

How to Set Up Effective Click Tracking

Follow this tutorial to setup your message's click tracking in a way that will make your reports easier to read.

1. Change 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.

2. All changes are highlighted in Yellow

The screenshot shows a software interface for managing email campaigns. At the top, there are tabs for Messages, Templates, Campaigns, Landing pages, Web forms, and Image library. Below these are buttons for Back, Save, Save as..., and Undo changes. The main area has a sub-header 'Re-engagement Email' and a series of tabs: Details, Envelope, Content, Text, Preview, Click tracking (selected), and Test. The 'Click tracking' tab displays a table with the following data:

#	Don't track	Link name	Links found in your HTML
1	☐	VIEW ONLINE	VIEW ONLINE
2	☒	MANAGE YOUR PROFILE	MANAGE YOUR PROFILE
3	☐	Instagram	
4	☐	Facebook	
5	☐	Twitter	
6	☐	Pinterest	

3. Save your work once finished

Messages

Templates

Campaigns

Landing pages

Web forms

Image library

Back

Save

Save as...

Undo changes

Re-engagement Email

Details

Envelope

Content

Text

Preview

Click tracking

Test

#	Don't track	Link name	Links found in your HTML
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5	☐	Twitter	
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