



Activities represent actions that your [contacts](#) perform. For example, the system logs activities when visitors view [pages](#), post [comments](#), purchase [products](#), register for [events](#), subscribe to [newsletters](#) etc.

The data gathered in the activity log allows you to evaluate the behavior of your website's contacts and visitors. You can also use activities in combination with other online marketing features:

- Automatically calculate [scores](#) for contacts based on their activities
- Use activities as triggers for starting [Marketing automation](#) processes for contacts
- [Personalize](#) your website's content for contacts who have performed specific activities