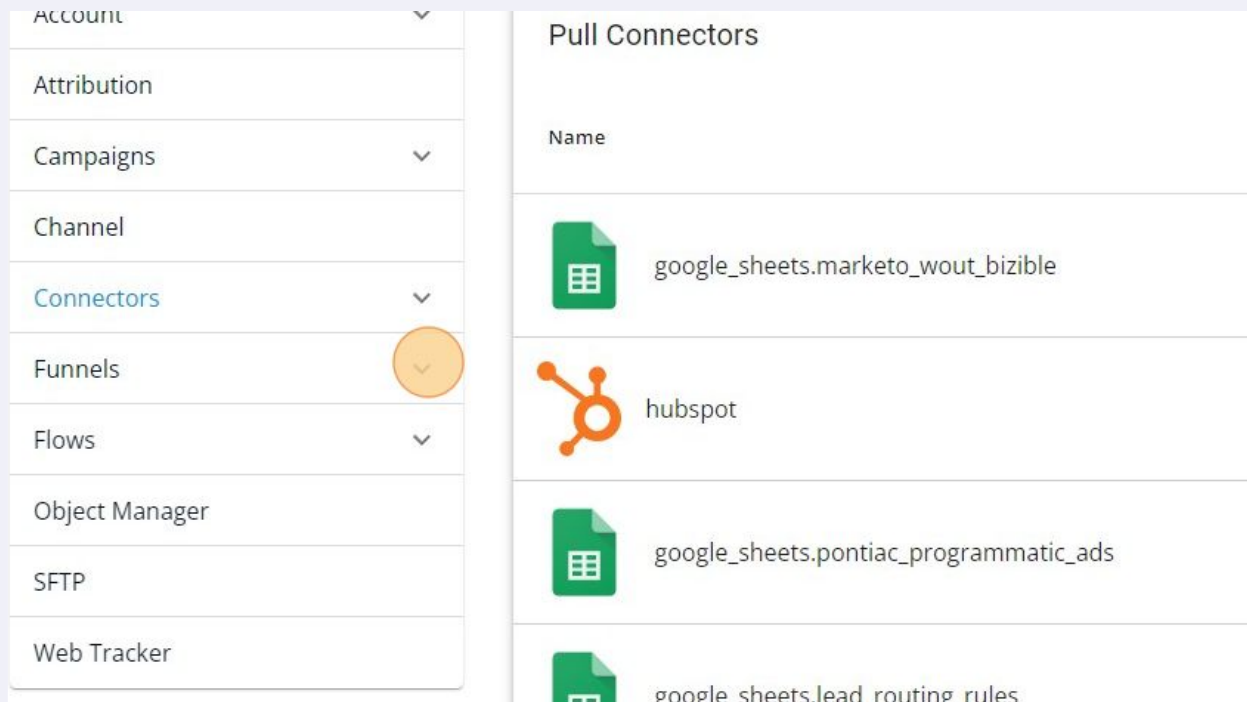
- 1 Navigate to the CaliberMind homepage at <https://my.calibermind.com/>



