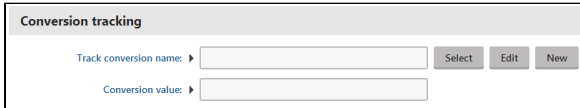


[Web analytics](#) provide a way to track actions performed by your website's visitors and record them as custom *conversions*. This is typically done for desired events that somehow benefit the website, such as registrations of new users, product orders, and subscriptions to newsletters.

You can configure the system to log custom conversions through various parts of the Kentico administration interface. When assigning custom conversions to actions, two possible types of fields are available.



The **Track conversion name** field is a custom conversion selector. You can either enter the *code name* of a custom conversion into the text box or click **Select** to choose from a list of custom conversions defined for the current site. If you type a name that does not match any conversion in the system, the system automatically creates a custom conversion with this name.



The **New** and **Edit** buttons allow you to create a new custom conversion or modify the properties of the selected conversion directly from the given part of the user interface.


The **Conversion value** field is optional and provides a way to set a number that will be recorded along with the custom conversion when the tracked action is performed. For example, you can use values to indicate the relative importance of the conversion, the profit generated by a single conversion hit or similar. The values are cumulative, i.e. when a conversion hit is logged, the system adds the specified value to the total sum previously recorded for the conversion. You may insert a [Macro expression](#) into this field to dynamically retrieve a value from the current site context. For examples of conversion value macros, please see the sections below dedicated to individual types of actions.

## Web part and widget actions

Many of the default [web parts](#) and [widgets](#) in Kentico allow users to perform important actions. Such components come with built-in support for custom conversion tracking. To configure a specific web part or widget instance to log actions as custom conversions, open its properties dialog and enter the appropriate values into the **Track conversion name** and **Conversion value** properties.


The following table lists all types of actions that you can track as custom conversions through web parts:

Action	Web parts
User registration	<p>The system logs the conversion when a visitor successfully completes their registration using the given web part.</p> <p>There are multiple web parts that allow users to register on the website:</p> <ul style="list-style-type: none"> <li>• <i>Registration form</i></li> <li>• <i>Custom registration form</i></li> <li>• <i>Facebook Connect logon and Facebook Connect required data</i></li> <li>• <i>LinkedIn logon and LinkedIn required data</i></li> <li>• <i>Windows LiveID and LiveID required data</i></li> <li>• <i>OpenID logon and OpenID required data</i></li> </ul>
Newsletter subscription	<p>Newsletter subscriptions can be tracked as custom conversions through the <b>Newsletter subscription</b> or <b>Custom subscription form</b> web part.</p> <p>You can also track custom conversions for the widgets based on these web parts.</p>
Filling in an online form	<p>Logs a custom conversion when users submit a form displayed by the <b>Online form</b> web part.</p>

Voting in a poll	The <b>Poll</b> web part can log custom conversions whenever users vote in the displayed poll.
Checkout process	<p>The <b>Checkout process</b> web part may be used to track two types of events:</p> <ul style="list-style-type: none"> <li>• <b>Registration</b> – occurs when a customer registers on the website through the shopping cart.</li> <li>• <b>Order</b> – logged when a customer successfully completes an order.</li> </ul> <p>You can assign custom conversions to these actions for specific instances of the shopping cart web part through the corresponding <b>conversion name</b> properties. You can also configure conversion values for these events for the entire website via the e-commerce settings.</p> <div style="background-color: #e1f5fe; padding: 10px; border-radius: 5px;"> <p> The <b>Checkout process</b> web part is obsolete. Use a <a href="#">web-part based checkout process</a> instead, see <a href="#">E-commerce actions</a> below.</p> </div>



### Entering conversion value macros into web part properties

The **Conversion value** properties of web parts only support numeric (decimal) values, so you cannot enter macro expressions directly. However, you can insert macros via the **Edit value** dialog, which you can open by clicking the  icon next to the given property.

In the case of widgets, the system never resolves macros entered by users into properties. If necessary, macro expressions can be pre-set as the default values of widget properties by administrators. To do this, edit the given widget in the **Widgets** application on the **Properties** tab.

## E-commerce actions

Custom conversions may be configured for [e-commerce](#) actions that occur on the entire website using the settings in **Settings -> E-commerce**. The following types of events can be tracked:

- **Order** – logged when a customer successfully places a product order.
- **Add to shopping cart** – occurs when a user adds a product to a shopping cart on the website.

You can assign a different custom conversion and value to each of these actions through the related **conversion name** and **conversion value** settings. The registration and order conversion name settings can be overridden for individual instances of the shopping cart web part through their corresponding properties.

If you wish to log the custom conversion value dynamically based on item prices, you may use macro expressions, for example:

**Order conversion value:** `{% EcommerceContext.CurrentShoppingCart.GrandTotal %}`

This macro is resolved into the total price of all items contained in the order, including discounts, tax and shipping. With this configuration, each *Order* custom conversion automatically stores the price of the given order as its value.

**Add to shopping cart conversion value:** `{% ShoppingCartItem.UnitPrice %}`

With this macro as the conversion value, the *Add to shopping cart* custom conversion logs the price of the specific product that was added to the shopping cart.

Site:

(global) ▼

Settings

Content

URLs and SEO

Security & Membership

System

On-line marketing

**E-commerce**

Community

Social marketing

Intranet & Collaboration

Versioning & Synchronization

Integration

Save

Reset these settings to default

Export these settings

Emails

Send e-commerce emails from:

?

Send e-commerce emails to:

?

Send order notification:

☐

?

Send payment notification:

☐

?

Send e-products reminder (days):

10

?

