

Custom actions

A custom action is any visitor action or state that you want to track and interact with on a website, and that is not a [conversion](#), [transaction](#), or [product view](#). A custom action can be, for example, a button click, form submission, or login status. You can use custom actions to [segment visitors](#), fire [triggers](#), and control whether to display [modifications](#).

This guide introduces custom actions, and shows you how to track and use them on your site.

- [Introduction to custom actions](#)
- [Tracking custom actions](#)
- [Working with custom actions](#)