

Activities represent actions that your [contacts](#) perform. For example, the system logs activities when visitors view [pages](#), post [comments](#), purchase [products](#), register for [events](#) or subscribe to [newsletters](#). The data gathered in the [activity log](#) allows you to evaluate the behavior of your website's contacts and visitors.

To be able to work with activities in the **Contact management** application, you need to have the permissions for the [On-line marketing](#), [Contact management](#), and [Activities](#) modules.

First, you need to allow tracking of activities for contacts. You can also configure logging of activities for specific pages, users, and certain features:

- [Enable activity tracking](#)

Furthermore, you can create custom activity types for tracking other actions that contacts perform:

- [Add custom activity types](#)
- [Log custom activities through the API](#)