

Data tracking

For an introduction to data tracking in the Frosmo Platform, see [Data tracking overview](#).

You can set up the following types of data tracking for your site in the Frosmo Control Panel:

- [Conversion definitions](#) allow you to set up conversion tracking in the Frosmo Control Panel.
- [Custom actions](#) allow you to track visitor actions and states that are not basic modification events, conversions, transactions, or product views.

You can use the tracked data for analytics purposes or for implementing features, such as segmentation, that can leverage the data.