Setting up data tracking

Gathering relevant data is the single most important thing in data-driven web development and personalization.

When configuring your site with the Frosmo Platform, you set up tracking for:

- Conversions and transactions
- Product data

In addition, you can use the Frosmo Platform to track:

- Custom actions
- Events through triggers

The platform automatically tracks:

- Basic modification events
- Visitor data

Tracking can only access pages that a visitor actually visits.

For more information about data collected and stored by the Frosmo Platform, see Data collection and storage.

Conversions and transactions

A conversion is an action you want your website visitors to take, such as purchasing a product, signing up for a newsletter, downloading a brochure, or watching a video. The most common type of conversion is a transaction, that is, the simultaneous purchase of one or more products.

Conversion tracking means counting conversions and transactions, and attributing them to modifications. Conversion and transaction data is stored in the Frosmo back end. Conversion tracking is essential for measuring the business performance of your site as well as Frosmo's impact on that performance.

Setting up conversion and transaction tracking

You can track conversions and transactions:

- **Using the Frosmo data layer.** You can pass information about conversions and transactions to the data layer. The object you push to the data layer contains data about the conversion or transaction, such as ID, quantity, type, and value. This is by far the most effective way to track conversions and transactions. For more information, see Tracking conversions and Tracking transactions.

  > ⊘ To make conversion and transaction tracking even more effective, implement the tracking in shared code.

- **In the custom code, which is a part of the site-specific Frosmo custom script.** This is a legacy option available for Professional Services customers. Your Frosmo team will implement the conversion tracking for your site.

You can also track conversions based on **conversion definitions** that you create in the Frosmo Control Panel. The conversion definitions, in turn, are based on triggers, which you also create in the Control Panel. This is the best approach if you want to implement a simple conversion tracking scheme by yourself and do not have the data layer available on your site. For more information, see Creating and managing conversion definitions.

Once you've set up conversion and transaction tracking on your site, you can at any time check whether the Frosmo Platform is receiving conversion and transaction data from the site.

For more information about tracking conversions and transactions, see:

- Conversions
- Tracking conversions
- Tracking transactions

Product data

Product tracking is the process of collecting product data from a site and counting the number of views different products receive from visitors. Product data and product view statistics are stored in the Frosmo back end.

Setting up product tracking

You can track products:

- **Using the Frosmo data layer.** You can push product data to the Frosmo back end and trigger product views. This is by far the most effective way to track product data. For more information, see Tracking products.
- **Using a data feed to fetch product data.** You can ensure correct product information on your site by batch-updating product data. This option is available if you are a Professional Services customer. Your Frosmo team will implement the tracking for your site.
- **Using a custom solution appropriate for your site**. For example, you might read product data from a global JavaScript variable or scrape the data from the page HTML code.

Product data can include several attributes, such as:

- ID
- Name
- Category
- Image
- Price
- URL
- Custom data, such as author, color, or availability

Once you've set up product tracking on your site, you can at any time check whether the Frosmo Platform is receiving product data from the site.

For more information about tracking products, see Tracking products.

Custom actions

You can set up custom actions to track basically any visitor activity or state on your site, such as a button click, form submission, or login status. You can use custom actions to segment visitors, fire triggers, and control whether to display modifications.

Custom actions are not included in the statistics that you can view in the Frosmo Control Panel.

For more information about tracking custom actions, see:

- Custom actions
- Tracking custom actions

Triggers

Triggers allow you to detect a particular event on a web page and take a predefined action based on that event. For example, when a visitor views a specific page or product, or clicks a specific element, you can define a trigger to show related content to them. You can also use triggers to segment visitors, and to create your own conversion definitions.

For more information, see Triggers.

Basic modification events

Modification-specific conversion tracking is enabled by default. The Frosmo Platform automatically tracks basic events (clicks, displays, and true displays) for a modification.

For more information about modification-related events and metrics, see Modification statistics.

> ⚠ You can track modification events only when you have created modifications for your site. The data tracked through modifications is always stored based on the modification ID.

Visitor data

The Frosmo Platform automatically collects the following data for a visitor:

- Site traffic
- Visitor retention
- Visit sources

In addition, visit data, such as visit dates and times, IP addresses, and page referrer information, is stored in server logs. For more information about default data tracking, see Default configuration and data tracking for a visitor.

To track other types of visitor data, such as browsers and devices and numbers of visits, logins, and purchases, use segments. For more information, see [Segmentation](#).