

The Kentico Integrated Marketing Solution provides a variety of [on-line marketing features](#) that you can run when creating your sites [using the ASP.NET MVC framework](#). You develop your MVC application separately from the Kentico application, which you use as a content platform with on-line marketing data. Both applications access the same database.

To leverage the on-line marketing functionality of Kentico, use the on-line marketing [integration packages](#):

- **Kentico.ContactManagement**
- **Kentico.Activities**
- **Kentico.Activities.Web.Mvc**
- **Kentico.CampaignLogging.Web.Mvc**
- **Kentico.Newsletters**
- **Kentico.Newsletters.Web.Mvc**

The packages contain supporting models and services that help implement the on-line marketing features.

Supported on-line marketing integration with MVC

- [Logging activities on MVC sites](#)
 - [Enabling tracking of activities on MVC sites](#)
- [Tracking contacts on MVC sites](#)
- [Tracking campaigns on MVC sites](#)
 - [Customizing the page visit hash function for campaigns in MVC](#)
- [Content personalization on MVC sites](#)
- [Email marketing on MVC sites](#)
 - [Handling newsletter subscriptions on MVC sites](#)
 - [Tracking marketing emails on MVC sites](#)
 - [Troubleshooting marketing emails on MVC sites](#)
- [Contact groups, personas and scoring on MVC sites](#)
- [Marketing automation on MVC sites](#)
- [Separating the contact management database on MVC sites](#)