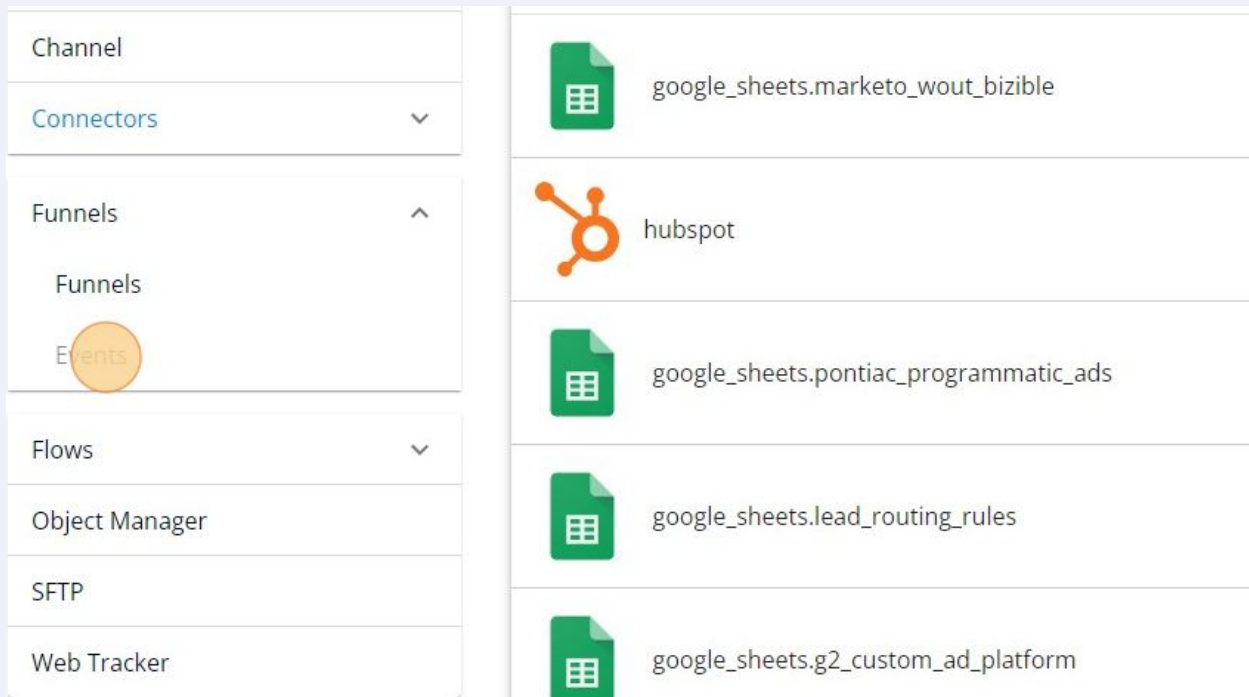
2 Click the Cog on the top right of the Main Menu.



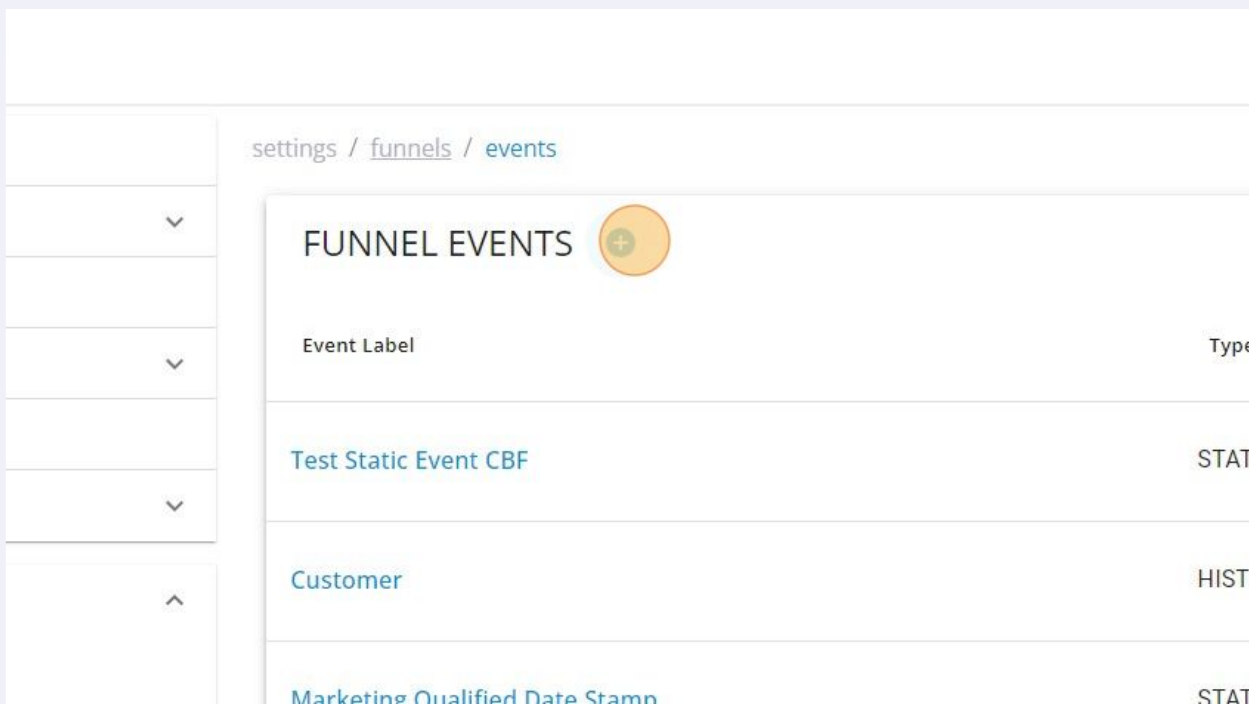
3 Click the arrow to the right of the Funnels dropdown list.



