

# Collect Data Action

The Data Collect action, also called a Do Nothing action, does nothing to alter your site's content, but it's useful for gathering data about customers in certain groups with Monetate.

## Track Target Audiences

You can use the Data Collect action in targeting experiences to gather information about specific user segments. You can also use the action to observe KPIs for each audience segment and compare it to data from all customers.

The experience results can provide you with important insight into target audience behavior and assist in planning future customer experiences.

## Combine with Interaction Events

When combined with [interaction events](#) created in Event Builder, a Data Collect action can track engagement metrics for all customers or a subset of customers with various page elements.

For example, you can track clicks within the search bar for all new visitors with an interaction event and a Data Collect action. Experiences like this one provide vital information to help you determine how each audience or demographic responds to various content on your site.