> **ⓘ Kentico EMS required**
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> Features described on this page require the **Kentico EMS** license.

By default, you can track the following types of activities for contacts:

Activity type	Activity type name (code name)	Logged when
Blog comment	blogcomment	Visitors comment on a blog post.
Blog post subscription	blogpostsubscription	Contacts subscribe to blog post comments.
Clicked link in marketing email	newsletterclickthrough	Contacts click a tracked link in a marketing email.
Content rating	rating	Visitors rate content (see Content rating).
Custom table form submit	customtablesubmit	Visitors submit a custom table form.
Event booking	eventbooking	Contacts sign up for an event using the Booking system.
External search	externalsearch	Visitors come to the website after searching on a search engine, such as Google.
Form submission	bizformsubmit	Visitors submit an on-line form.
Forum post	forumpost	Visitors post on a forum.
Forum post subscription	forumpostsubscription	Contacts subscribe to a forum post.
Internal search	internalsearch	Visitors search for text using the on-site search.
Landing page	landingpage	Visitors open the page when first viewing the website. (The cookie key affecting the activity logging expires after 20 minutes and the expiration period is renewed every time the website is accessed again.)
Message board comment	messageboardcomment	Visitors post a comment on a message board.
Message board subscription	messageboardsubscription	Contacts subscribe to a message board.
Opened marketing email	newsletteropen	Contacts open a tracked marketing email.
Opted out from all marketing emails	newsletterunsubscriptionfromall	Contacts opt out from all marketing emails.
Page visit	pagevisit	Visitors view a page.
Poll voting	pollvoting	Visitors vote in a poll.

Product added to shopping cart	productaddedtoshoppingcart	Visitors add a product to the shopping cart.
Product added to wishlist	productaddedtowishlist	Visitors add a product to their wishlist.
Product removed from shopping cart	productremovedfromshoppingcart	Visitors remove a product from the shopping cart.
Purchase	purchase	Customers make a purchase.
Purchased product	purchasedproduct	Customers buy a specific product.
Shopping cart abandoned	ShoppingCartAbandoned	Visitors put products into the shopping cart and then leave the site. After a specified amount of time, the shopping cart is considered as abandoned.
Subscription to a newsletter	newslettersubscription	Contacts subscribe to a newsletter.
Unsubscription from a single email feed	newsletterunsubscription	Contacts unsubscribe from a single email feed.
User login	userlogin	Users log in to a site.
User registration	userregistration	Contacts register as a member of a site.