4 Click the "Events" menu selection.

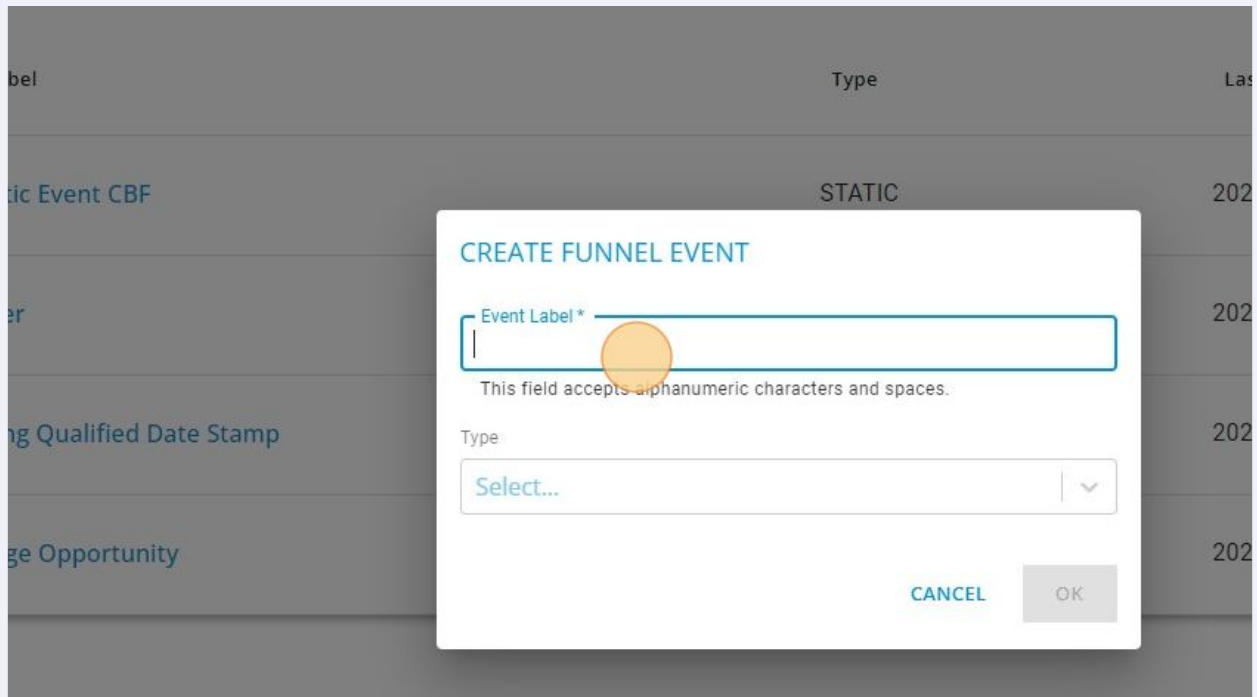


5 Click the blue plus symbol to create a new Event.



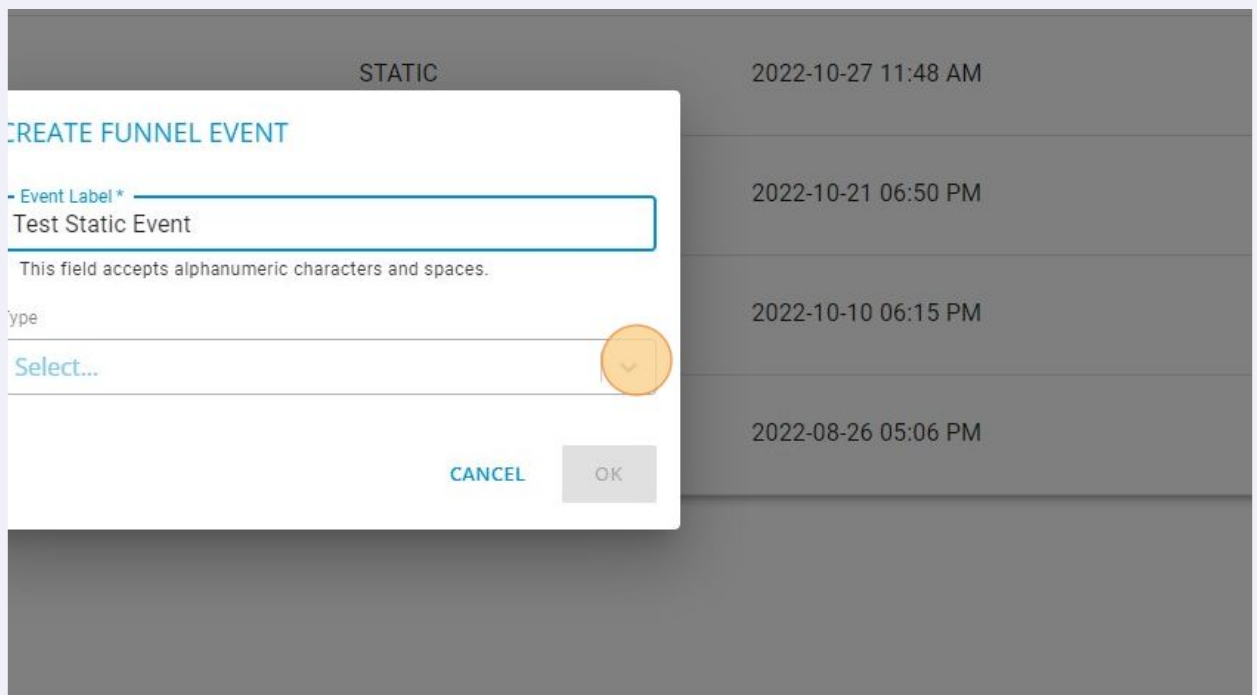
6

Click in the Event Label field and type a unique Event name. In this example, we typed "Test Static Event CBF."

