

Tracking opens and clicks

One of the many benefits of email marketing is its ability to easily track the user's engagement and interest in the content you send them. Two very common things to track in email is if the recipient opened the email and if they clicked a link in your email.

CONNECT makes setting up this tracking extremely easy and uses that tracking to provide some great reports on your email's success as well as the capability to segment your contact list based on their engagement.

Open Tracking

CONNECT automatically applies open tracking to your email content so no additional step required here. When open tracking is applied, an invisible 1 pixel image will be placed at the bottom of your HTML code that when loaded, will tell CONNECT that the recipient has opened the email.

This brings up one caveat with open tracking. To log an open, the user must display images in their email. Some email clients do not automatically display images, so if the user does not opt-in to display images, an open won't register.

With that said, CONNECT combats this by assuming an open when a click occurs, ensuring your open rate is accurate.

Click Tracking

CONNECT also scopes out each link in your HTML content and applies tracking automatically. When click tracking is applied, the URL in your link is replaced with a unique redirect link generated by CONNECT. When the recipient clicks on the link, the click is recorded for that specific link and then the user is redirect to the intended page.

There is however, one extra (optional) step you may want to consider when setting up your message. CONNECT offers you the ability to provide friendly names for your links. Names are automatically generated based on the text of the link or the ALT text of the image you have link but sometimes you might have 10 links with "click here" as the text. This will make it challenging to determine which "click here" the recipient clicked on without looking at the full URL. CONNECT solves this by allowing you to name the link uniquely.

Follow the instructions below to name your links.

Update the Link Names to reflect what they are naming



- **Tip:** Use a name that describes not only what the link is but where the link is in the message.
- This works effectively when you have the same link text or image (ie. Click Here) in multiple locations in your message and need to separate them out in reporting.

Save your work once finished

Changed link names will be highlighted in yellow



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