

# Tracking custom actions with the data layer

⚠ To use the data layer on a site, the data layer module must be [enabled for the site](#).

⚠ You can only track basic custom actions with the data layer. To track visitor geolocation with custom actions, [create the actions in the Frosmo Control Panel](#).

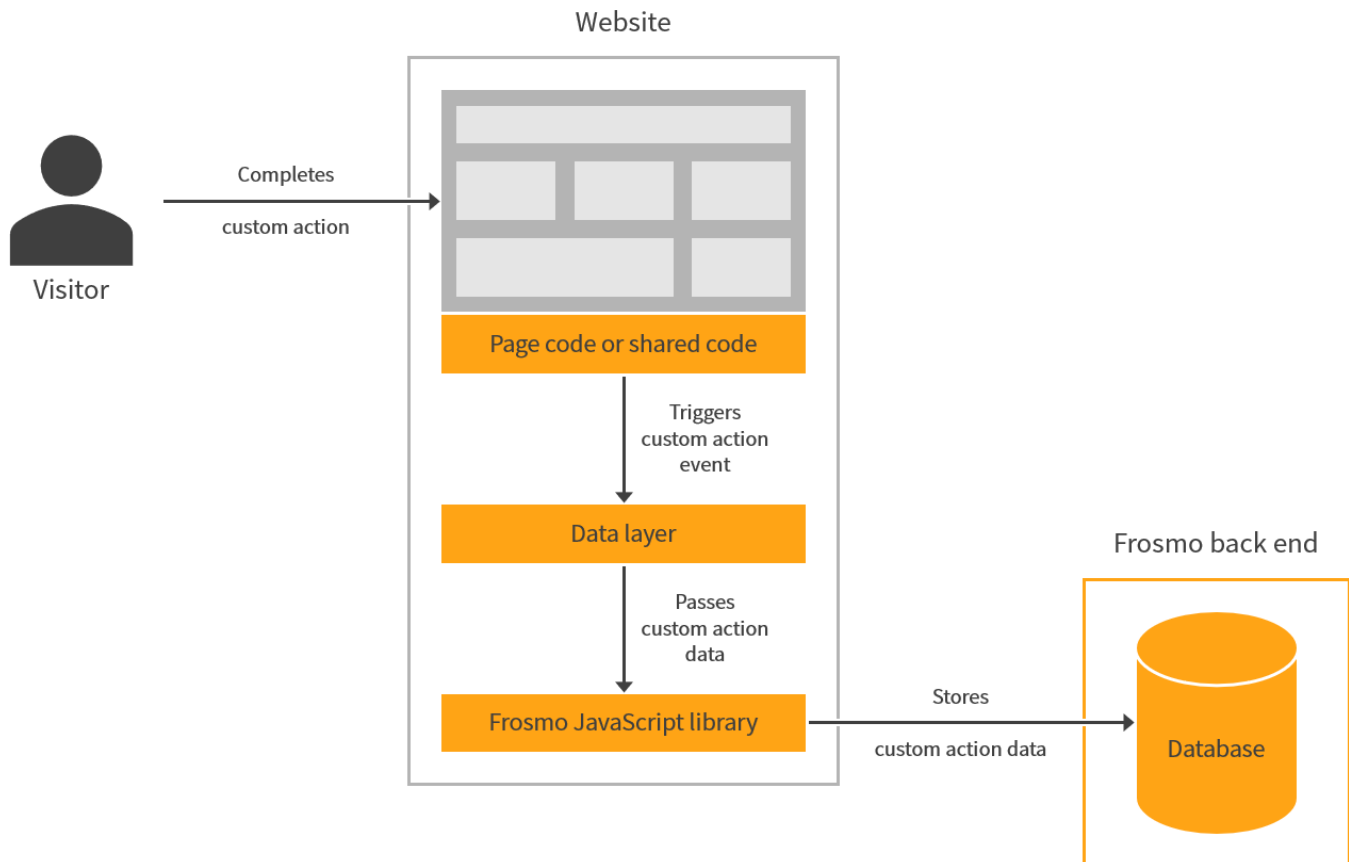
For an introduction to custom actions and custom action tracking in the Frosmo Platform, see [Data tracking overview](#). For more information about custom actions, see [Feature: Custom action](#).

