Marketing automation helps you automate, optimize and analyze your campaigns that are promoted by emails. Moreover, Marketing automation allows you to nurture your website visitors and leads – represented by contacts in Kentico.

To be able to work with processes and steps in the **Marketing automation** application, you need to have the permissions for the On-line marketing and Contact management modules.

First, you need to enable on-line marketing functionality so that you can track contacts handled in the automation processes:

- Enable on-line marketing

Furthermore, you can set up the system to send an automated reminder to customers who leave a website and still have products in the shopping cart:

- Send an automated reminder of an abandoned shopping cart

Additionaly, you can create custom action steps, which users can then incorporate into automation processes:

- Develop custom marketing automation actions

You can also implement custom handlers to influence the processing of triggers in the automation processes:

- Handle marketing automation triggers

Enabling on-line marketing

You need to track contacts in order to leverage the functionality of the automation processes. To track contacts, enable on-line marketing:

1. Open the **Settings** application.
2. Navigate to **On-line marketing**.
3. Select the **Enable on-line marketing** check box.
4. Click **Save**.

Tracking marketing automation in the Event log

By default, the system logs an event log entry whenever a contact moves to a different step in a marketing automation process. You can view the event log in the **Event log** application.

> ℹ **Disabling event logging for marketing automation**
>
> When running automation processes for very large numbers of contacts, logging of step transitions may lead to a cluttered event log or even website performance problems.
>
> Administrations with access to the web project's file system can disable the logging of these events by adding the following key to the *appSettings* section of the *web.config* file:
>
> ```
> <add key="CMSLogMATransitions" value="false" />
> ```