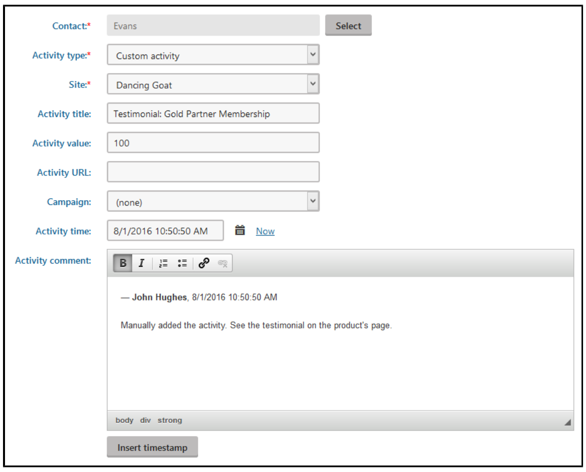
In addition to the default activity types, you can also ask your administrator to add custom activity types or log a single activity of a custom type for a contact.

To log a single custom activity manually:

1. Open the **Contact management** application on the **Activity log** tab.
2. Click **New custom activity**.
    a. Fill in the details of the activity:

Contact	Select the contact associated with the activity.
Activity type	Select one of your custom activity types.
Site	Select the site for which you want to log the activity.
Activity title	Add basic information about the event that the activity represents.
Activity value	Here you can assign a value to the activity. You can associate values with activities such as ratings or e-commerce purchases.
Activity URL	The URL of the page where the activity occurred.
Campaign	The marketing campaign associated with the activity. Used e.g. if you need to monitor the behavior of the visitors of your website.
Activity time	The time when the activity occurred.
Activity comment	Here you can add any additional information related to the activity, either as plain text or with basic formatting. Click **Insert timestamp** to insert your timestamp into the comment. The default stamp contains the full name of your user account and the current date and time.



3. Click **Save**.

You can now see the custom activity logged for the given contact.

Automatically logging custom activities

In most cases, logging activities manually one-by-one is not a practical option. If you need the system to automatically record custom activities for contacts who perform a specific action, you can use one of the following approaches:

- Log the activity as part of a marketing automation process via the Log custom activity action step.
- Ask your developers to develop custom components for your website that log the activity through the API.