
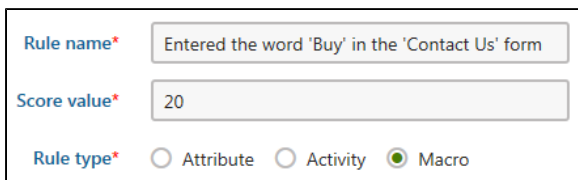


You can use the information visitors enter in your forms for [scores](#) and contact segmentation ([personas](#) and [contact groups](#)). For example, you can build a contact group for visitors who used the word "buy" or the words "problems with" anywhere in the Description field of your form.

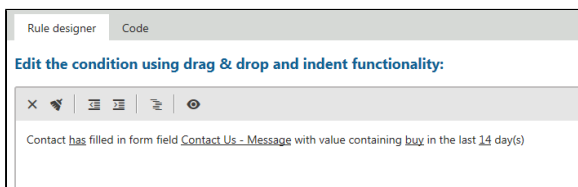
 This functionality works for fields into which contacts enter text.

Using form data in Scoring

1. Create a [score](#) in the **Scoring** application.
2. On the **Rules** tab, create a new **Macro** type rule.



3. Use the *Contact has filled in form field with value containing specific text in the last X days* macro condition.

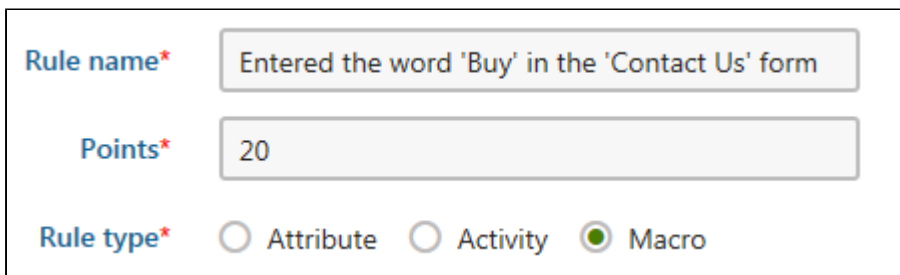


4. **Save & Close.**

The rule will now add points in the score to site visitors who entered the specific text in the form field.

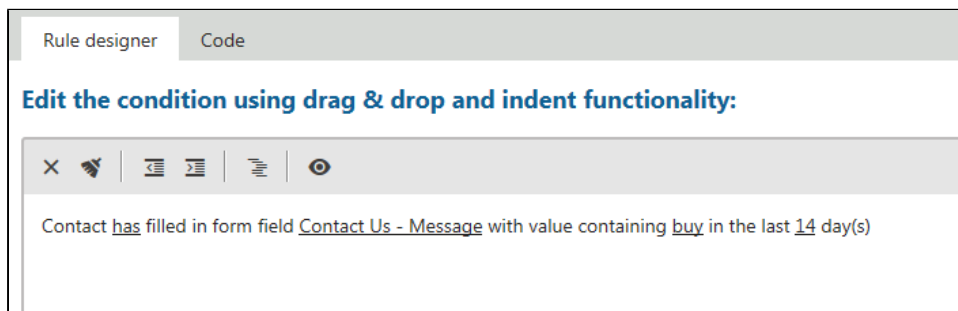
Using form data in Personas

1. Create a [persona](#) in the **Personas** application.
2. On the **Rules** tab, create a new **Macro** type rule.





3. Use the *Contact has filled in form field with value containing specific text in the last X days* macro condition.

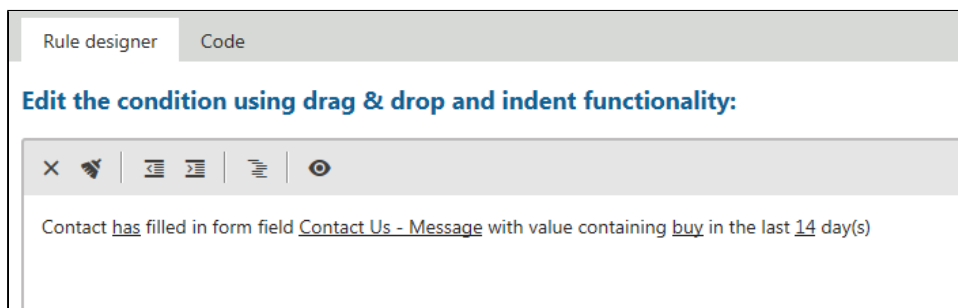


4. **Save & Close.**

The rule will now add points in the persona to site visitors who entered the specific text in the form field.

Using form data in Contact groups

1. Create a [contact group](#) in the **Contact groups** application.
2. Enable **Condition-based contact group**.
3. **Edit the Macro condition.**
4. Use the *Contact has filled in form field with value containing specific text in the last X days* macro condition.



5. **Save & Close.**
6. **Save** the contact group.

The system now adds visitors who enter the specific text in the form field to the contact group.