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 (depending on the Default cookie level, identified by an HTTP 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.

To be able to work with contacts in the **Contact management** application, you need to have the permissions for the On-line marketing and Contact management modules.

Enabling on-line marketing in Kentico EMS

To be able to track visitors on the live site as contacts in the **Kentico EMS** edition, you need to enable the on-line marketing functionality in the **Settings** application.

1. Open the **Settings** application
2. Navigate to **On-line marketing**.
3. Select the **Enable on-line marketing** check box.
4. Click **Save**.

Configuring contacts in Kentico EMS

In the **Kentico EMS** edition, you can make the following adjustments to enable marketers to work with contacts more efficiently.

To make the system automatically collect and update the data of each contact based on the information provided by the corresponding user, you need to:

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

To store and organize data about contacts that is not collected by the default fields, you need to:

- Add custom fields to contacts

To keep track of the contacts who are currently visiting your websites and to monitor how many visitors a site has at any given time, you need to:

- Enable on-line contact monitoring

To achieve better performance with Kentico EMS websites by reducing the volume of contact management data, you need to:

- Set up automatic deletion of contacts