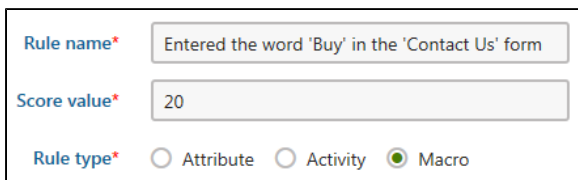You can use the information visitors enter in your forms for scores and contact segmentation (personas and contact groups). For example, you can build a contact group for visitors who used the word "buy" or the words "problems with" anywhere in the Description field of your form.
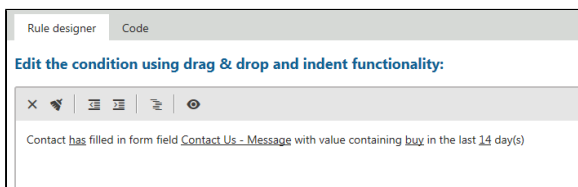
> **i** This functionality works for fields into which contacts enter text.

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.
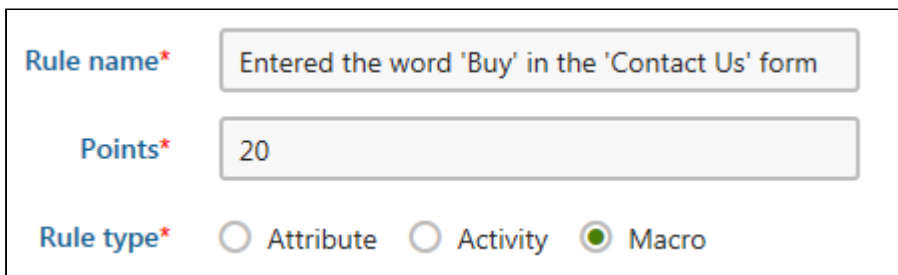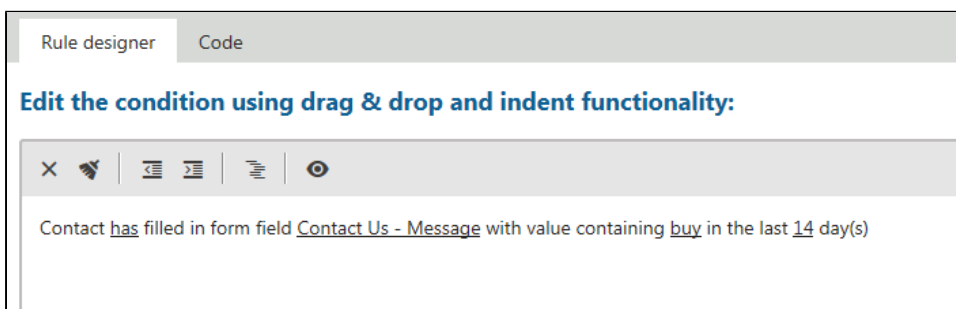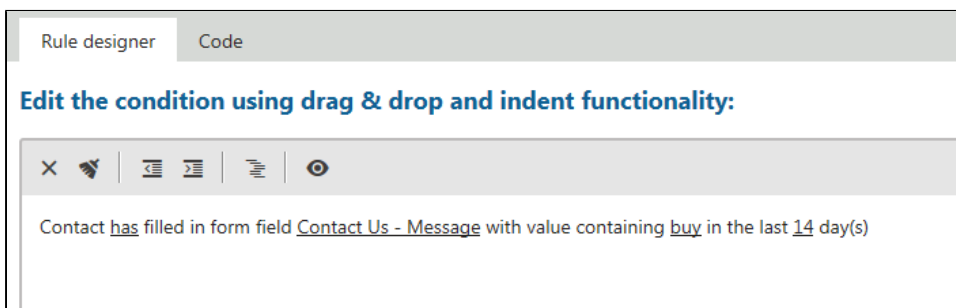

4. **Save & Close**.

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.