Use customer's culture for emails:

☐

?

Conversion tracking

Order conversion name:

Order\_Completed

?

Order conversion value:

{% EcommerceContext.CurrentShoppingCart.Gra

?

Add to shopping cart conversion name:

Product\_Added\_To\_Cart

?

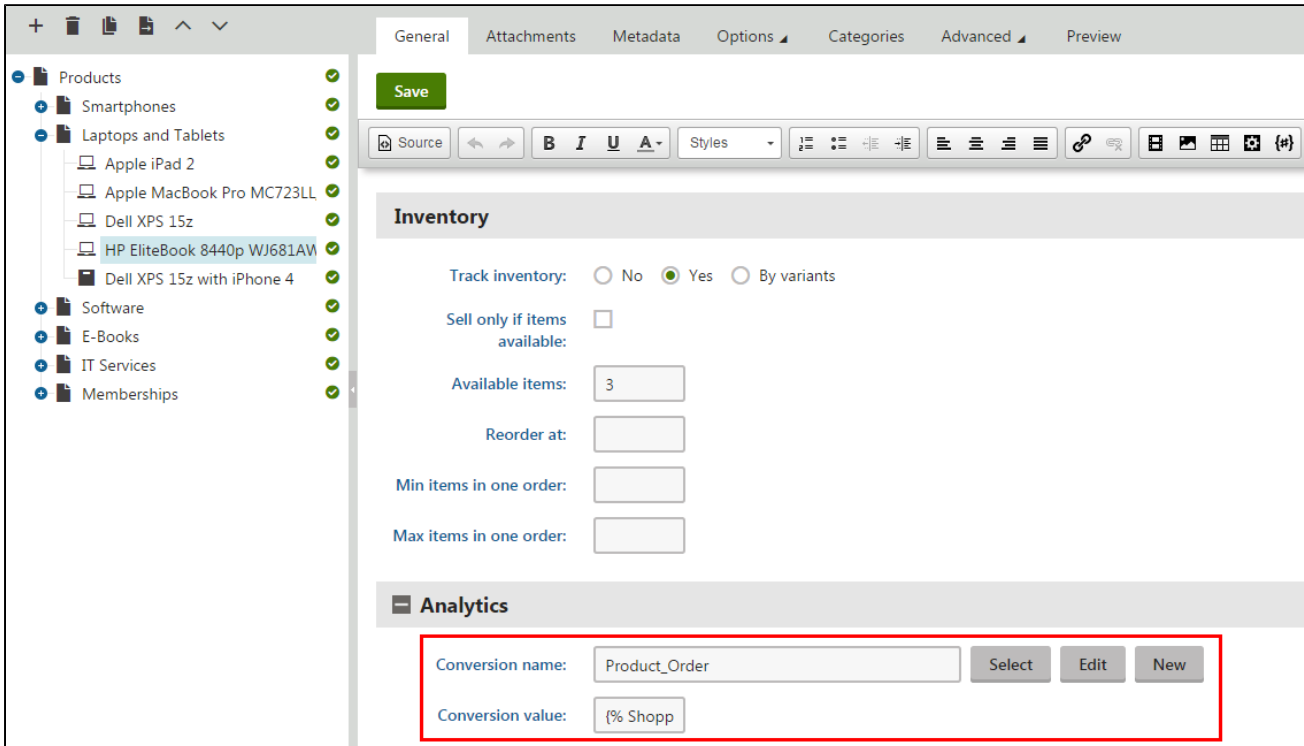
Add to shopping cart conversion value:

{% ShoppingCartItem.UnitPrice %}

?

The settings described above allow you to track entire orders, but you can also log a separate conversion hit every time a product of a specific type is purchased:

1. Open the **Products** application.
2. Select a product in the tree.
3. On the **General** tab, assign a conversion through the **Conversion name** field.
4. Click **Save**.



The screenshot shows the Kentico administration interface. On the left is a tree view of the product catalog. The main area has tabs for 'General', 'Attachments', 'Metadata', 'Options', 'Categories', 'Advanced', and 'Preview'. The 'General' tab is active. Below the tabs is a 'Save' button and a toolbar with various icons. The 'Inventory' section contains the following fields:

- Track inventory:** Radio buttons for 'No', 'Yes' (selected), and 'By variants'.
- Sell only if items available:** A checkbox that is currently unchecked.
- Available items:** A text input field containing the value '3'.
- Reorder at:** A text input field.
- Min items in one order:** A text input field.
- Max items in one order:** A text input field.

The 'Analytics' section is highlighted with a red box and contains the following fields:

- Conversion name:** A text input field containing the value 'Product\_Order'. To its right are 'Select', 'Edit', and 'New' buttons.
- Conversion value:** A text input field containing the value '{% Shopp}'.

The **Conversion value** field can be used to specify an appropriate value that will be recorded for each conversion hit. In addition to numeric values, you may enter [macro expressions](#) here, for example, `{% ShoppingCartItem.UnitPrice %}`. This macro allows the custom conversion to log the price of the given product as its value. The advantage of a macro is that it retrieves the price dynamically, including any potential discounts applied by the given customer.

You can also use the same approach to configuring different custom conversion settings for individual [product options](#) (via **Product options** -> **edit a category** -> **Options** -> **edit a product option**).



Custom conversion properties are not available for global products since each site has its own separate set of custom conversions.

## Logging custom conversions for custom actions

Developers can write custom code that logs custom conversions through the API. This allows you to track any other types of actions in addition to the options listed above. Custom conversion logging requires knowledge of programming and the Kentico API.

See [Logging custom conversions through the API](#) for more information.