

Contact tracking

Track contact data

Version 7.18



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Track contact data

PRODUCTS: **MARKETING**

Gain insights into the online behavior of contacts by using their form submission data or tracking data imported from a web analytics service. For example, discover the source that led the contact to your website or products that interest them the most. View this data on the [*Engagement*] tab of the contact page.

You can also gain insights into the behavior of leads after you qualify a lead. The qualification creates a new contact whose data you can track similarly to any other contact

Creatio is integrated with Matomo out of the box. You can also develop a custom integration that works with a different web analytics service.

Fig. 1 [*Engagement*] tab of the contact page

The screenshot shows the contact page for Andrew Wayne. The left sidebar contains contact details and account information. The main content area is divided into sections for Submitted forms, Web sessions, and Web actions, each with a corresponding table of data.

Created on	Landing	Website domains	Full name	Email	Phone number
6/5/2021 2:17 PM	Marketing Creatio trial	http://creatio.com	Andrew Wayne	a.wayne@apex.co.uk	+44 141 258 9878

Start on	Country	City	Source	Channel	Page referrer URL	Durations, sec	Actions
6/3/2021 1:17 PM	United Kingdom	Glasgow	Marketing Creatio	Web: SEM		1,286	12
6/5/2021 2:16 PM	United Kingdom	London	Facebook	Web: social networks	http://facebook.com/creatio	180	2

Action start date	Action type	Web page	Page URL address
6/5/2021 2:17 PM	Form submission	Marketing Creatio trial	https://www.creatio.com/trial/?product=marketing
6/5/2021 2:17 PM	Following a link	Marketing Creatio trial	https://www.creatio.com/trial/?product=marketing

View form submission data

Creatio automatically identifies contacts that submit forms on landing pages that involve contact creation. For example, "Contact registration form." Learn more in a separate article: [Identify contacts that submit web forms.](#)

Form submissions are displayed in the [*Submitted forms*] detail of the [*Engagement*] tab and updated in real time.

Each **form submission** is an individual record that contains the following data:

- form submission date
- landing page that contains the form
- relevant site domain

- fields the contact filled out

Set up an integration with a web analytics service, for example, Matomo, to enhance form submission records with web analytics data, e. g., user location.

Note. Form submission records do not include lookup fields since the records contain original data provided by the user or passed from the website.

Import tracking data from Matomo

Note. This section covers the data import procedure for Matomo. If you are using a custom integration with a different service, refer to the corresponding documentation.

You can import contact web session and action data Matomo recorded over the past 12 months. Data is associated with the contact in several ways:

- **Contact identification mechanism** is used when the contact submits a form on a landing page that involves contact creation. For example, “Contact registration form.” Learn more in a separate article: [Identify contacts that submit web forms.](#)

Once the data is associated with the contact, Creatio imports the data recorded over the past 12 months. The data is displayed on the [*Web sessions*] and [*Web actions*] details of the [*Engagement*] tab, respectively.

If a contact is identified after they submit a form, Creatio imports Matomo data immediately. By default, further updates are performed once a day.

If a contact is identified after they click the link in a bulk email, Creatio imports Matomo data as part of the next update.

Each **web session** is an individual record that contains the following data:

- session start date
- recorded location
- traffic source
- marketing channel
- page referrer URL
- session duration
- number of actions
- platform (OS)
- device

Each **web action** is an individual record that contains the following data:

- action start date
- action type

- the name of the relevant web page
- the URL of the relevant web page