

Tracking custom actions

Tracking for basic [custom actions](#) can be implemented as follows:

- **In the site source code or in shared code using the Frosmo data layer.** If you want to implement the tracking yourself, use the data layer to trigger custom actions directly from your site source code or from [shared code](#). For instructions, see the [custom action tracking developer guide](#).
- **In the Frosmo custom script using custom code.** This type of tracking is always implemented by Frosmo developers. If you do not implement the tracking yourself, Frosmo developers do it for you through your site's custom script.
- **In modification content or shared code using Frosmo Core.** This type of tracking is always implemented by Frosmo developers, since it requires knowledge of the Frosmo Core library. Triggering custom actions from a modification or a piece of shared code can be a useful alternative to triggering them from custom code, but even here part of the tracking is usually implemented in custom code.

Basic custom actions can be triggered with predefined values, which you write into the tracking code, or they can get their values from a variable, meaning you don't need to know the values beforehand.

To track visitor geolocation with custom actions, simply create those actions in the Frosmo Control Panel. You can do this yourself, or Frosmo can do it for you.

Tracking visitor geolocation

Before you can use geolocation custom actions on a site, you need to enable the geolocation module for the site. If the module is disabled, you cannot create geolocation custom actions for the site. If the module is enabled and you disable it, any existing geolocation custom actions on the site will stop working.

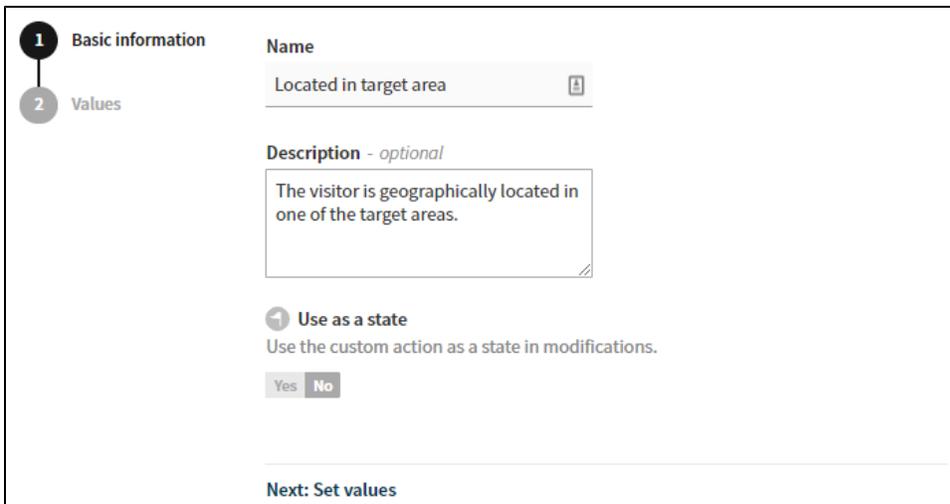
 Only certain Frosmo users can enable and disable site modules. If you're a [company user](#), a Frosmo user enables and disables the modules for your site. For more information, contact [Frosmo support](#).

A geolocation custom action tracks a visitor's device's real-world geographic location. Frosmo Core handles the tracking logic and automatically triggers the custom action on page load when the visitor's current location matches one of the geolocation values defined for the custom action.

 Geolocation custom actions only work on desktop devices (including laptop computers).

To track visitor geolocation with a custom action:

1. In the Frosmo Control Panel, select **Utilities > Custom Actions**.
2. Click **Create custom action**.
3. Define the basic information:
 - **Name:** Enter a name for the custom action.
 - **Description:** Optionally, enter a description for the custom action.
 - **Use as a state:** Keep this feature disabled, since you cannot use geolocation custom actions as states in modifications.



The screenshot shows the 'Basic information' step of creating a custom action in the Frosmo Control Panel. It features a sidebar with two steps: '1 Basic information' (active) and '2 Values'. The main form includes a 'Name' field with the value 'Located in target area', a 'Description - optional' text area with the text 'The visitor is geographically located in one of the target areas.', and a 'Use as a state' toggle set to 'No'. A 'Next: Set values' link is at the bottom.

4. Select **Values**, and define the geographic locations you want to track:
 - a. Select **Geolocation**.
 - b. Enter a **Title** for the location, and define the location either by entering its **Latitude**, **Longitude**, and **Radius**, or by clicking **show map** and drawing the location on the map. To hide the map, click **show map** again.
 - c. To add another location, click **Add another value**, and repeat from the preceding step.

1 Basic information

2 Values

Custom action **Geolocation**

Add another value

Map	Title	Latitude	Longitude	Radius	Remove
Show map	Stockholm	59.3222	18.0711	30	Remove
Show map	Helsinki	60.1699	24.9384	20	Remove

5. Click **Save**.

You can now use the custom action to implement [other features](#).