

# Contact tracking

Track contact data

Version 8.0



This documentation is provided under restrictions on use and are protected by intellectual property laws. Except as expressly permitted in your license agreement or allowed by law, you may not use, copy, reproduce, translate, broadcast, modify, license, transmit, distribute, exhibit, perform, publish or display any part, in any form, or by any means. Reverse engineering, disassembly, or decompilation of this documentation, unless required by law for interoperability, is prohibited.

The information contained herein is subject to change without notice and is not warranted to be error-free. If you find any errors, please report them to us in writing.

# Table of Contents

<b>Track contact data</b>	<b>4</b>
View form submission data	4
Import tracking data from Matomo	5

# 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

We recommend using Matomo tracking service that has a connector available on the Marketplace: [Matomo connector for Creatio](#). However, you can 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: Full name (Andrew Wayne), Full job title (CEO), Mobile phone (+44 141 258 9878), Business phone (+44 141 429 1595), and Email (a.wayne@apex.co.uk). Below this is account information for Apex Solutions, Type (Customer), and Owner (John Best). The main content area is the Engagement tab, which shows three data tables:

Submitted forms						
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	

Web sessions								
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	

Web actions			
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 connector for Creatio](#) application. 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. To do this, install and set up the Matomo connector for Creatio application. 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. Customize the update time and frequency in the **Matomo connector for Creatio** application.

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

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