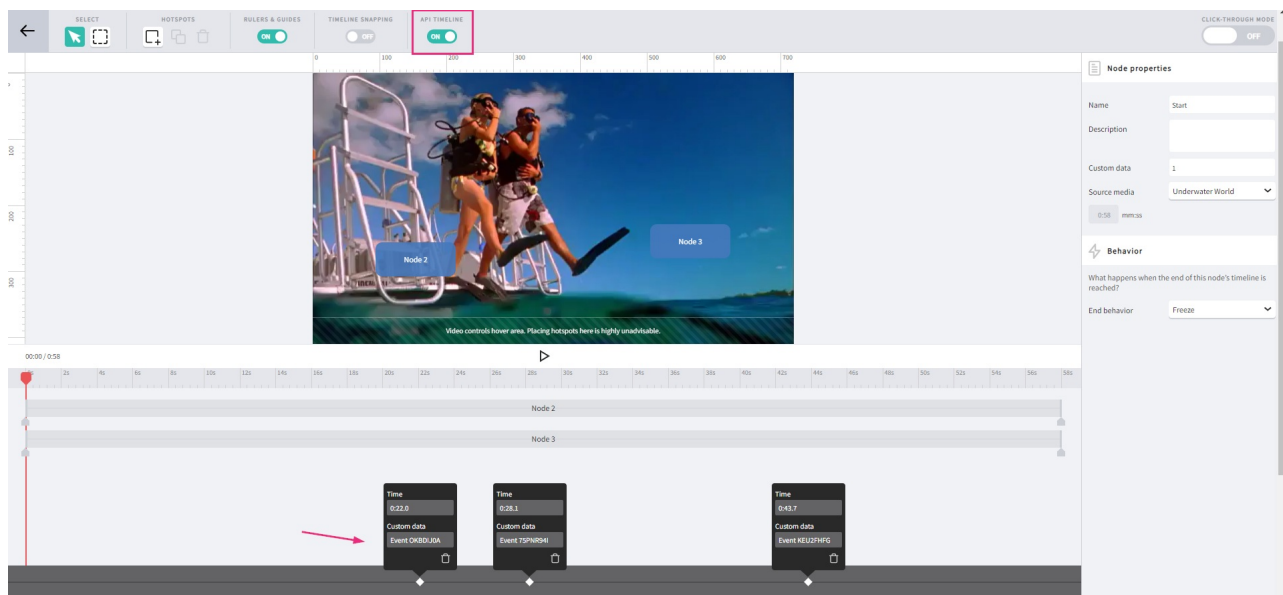# What is the purpose of the custom data field within the hotspots editing window?

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You can add a custom stream to be triggered when a hotspot is clicked, ideal for API calls. This means custom data can be passed from the API Event field in the hotspot editor, enabling you to collect specific data from the host page.

Additionally, when you enable the **API Timeline**, you can insert custom data at specific cue points throughout the video, as shown in the image below. These cue points act as timed events within the video, allowing you to deliver targeted actions or collect data at just the right moment.

Unlike the custom data field linked to 'Click' events, the API Timeline provides greater flexibility, letting you place events at any time during playback. Each cue point accepts custom data, which is passed through the event as customData.

To set this up, simply use the **API Timeline** in the node editor. If you're looking to customize your experience further, you can tie this data directly to the cue points you've placed within the video, helping you seamlessly track interactions.