You can use the marketing automation features of Kentico with websites that are presented by a separate MVC application. Marketing automation allows you to automate, optimize and analyze your campaigns, as well as nurture your website visitors and leads – represented by contacts in Kentico.

You need to enable tracking of contacts and logging of activities on your MVC sites, so that the marketing automation features work correctly in your MVC application. However, it is still the Kentico application that keeps the Marketing automation process running. Because the Kentico application itself does not usually receive traffic from site visitors, you need to keep the application alive. For example, you can set the Idle Time-out (minutes) setting of your IIS application pool to 0.