Contacts represent website visitors and store marketing-related information about them. In the **Kentico CMS** edition, contacts cover only subscribed visitors (identified by email address). In the **Kentico EMS** edition, contacts cover both anonymous visitors (identified by a cookie) and registered users or customers (identified by email address). The system automatically gathers data about contacts based on the actions and input of the associated visitors.

> **Default cookie level or consent requirements**
>
> The contact tracking functionality in Kentico EMS only works if the **Default cookie level** setting is set to *Visitor* or *All*, or for visitors who give tracking consent and increase their cookie level. For more information, see Working with consents.

The **Kentico CMS** license allows you to:

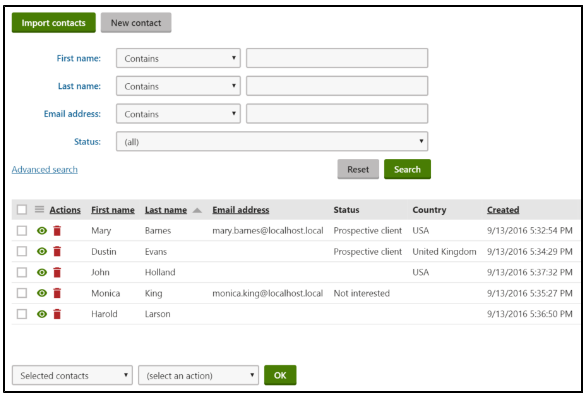
- Segment contacts into contact groups manually.

Moreover, the **Kentico EMS** license allows you to:

- Segment contacts into contact groups or personas based on conditions. Use these segments to personalize your site and communication.
- Track and analyze the activities of contacts on a website.
- Define automated processes for communicating with contacts or performing other actions in the system.
- Assign statuses to contacts (for example *VIP* contacts).
- Associate contacts with accounts (companies or other bodies where the contact operates) and specific roles within accounts.

Managing contacts

The **Contact management** application allows you to manage all your contacts.



Click **Import contacts** to import contacts from a CSV file.

Click **New contact** to manually create new contacts.

To manage the existing contacts, use the following basic actions:

- **Delete** ( ) – removes the contact
- **Manage** ( ) – opens the contact managing interface, where you can view and edit the contact profile

> Deleting contacts from the system also causes deletion of their approved consent agreements. We recommend consulting this with a lawyer and recommend deleting contacts only when the consent agreements of your contacts will not be needed in the future.

Working with contact profile

The contact profile is the contact managing interface which displays all information that the system gathers about your contacts in one place. The contact profile in **Kentico CMS** only displays the contact's first name, last name, email address, which newsletters they are subscribed to and which contact groups they are members of. In addition, the contact profile in **Kentico EMS** also displays the contact's age, gender, city, country and further contact details, such as phone and address. Moreover, it displays which scores the contact has reached, which persona they are fitting, which forms have they submitted and notes that have been added to the contact.

Editing contacts

To edit the contact information:

1. Open the **Contact management** application on the **Contacts** tab.
2. **Manage** () a contact.
3. On the **Profile** tab, click **Edit**.

While the **Kentico CMS** edition only allows you to gather and edit contact's first name, last name and email address, the **Kentico EMS** edition allows you to gather and edit the following information:

Category	Editable contact fields
General	• **Email address** • **First name** • **Middle name** • **Last name** • **Gender** • **Birthday**
Contact details	• **Private phone** • **Business phone** • **Company** • **Job title** • **Status** – allows you to select a contact status. • **Contact owner** – you can select a user responsible for managing the contact.
Address	• **Address** • **ZIP code** • **City** • **Country**

The **Kentico EMS** edition also allows you to add **Notes** about the contact. Click **Insert timestamp** to insert your timestamp into the notes – the default stamp contains the full name of your user account and the current date and time.

Filling in contact data in Kentico EMS

You do not need to enter the values of the fields on the **Profile** tab manually for all contacts. The system automatically collects and updates the data of each contact based on the information provided by the corresponding user.

Ask your administrator to:

