

Activities represent actions that your [contacts](#) perform. For example, the system logs activities when visitors register as a member of a site or when visitors sign in to a site. The data gathered in the activity log allows you to evaluate the behavior of your website's users and visitors. To learn more about activities, see [Tracking contact activities](#).

Some activities are logged automatically when you enable [tracking of contacts](#). However, certain activities require additional adjustments of your MVC application (see the table below).



You need to install the following [integration packages](#) into your MVC project to track all supported types of activities:

- **Kentico.Activities**
- **Kentico.Activities.Web.Mvc**


Overview of activities supported in MVC


E-commerce	
Product added to shopping cart	The activity is logged automatically.
Product added to wishlist	The activity is logged after adjusting your MVC application.
Product removed from shopping cart	The activity is logged automatically.
Purchase	The activity is logged automatically.
Purchased product	The activity is logged automatically.
Shopping cart abandoned	The activity is logged automatically.
On-line marketing	
Clicked link in marketing email	The activity is logged automatically.
Opened marketing email	The activity is logged automatically.
Subscription to a newsletter	The activity is logged automatically.
Unsubscription from a single email feed	The activity is logged automatically.
Opted out from all marketing emails	The activity is logged automatically.
Membership	
User login	The activity is logged after adjusting your MVC application.
User registration	The activity is logged after adjusting your MVC application.
Other	
Form submission	The activity is logged automatically.
Page	
Landing page	The activity is logged after adjusting your MVC application.
Page visit	The activity is logged after adjusting your MVC application.
Search	
External search	The activity is logged after adjusting your MVC application.

Internal search	The activity is logged automatically.
-----------------	---------------------------------------

For details on logging of activities that require additional adjustments of your MVC application, see [Enabling tracking of activities on MVC sites](#).

Please note that the process for setting up logging of the *External search* and the *Page* related activities is different from setting up logging of the *Membership* related activities. To [log the External search and the Page related activities](#), you need to adjust your MVC application only once by registering routes that receive logging requests. However, to log the *Membership* related activities, you need to adjust your MVC application for each of them separately by calling the logging service in your own controllers.

 The *Landing page* activity logging is affected by the *CMSLandingPageLoaded* cookie key, which expires after 20 minutes. The expiration period of the key is renewed every time the website is accessed again.

 **Limitation:** Because pages on MVC sites are not directly connected to pages from the Kentico content tree, activities are logged without a reference to the related Kentico page (i.e. the *ActivityNodeID* value is not assigned). For activities that occur on a specific page, such as *Page visit* or *Landing page*, the system logs the *Activity URL* value, which stores the live URL of the page on the MVC site.

Configuring activity and contact updates processing

When logging activities from MVC applications, the API does not ensure recalculation of [contact scores](#), [contact groups](#), [personas](#) and [marketing automation triggers](#). For performance reasons, these recalculations are performed by the Kentico application. Because the Kentico application itself does not usually receive traffic from site visitors, you need to keep the application alive. For example, you can set the [Idle Time-out \(minutes\) setting](#) of your IIS application pool to 0.

By default, the system batch processes activities and contact detail updates every 10 seconds. You can configure the processing interval separately for the Kentico and MVC application. Adding the below key to the MVC application affects at what interval the logged activities and contact detail updates are saved from the memory into the database. Adding the below key to the Kentico application affects how often Kentico recalculates the data that could be affected by activities and contact updates.

If your system processes a large number of activities and contact updates, you may need to increase the default interval.

1. Open your project's web.config file.
2. Add the following key into the *appSettings* section of the file. Increase the value to reflect how often you want the activities and contact updates to be processed.

Processing activities and contact updates every 30 seconds

```
<add key="CMSProcessContactActionsInterval" value="30" />
```

3. Save the file.

The system now processes activities and contact detail updates in accordance with the configured intervals.