Tracking custom actions with the [data layer](#) means triggering a **custom action event** whenever a visitor successfully completes an action or enters a state that qualifies as a custom action. The data you pass in the custom action event (a name and a value) defines the custom action.

You can trigger custom action events from:

- Page code (meaning directly from the site source code)
- [Shared code](#)

Page code is the recommended solution. If you cannot use the data layer in your page code, use shared code.



**Figure: Tracking custom actions by triggering a custom action event from a page (click to enlarge)**

When you trigger a custom action event:

- If the custom action does not exist in the database, meaning a custom action with the same name does not already exist in the database, the Frosmo Platform adds the event data (name and value) as a new custom action.
- If a custom action with the same name already exists in the database, and if that name *is not* already associated with the passed value, the Frosmo Platform adds the value to the existing custom action.
- If a custom action with the same name already exists in the database, and if that name *is* already associated with the passed value, the Frosmo Platform merely triggers the custom action event. The platform does not add any new event data to the database.

## Triggering custom action events



To trigger a custom action event, call the `dataLayer.push()` function with a **custom action object** containing the custom action data:

```
dataLayer.push({
  frosmoEvent: 'string',
  frosmoValue: 'string'
});
```

## Custom action object

The custom action object contains the data of a custom action event.

**Table: Custom action object properties**

Property	Description	Type	Role
frosmoEvent	Name of the custom action. The name uniquely identifies the custom action.  This property maps to the <b>Name</b> field of a custom action in the Control Panel.	String (128)	Required
frosmoValue	Value of the custom action. The value is case-sensitive.  This property maps to a <b>Value</b> field of a custom action in the Control Panel.	String (128)	Required

## Custom action object examples

### Example: Triggering a custom action event

```
dataLayer.push({
  frosmoEvent: 'Cookie policy accepted',
  frosmoValue: 'true'
});
```

### Example: Triggering a custom action event with a dynamic value

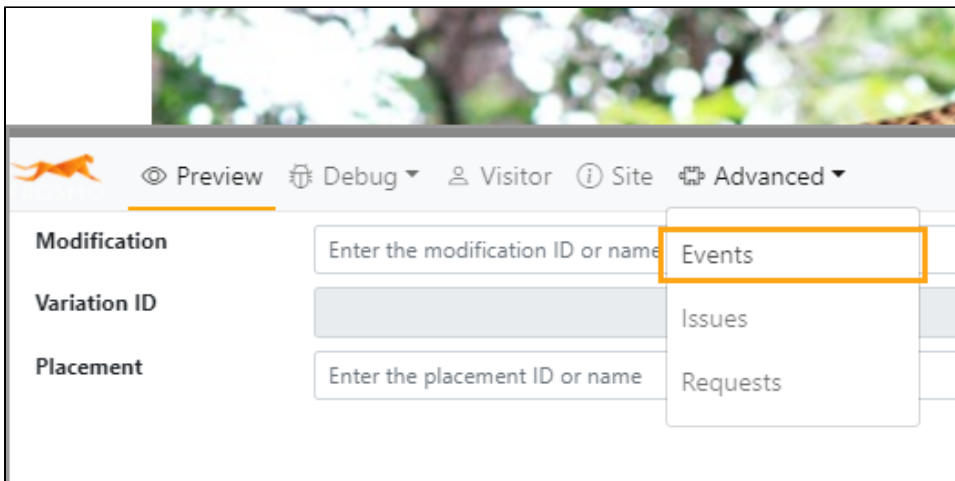
```
// Set the productCategory variable

dataLayer.push({
  frosmoEvent: 'Product category',
  frosmoValue: productCategory
});
```

## Testing custom action tracking

To test that custom actions are correctly tracked with the data layer:

1. Go to the site.
2. [Launch Frosmo Preview](#).
3. Select **Advanced > Events**.



4. Go to a page where custom actions are tracked. If custom action events are successfully triggered with the data layer, Frosmo Preview shows the following messages for each event:

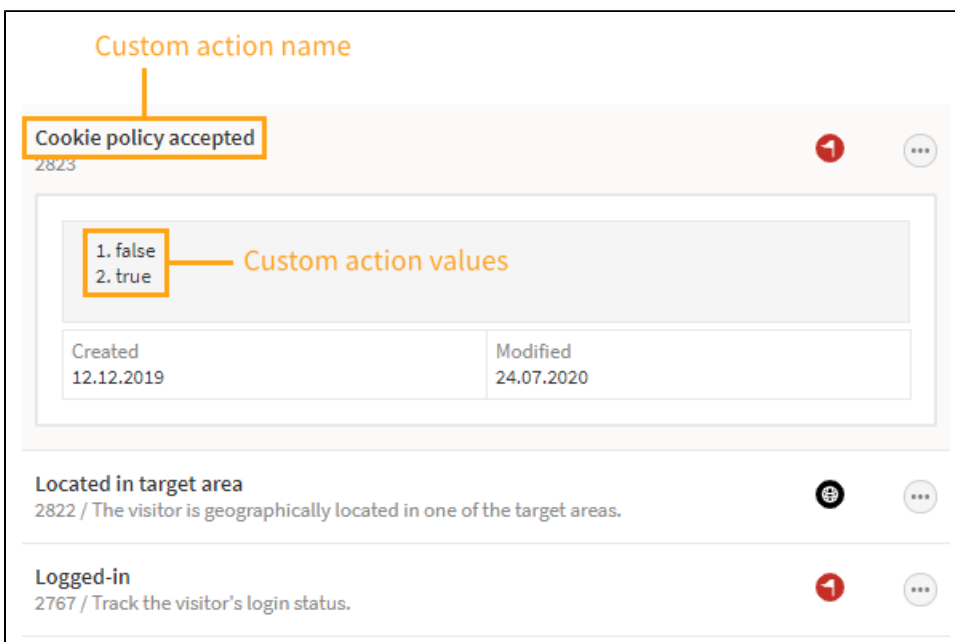
- `customAction / customAction.<frosmoEvent> / customAction.<frosmoEvent>.<frosmoValue>` (contains the custom action data parsed from the custom action object)
- `dataLayer` (contains the object passed to the data layer)
- `trigger.event` (contains information about the triggered event, including the object passed to the data layer)

Fired after page load	Name	Type	Data
22secs, 716ms	trigger.event	core	▶ (1) [Object]
22secs, 714ms	dataLayer	core	▶ (1) [Object]
22secs, 713ms	customAction.Cookie policy accepted.true	core	▶ (2) ["Cookie policy accepted", "true"]
22secs, 713ms	customAction.Cookie policy accepted	core	▶ (2) ["Cookie policy accepted", "true"]
22secs, 711ms	customAction	core	▶ (2) ["Cookie policy accepted", "true"]

5. To verify that the correct custom action data was sent, check the **Name** or **Data** column for the `customAction` messages, as both columns show the custom action name and value.
6. If you want more details on a data layer call, select the **Advanced > Requests** view in Frosmo Preview, and check the `customAction` request to the Events API.

```
22secs BEACON https://inpref.com/eventsApi?method=customAction&name=Cookie%20policy%20accepted&value=true&title=&cookieId=xxxxxx&orig. ▶ [method: "customAction", name: "Cookie policy accepted", value: "true", title: "", cookieId: xxxxxx,xxxxxxx,}]
713ms
```



7. Open the Frosmo Control Panel, select **Utilities > Custom Actions**, and check whether the tracked custom actions are listed with the passed values.





If you define titles for the custom action values in the Control Panel, the custom actions overview displays the titles rather than the values.



**Custom action name**



**Cookie policy accepted** 2823  

**Custom action value titles**

1. Visitor has not accepted the cookie policy  
2. Visitor has accepted the cookie policy

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**Located in target area**    
2822 / The visitor is geographically located in one of the target areas.

**Logged-in**    
2767 / Track the visitor's login status.