

In addition to the [default activity types](#), you can also define custom activity types for tracking any other actions.



Note

Only users with the global administrator [privilege level](#) can define custom activity types.

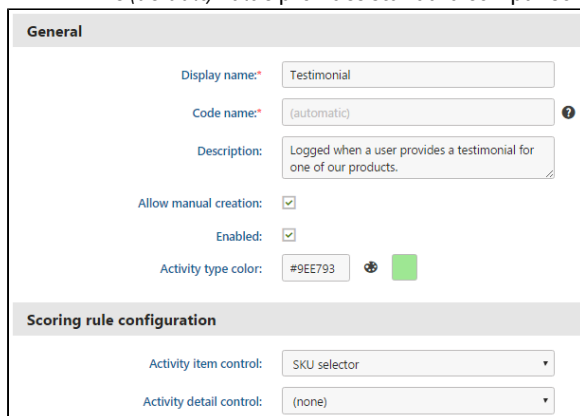
To add custom activity types:

1. Open the **Contact management** application.
2. Switch to the **Configuration -> Activity types** tab.
3. Click **New activity type**.
4. Fill in the following fields as required:

Display name	The name of the activity type used in the Kentico user interface.
Code name	Serves as a unique identifier for the activity type (for example in the API). You can leave the <i>(automatic)</i> option to have the system generate an appropriate code name based on the display name.
Description	Text description about the purpose of the activity type.
Allow manual creation	If you enable this option, users with access to the on-line marketing administration interface are allowed to manually log activities of this custom type.
Enabled	Indicates whether the system logs activities of this type.
Activity type color	Indicates the highlight color used for the activity type in a list of activities.

5. (Optional) Set the **Activity item control** and **Activity detail control** field options in the **Scoring rule configuration** section.

- The system offers the *Activity item* and *Activity detail* fields when defining [scoring rules](#) based on the custom activity.
- For example, an activity type representing testimonials has an *SKU selector* item control. This allows the score administrators to create different scoring rules for testimonials related to different products.
- The *(none)* value hides the given field when creating scoring rules based on the custom activity.
- The *(default)* value provides standard comparison options for text and numeric values.



The screenshot shows the 'General' tab of the configuration form. The 'Display name' is 'Testimonial', 'Code name' is '(automatic)', and the 'Description' is 'Logged when a user provides a testimonial for one of our products.' The 'Allow manual creation' and 'Enabled' checkboxes are checked. The 'Activity type color' is set to '#9EE793' with a color picker icon. Below the 'General' tab is the 'Scoring rule configuration' section, where 'Activity item control' is set to 'SKU selector' and 'Activity detail control' is set to '(none)'.

6. Click **Save**.

Your custom activity type is now ready. You can either log the custom activities [manually](#) in the user interface or set up the system to log them automatically [through the API](#) or via the [Log custom activity](#) marketing automation step.