

Introduction to custom actions

A custom action is any visitor action or state that you want to track and interact with on a website. You can also use custom actions to find out where visitors are geographically located. The purpose of custom actions is to track what visitors are doing on a site or where they are located, and to use this information to dynamically modify their user experience in some way, for example, by showing specific content based on the page they are viewing or the city they are in.



The Frosmo Platform handles tracking for [products](#), [conversions](#), [transactions](#), and [basic modification events](#) (displays, true displays, clicks) separately. You do not need to duplicate this tracking with custom actions.



Custom actions are not included in the statistics that you can view in the Frosmo Control Panel. If you want to track a visitor activity and also view statistics on it, track the activity as a conversion instead. You can either create a conversion definition with the proper trigger in the Control Panel or ask your Frosmo team to implement the tracking.

Here are some examples of custom actions:

- Button click (for example, accepting a cookie policy or downloading a brochure)
- Form submission (for example, subscribing to a newsletter or leaving a contact request)
- Geolocation (current geographic location of the visitor's device)
- Login status (logged in or out)

You can use custom actions to:

- [Control whether to display modifications](#)
- [Fire triggers](#)
- [Segment visitors](#)

Before you can use custom actions, however, you must set up [tracking](#) for them, so that the Frosmo Platform knows when an action occurs on a site.

Custom action types

The Frosmo Platform supports the following custom action types:

- **Basic custom action** tracks an activity or state that in some way reflects what the visitor is doing on the site.
- **Geolocation custom action** tracks the visitor's real-world geographic location. This custom action type only works on desktop devices (including laptop computers).

Custom action as event and persistent data

From the point of view of the site, a custom action is an event with a name and value. The name uniquely identifies the custom action, while the value describes a particular variant of the action. A custom action can take as many different values as are needed to track its different variants. However, a given instance of a custom action is always triggered with a single value. For a basic custom action, the value type can be Boolean, number, or string.

For example, the basic custom action `Brand` tracks the visitor's interest in different product brands with values such as `Apple`, `Google`, `HTC`, and `Samsung`. Even though this custom action uses multiple different values, it's always triggered with only one of the values, depending on what product the visitor is viewing at the time.

From the point of view of the Frosmo Control Panel and the Frosmo back end at large, a custom action is a persistent data object that maps to corresponding events sent from the site. In the back end, the custom action consists of the following fields:

- Name
- Description
- Values
- Value titles
- Option to use the custom action as a state in modifications

When a custom action is triggered on the site, the name and value are sent to the Frosmo back end. If an action with that name does not exist, the Frosmo Platform stores the event as a new custom action object. If an action with the same name already exists, the value is added to the existing action. If the value, too, already exists, no new data is stored, and the action is simply triggered. Once stored in the back end, you can view the custom action and its values in the Control Panel.