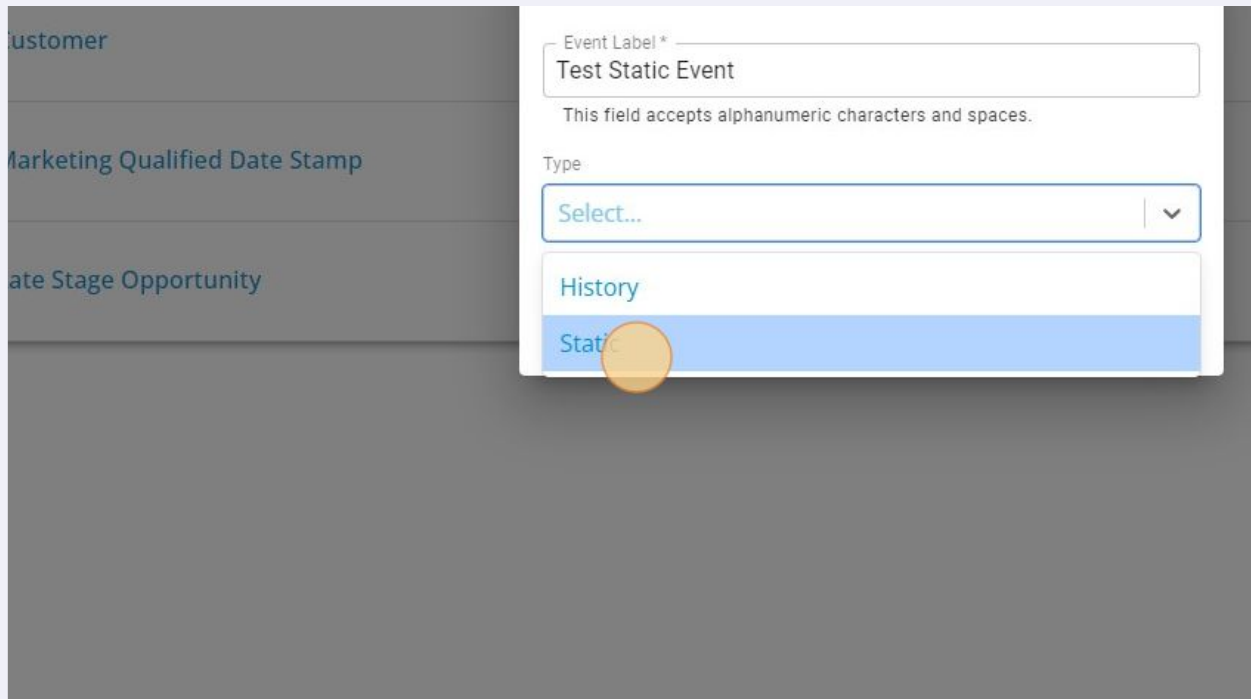


7

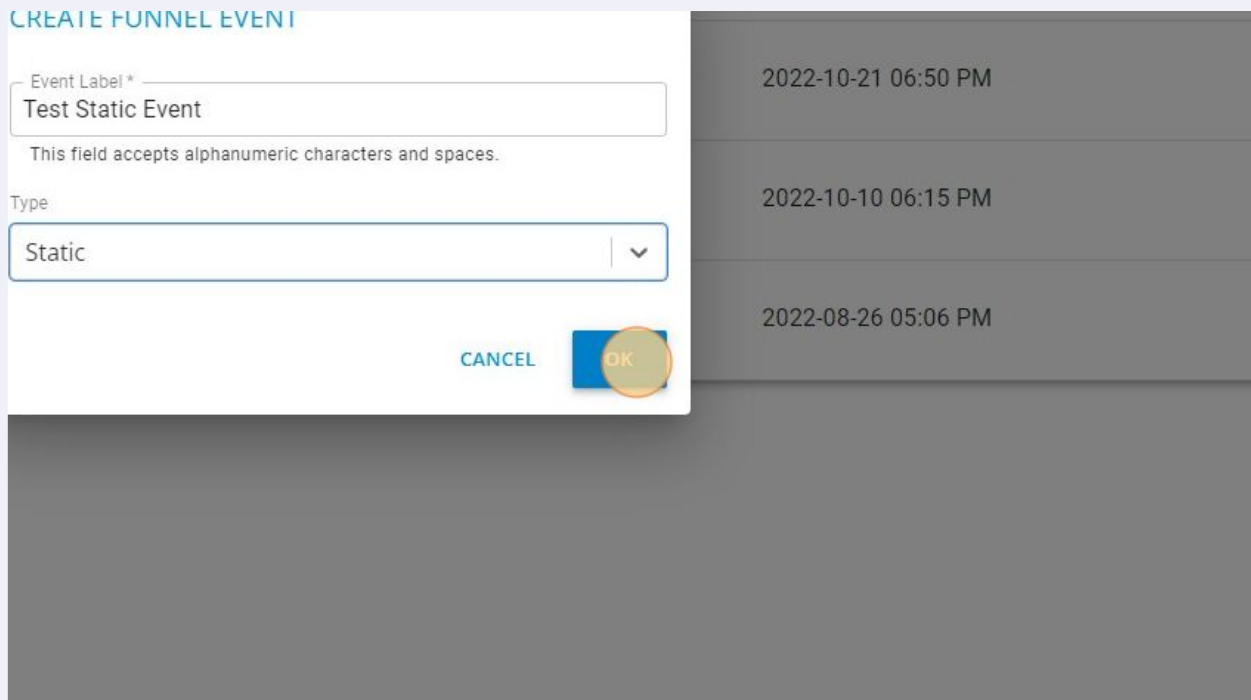
Click the Type dropdown arrow to view the selection list.



8 Click "Static" from the selection list.



9 Click the blue "OK" button.



10 Click "LEAD" from the field type selector.

## Mind

settings / funnels / events / 429d6c8e-0f8a-47cf-ba1a-8c65a87f7c42

### Test Static Event

Create events using date and timestamp fields on Salesforce objects.

ACCOUNT CONTACT **LEAD** OPPORTUNITY

Column

Select...

SAVE

11 Click the dropdown arrow to view the available time stamp field list.

settings / funnels / events / 429d6c8e-0f8a-47cf-ba1a-8c65a87f7c42






### Test Static Event

Create events using date and timestamp fields on Salesforce objects.

ACCOUNT CONTACT **LEAD** OPPORTUNITY

Column

Select...

-  \_fivetran\_synced
-  clearbit\_created\_time\_2\_c
-  clearbit\_inactive\_at\_2\_c
-  clearbit\_modified\_time\_2\_c
-  cm\_first\_event\_date\_c

**12** Begin typing "marketing\_qualified\_date\_c" and select the field from the list.

TEST STATIC EVENT

Create events using date and timestamp fields on Salesforce objects.

ACCOUNT CONTACT **LEAD** OPPORTUNITY

Column

marke

marketing\_qualified\_date\_c

ger

**13** Click "SAVE"

Attribution

Campaigns

Channel

Connectors

Funnels

Funnels

Events

Flows

Object Manager

STEP

Create events using date and timestamp fields on Salesforce objects

ACCOUNT CONTACT **LEAD** OPPORTUNITY

Column

marketing\_qualified\_date\_c

No definition has been provided for this field.

SAVE