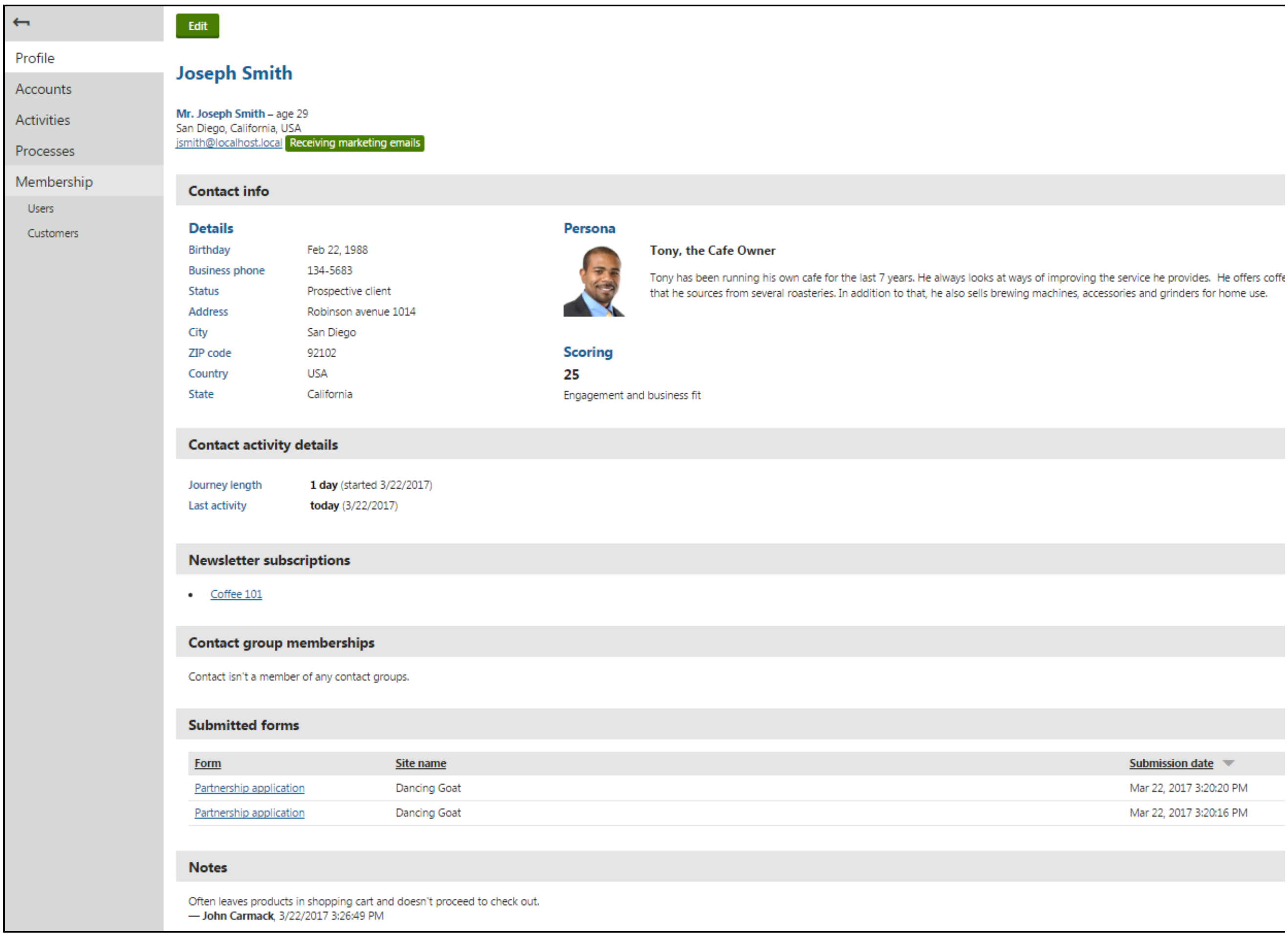
- Configure contact recognition
- Map fields to contact attributes
- Use geolocation for contacts

Viewing contact profile

In addition to the information gathered by the editable contact fields, the **Kentico EMS** contact profile also displays the reached scores and fitting persona, contact activity details, newsletter subscriptions, contact group memberships, and submitted forms.

To be able to view the above-mentioned on-line marketing data in one place, on the contact's **Profile** tab, you need to:

- Create scores and define scoring rules
- Create personas and define persona rules, and wait till the contact fits a persona
- Subscribe the contact to a newsletter
- Add the contact to a contact group manually or set up condition-based contact groups
- Enable activity tracking and make sure that the **On-line form submission** activity is logged



Marketing email statuses

The contact profile also displays marketing email statuses to inform you whether your contacts receive marketing emails or not:

- **Receiving marketing emails** – contacts are receiving marketing emails
- **Opted out** – contacts unsubscribed from marketing emails
- **Undeliverable** – contacts reached the maximum number of bounces and do not receive any marketing emails

The **Kentico EMS** contact profile also allows you to manage accounts, activities, marketing automation processes, and members hips.

On-line marketing data in Kentico CMS

In addition to contact's first name, last name and email address, the **Kentico CMS** contact profile only allows you to view newsletter subscriptions and contact group memberships.

To be able to view the data on the contact's **Profile** tab, you need to:

- Subscribe the contact to a newsletter
- Add the contact to a contact group manually

Linking contacts with user accounts

The **Kentico EMS** system binds contacts with other objects that represent users. This includes:

- User accounts
- E-commerce customers

To manage a contact's user relationships:

1. Open the **Contact management** application on the **Contacts** tab.
2. **Manage** () a contact.
3. Switch to the **Membership** tab.

You can view and delete the existing relationships.

Note: You do not need to bind contacts to user or customer accounts manually. The system automatically updates the contact memberships when visitors:

- Register on a website
- Sign in with a user account
- Fill in customer data while making a purchase